



# PHOTOGRAPHY: PASSION FOR MANY IN CITIES

**CASE STUDY/INSIGHT**



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Photography is the art, application and practice of capturing images with either a digital sensor or film. It also includes capturing motion images or video. Photographs have become the universal language of this digital era. All of us love taking photos of ourselves, friends, family, important events, beautiful sceneries, food and almost everything. Today taking photographs has become very easy with huge improvement in technology. It takes only few seconds to take our mobile phones and capture photos.

Today the term 'photography' has been associated with more of selfies. Selfies have become common in weddings, parties, workplace, meetings and almost everywhere. Self-portraits have been in the history of photography over a long time. But the advancement in mobile phone and front cameras have made selfies more popular. Selfie eliminates the need of another person to capture photos of us. It gives us the freedom to pose in a number of ways and click as much as photos we want. Selfies have been used by many women and people from under privileged background to empower themselves. Selfie culture has made people to dress more appropriately and groom themselves in a positive way.

Photography has become more easy and accessible to people after technology of mobile phones with inbuilt camera hit the market. Today mobile phones with cameras of various wonderful features of varying high pixel, zooming capacity, time lapse and filters have made photography quick and efficient.

There are different types of digital cameras which can be used in accordance with need and location. They are Compact Cameras, DSLR cameras, Mirrorless cameras, Action cameras, 360 Cameras, medium format cameras, bride cameras, traditional format cameras, etc. Digital cameras give photos in real time and doesn't involve developing or film costs. It is quick and efficient. You also have the freedom to take as many photos as needed and choose the best out of them.



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Photography is a beautiful art which captures happy and cherishing moments of our life and gives us memories. Photography has the majestic power of giving us the real life experience of beauty of nature, marvellous architecture, inscriptions in historical buildings, various cultures around the world, different people, insight of world's heritage, view of life under the ocean, in dense forests and mountains, picture of various global events and general happenings. Our knowledge has improved with the photography. Photography also has significant importance in interpreting history.

Photography can infuse various emotions of wonder, excitement, happiness, celebration, anxiety etc., through the photos. They are powerful tool for conveying messages and emotions. Many youngsters are highly passionate about photography and aspire to pursue careers in it. Digital Photography, Visual Arts and Photography, Communication Design - Photography, Advanced Photograph and Photo Journalism, Fashion Photography, Fine Arts, professional Photography are such rouses to pursue undergraduate and diploma to take up career in photography. . Besides, there are many online and direct short term certification courses and programmes for photography.



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Passionate youngsters are doing their best in capturing magnificent view of moon, sunrise, sun soaked beaches, dew on flowers, insect on leaves and other natural sceneries. Photography has the power to magnify even the small things of beauty around us. Youngsters can use social media as a platform to showcase their photography skills. They can also participate in photography exhibitions and competitions to show their talent to the world. Photography is an immortal art and the world will always celebrate photography.