

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

Research problem:

The research problem is crystallized in the main question: How to achieve sustainable development of the visual culture of the media photographer, and develop his visual perception to raise the professional level and draft media visual texts? Research Methodology: The researcher follows the descriptive analytical method by semiotic analysis of media (press) images.

research aims:

First: By analyzing the media (press) images semiotically, it is possible to extract the most important elements that the media photographer uses to build the desired meanings and connotations. Second: Raising the level of visual perception of the photographer, as well as raising his professional level, by defining the criteria for the semiotic analysis of the media image.

Search questions:

- 1- What is semiotics? What is the location of the image as a visual text from it?
- 2- What are the elements of semiotic analysis of the media image?
- 3- How to raise the level of visual perception of the photojournalist?
- 4- What are the semantic-generating elements in the media image?
- 5- What is the role of the elements of color, depth of field, shot sizes and other elements commonly used in non-journalistic artistic images in the media image?

research results:

Press photos with connotations and symbols are more attractive to viewers than direct photos. Semiotics are very important in creating meanings and symbols within the press image

- The sizes of the shots and the shooting angles play a major role in highlighting the meanings and symbols in the press photo.
- Press photos of the Spanish flu pandemic and the Corona pandemic have many symbols and connotations. The application of semiotics with press photos achieves an element of attracting attention by interacting with the photographed event by extracting many symbols and connotations.

Search recommendations:

- Educational institutions that deal with the study of arts within their curricula and media colleges should pay attention to teaching semiotics and symbols to students.
- The academic photographer must be characterized by his shots with many symbols and connotations.
- Conducting training courses for media workers to introduce the importance of using semantics and symbols in the image.
- The photojournalist must be fully aware of the application of semiotics through his shots, as well as the use of sizes and shooting angles to emphasize meanings.

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