**E-CONTENT**

 **MJMC,  SEM-II, PAPER : CC-7

Topic : camera lens**

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**camera lens**

A camera lens is an assembly or combination of optical lenses to make images either on film or any optical storage medium. Different types of lenses have different focal length which helps them to be used in different situations. The focal length of a lens is the distance between the lens of a camera and its image sensor when the subject that the camera is pointing is in focus. The focal length is usually stated in millimetres.

The focal length of few lenses and their uses are given below:

Focal length Type of lens Usage

8-24 mm Fish Eye Landscapes and panoramic shots

24-35 mm Wide Angle Forest, Moving vechile, running

55-200 mm Zoom Portrait, Wedding, News

200-400 mm Telephoto Wild life, Sports

A PICTURE IS WORTH A THOUSAND WORDS

Photography is a medium which conveys thoughts and feelings without saying a word. In fact a photograph can speak louder than words and the message will be clear and with little noise. Photography as a medium of communication is easy to comprehend for the larger audience as the encoding is quite easy. The encoding in news photography has to be easy so that maximum number of people can understand the message and the photograph serves the desired purpose. The beauty lies in the universal appeal of the photograph. People across cultures and boundaries can understand a photograph and relate to its content. Photographs in the form of selfies, cellphone snaps, unplanned photos and any time random shots has flooded the social media and internet with visuals in the present visual culture. Anybody can become a photographer and with the help of a good camera and software can do wonders. This massive production of images in the digital form is affecting photojournalism and the importance it used to carry. Photographs are representations of time and events, light and shadows, and contrasts of vibrant colors. A good photograph speaks to our own emotions and to the thoughts and emotions of others. Photos allow us to express our feelings in a unique way. The photo could be a portrait that shows an important day of a person’s life and catches him or her in a certain mood. The background of a portrait could be mountain, desert or a scenic beauty of any kind. A painter or a sculptor also displays a part of the world as seen and interpreted by him. He uses his perception and creates a static reality of time and events. A photograph on the other hand does all this and also captures the same world where we all live. It depicts different point of reality through a much larger canvas. A photograph transfers the viewer to the place and time shown in the photograph.