**E-CONTENT**

 **MJMC,  SEM-II, PAPER : CC-7

Topic : The Camera as a Tool**

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**The Camera as a Tool**

A camera is a device for recording visual images which may be in the form of pictures or videos. The camera is only a tool. The cameraperson has to master photographic technique. The most important thing is to think of the best way to show the visual regarding the story to the audience. For this, the the photojournalist should be able to mentally visualize the shots he wants to show and then plan accordingly. This is achieved by taking the shots from a right perspective. The photojournalist will think about the right angle, content of the frame and the content he wants the audience to focus on. It is always a wise thing to know as much as possible about the subjects to be photographed and think of all possible different perspectives which could be shown to the reader in order to covey the point. These days’ professional photographers use Digital Single-Lens Reflex Camera (DSLR). In DSLR instead of hitting the film, the light which enters hits the sensor. DSLR comes with a zoom lens which have a variable focal length in the range of 35 mm-70 mm.

A good photograph can be powerful and can be an agent for change. Different journalists and photographers approach news stories differently. Some of them highlight the government’s failure in a story, whereas some of them shoot to support a public cause. They capture different aspects of life of a common man to highlight their plight and suffering in order to draw the attention of authorities towards these issues. By publishing the pictures of pending projects and unfinished tasks they remind different agencies and also the public to meet their responsibility.

For example by publishing pictures of garbage and piles of waste material the photojournalist reminds the citizens of their duty towards maintaining a clean neighbourhood which is free of dirt and diseases. Good camerawork focuses on the relevant parts of the story i.e. visual parts which are important for storytelling and leaves the rest. The relevant visual parts are photographed in a manner which develops an emotional connect with the audience. Such a photograph with the emotional appeal is liked by the audience and they remember it for long. While doing his camerawork the photojournalist needs to be sensitive towards the feelings of other human beings. Right specifications of focal length, exposure and ISO can bring good results even with an old camera.

The specifications depend on whether the photography is outdoor or indoor. The time of the day also affects the quality of the picture. Source of light and the temperature of artificial lights also affect the final picture.