

**The role of the semiotic analysis for media images to develop  
the photographer's visual perception and professional capabilities  
(Press photos for the Spanish flu and the Corona pandemic as a model)**

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**Abstract:**

A media image, whether static or moving, is a snapshot that carries visual semiotics, related to the film, frame, colors, shooting angle, shot size and camera movement. It is also influenced by many other technical factors such as synthesis, script, directing and presentation styles.

The image is a system of excellent semiotic signs with distinct significance, as it conveys reality, directly or indirectly. This means that the image may be a declarative realistic document, or it may be an artistic and aesthetic imagination. It is not possible to talk about the image except through its relationship with the recipient (the future) who receives it, as the future re-builds the image in his mind and gives it its real, potential and possible meanings. It relates to everything that is verbal, visual, musical, and digital. The image is an icon that may carry symbolic meanings in spoken or visual languages, and therefore it is a composite of functions composed of all that is linguistically spoken or visual.

The Swiss scientist (de Saussure) is considered the founder of semiotics, which is the science that studies the life of signs, their uses and their presence within society. As Pierce coined it, it is the science of signs. It has become a general science that studies everything that is verbal and non-verbal. And skipped the field of linguistics, which is satisfied with the study of the semiology of the spoken language.

**Keywords:**

media image, semiotics, visual perception