

# How Photography is Shaping Public Opinion in the 21<sup>st</sup> Century?

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## Abstract

Accompanied by the continuous development of time and public interest the transformation of different objects has become a common factor in this 21st century. This study focuses on describing the way photography is shaping public opinion in the 21st century. Photography is mainly the process of recording an image of an object via the movement of light. Due to passing of time and technology the process of taking pictures has become modernised and updated. Many people nowadays have chosen photography as their profession and earn their daily living. Apart from this, many people also like to take pictures and they engaged in it as a hobby. This study explores the real fact of photography and its influence power on people of the 21st century and will provide a clear concept about it. In order to lead this study, the researcher has used different methodological tools such as interpretivism research philosophy, inductive research approach, and exploratory research design. In collecting the relevant resources regarding the research topic, a “secondary qualitative data collection method” has been adopted. Along with this, exploring the data in an interpretation way, thematic analysis has been used. However, this research paper can assist the readers to recognize the actual meaning behind the power of influence of photography on 21st-century peoples’ opinions.

## Keywords

21st Century, Opportunity, Photographers, Photography, Public Opinion, Social Media Platforms

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## INTRODUCTION

### Background of the Study

Nowadays the concept of photography has become totally changed from the frame of earliest photography. Its availability provides an excellent opportunity for people of the 21st century. According to the record o 2022, globally the “commercial photography market size” has been evaluated as **\$5.2 billion** [1]. In addition to that, day by day the number of photographers is dramatically developing rapidly worldwide. In this regard, approximately it has been seen that **7.125 billion photographers** are available across the globe. It shows that the majority of the people of the 21st century are engaging in the photography field. The interest in photography has increased day by day among the public.

Accompanied by the rising number of photographers the competition has become so high. People are trying to invent something new compared to the other photographers to retain their pace in the competitive business market. In addition to that, many people are getting the opportunity to work and lead their living. Its ability to “capture surroundings with a realistic approach” is one of the reasons behind its popularity has become rising gradually worldwide. Throughout further research paper, the reasons behind the growing interest in photography have increased will be discussed in a detailed manner.

### Aim and Objectives

The study desires to describe the way photography has influenced public opinion in the 21st century. The research

objectives are as follows:

- ❖ To recognise the importance of photography in modern society
- ❖ To understand the impact of photography on 21st-century people
- ❖ To discuss the effect of photography on the disappearance of the mass media
- ❖ To find out the reasons behind photography in shaping peoples’ opinion of the 21st-century world

### Significance of the Study

This study concentrates on exploring the effectiveness of photography in transforming the opinion of people of the 21st century. The earliest concept of media has transformed in this recent time and is driven by public profession and interest. Over the decades, the action and motions of taking pictures have changed and also bring a revolution to change people's thoughts regarding photography. In the future, the study can be sustained for a long-term issue as photography has occupied a great interest among current people. Reading this research paper, readers will understand the actual factors related to the process of photography that is helpful in manipulating public opinion.

## METHODS

In order to measure the reliability and authenticity of this research paper, the researcher has used several research tools effectively to prepare a valuable way to collect the relevant data and information. All the methodological tools serve in a structural way that suggests the research approach, research

design, and research philosophy to make the paper beneficial.

### **Research Approach**

The researcher has selected an *“inductive research approach”* in order to understand the relationship between photography and public opinion. In addition, to concentrate on the research topic clearly this research philosophy is also useful [2]. It has also supported the generating of new ideas and concepts regarding the research topic.

### **Research Design**

An *“exploratory research design”* has been adopted to lead the research process in a consistent way. Although for its time-saving characteristics and capability of supporting in contrast elements of paper this design has proved valuable [3]. It has also been identified as cost saving element and worth pursuing by the developer.

### **Research Philosophy**

An *“interpretivism research philosophy”* has been followed by the researcher to serve a better understanding and knowledge during the research process about the research topic [4]. It also has supported the developer to identify the different perspectives of this research topic depending on this research philosophy.

### **Data Collection Tool**

The data conception process is the main part of the research process as it is the main key element to lead the process further. In this research process, the researcher has selected a *“secondary qualitative data collection method”*. This has been identified as the most useful tool in collecting data as it already exists [5]. Due to serving fresh and recent data, the researcher has chosen only resources that are from 2018 and 2022. The researcher has used existing resources such as articles, news reports, and journals. Thus, all the dissertational articles and academic journals have been rejected as they could provide wrong information. In addition to that, the selected articles have been searched by using the keywords of the research topic to get reliable and authentic data and information.

### **Data Analysis Tool**

The data analysis process is another vital step in research as it helps in interpreting the findings in an understandable way. As the researcher has used secondary data, using *“thematic analysis”* has been identified as the best tool to be used. The thematic analysis allowed the researcher to make a clear sense of the data and make them sustainable for a long-term issue [6]. As it does not need enough knowledge and critical thinking skills, it can make the study simple and understandable. Moreover, all the selected research tools are valuable to make the study reliable.

## **RESULTS**

### **Theme 1: The importance of photography in modern society**

Photography is the worthy element that is really identified as able to bring closer to people surrounded across the world as images. According to the photographers, images are considered a universal language that can be understood by anyone being touched. In this regard, it can be mentioned that when at a particular moment a picture was taken, the moment was identified as either influential or sentimental. It has a significant effect on the objects people see or do [7]. It also can manipulate an individual to go back to that moment and feel or memorise that movement once again. Photography has the power to influence numerous people by creating pathways of friendship and nostalgia. It is considered a visual learning element that is capable of conducting a transformation for the better.

This is identified as important as it is able to unfold a view into an individual's mind and also allow them to carry messages. In addition to this, photography has also a positive impact on society by summoning insight and emotions. It is able to inspire the public by influencing them to provide direction in life [8]. Photos have the potential to bring differentiation in the world by making the past moment alive once again. The main ability of photos is to influence emotions and feelings. In this modern society, when everything is transforming so fast and people have less time to communicate others, photos are the only medium to connect with each other. Using social media platforms is one of the common factors in this current societal system. Posting photos on social media platforms have become very usual.

In this regard, to collect meaningful moments and memorise them every year social media platforms are manufactured with these characteristics. It serves people the capability to watch the world from a contrasting perspective [9]. Many people nowadays have chosen photography as their professional tool and it serves them a lot of opportunities to learn continuously new things related to photography. In this current era, photography has become more and more approachable to the youth as they like to take photos and upload them on social media platforms. Thus, it has become a trend to get maximum likes and comments on a specific photo compared to others as it signifies differentiation.

### **Theme 2: The impact of photography on 21st-century people**

In the 21st century, photography has become identified as soaking up both “online digital communication” and the “contemporary art world”. In this advanced and modern technological world, photography is the ultimate element for capturing peoples' environment with a realistic detail. It is one of the easiest ways to remember any specific moment and event [10]. In order to revive the past and shape the way of remembering things, photography has a great impact. Photography has transformed the thinking process and

pattern of lifestyle of the people of the 21st century. The new pattern of photography from the traditional pattern has changed events and reactions of people to see the images.

It has been noticed that whenever people go nowadays taking photos has become desirable. In this 21st century, people use different poses and content to capture photos. Every people are using different dresses and locations to click photos. In maximum cases, it has become set in kind of the modern people that the dress and background of the photo could not be repeated. Photography has influenced the rising competition among the youth generation of this current society [11]. The competition measures depend on the number of likes and comments on social media platforms. In the beginning, social media platforms were used to talk or communicate with people, but nowadays the process has become shifted and changed into uploading photos.

Creativity in photography is another essential element according to the people of the 21st century. More creativity can be added to the photos, and the popularity of the photographer has become in the competitive business market. As the number of photographers has become widespread in this current society, everyone trying to serve something creative and try to draw the attention of others. Photography is a very effective key tool that is able to attract the attention of the modern people of this century [12]. Photography has changed peoples' vision and thoughts to watch the world. The pattern of photography has enabled the media sphere more useful and profitable. In this 21st century, people are getting more attracted to photography and photos gradually which made them live in a virtual world that is different from the real world.

### **Theme 3: Transformation of photography**

The member of "*French Académie des Sciences*", on January 7, 1839, displayed products of an invention that made a huge transformation of the "nature of visual representation". During the 1830s and 40s, the technology of photography has used for the first time [13]. The invention of photography was identified as a rebellion against culture and communication. In the beginning, photography was only printed on paper but eventually and collaboration of modern technology and public demand, photography has become a framework that can be used digitally. In this regard, Daguerre's continuous experiments cannot be denied to make the process of photography comfortable. The main aims of the experiment were inventing new mediums to take pictures and securing them for a long-term issue.

Every object needs a proper transformation to keep pace with the current society and demand. Transformation refers to the exploration of changes to serve something advanced and attractive. There were several transformations in photography over the last two decades [14]. Ultimately digital evolution has increased the way of photography smoother and more flexible to experience something different to attract people. The way of photography has transformed in order to create positive development in the field of art. In order to serve reality and chance to memorise

something in a repetitive time, photography has needed to be realistic. Depending on this demand, the adoption of different types of technologies has made the possibility of changing the concept of photography.

Accompanied by the invention of several types of modern devices, such as mobile phones, DSLR cameras, tabs, and others the capturing of the special moment has become flexible and easy. Based on modern technology, an individual can easily capture multiple photos at a single time. In addition to that, framing the photos also becomes capable of making in a short time with more attractive designs and styles. The development of photos by changing their colours and background also has become easy compared to the expectation [15]. However, the main intention of an individual photographer is to make a photograph that can influence the opposite individual. In this recent world, photography continues to be applicable as a cultural object.

### **Theme 4: The effect of modern photography on the disappearance of the traditional photography**

In this world, the process of photography was different from the current concept of photography. The earliest photography was used only for official purposes or sometimes personal reasons. At that time, photos were clicked in simple poses and only black and white colours were generally used. Due to the passing of time, colours have been added to the pictures to make them colourful similar to the people wearing while clicking the photos. After that, it also has been observed that with the invention of modern technologies and modern thoughts, the style, pattern and process of photography have become changed. Even the size of the cameras was big at an early age which was difficult to handle [16]. Gradually with the developing ideas and concepts, the size and process of cameras have become easy to handle and move.

Modernist photography celebrated the camera as a valuable and important mechanical tool to capture a perfect moment. As updated mobile phones, as well as digital cameras, have become more advanced and updated that they are capable of capturing photos or moments with a higher quality resolution. Basically, from the traditional concept of photography, modern photography is the transformation of picture quality and the pattern of the frame of the picture. Modern photography ensures the capture of perfect photos every time [17]. Modern photographers are continuously giving efforts to take a perfect shot and impress the individual. In the earliest time, photos were taken only one position and stored in albums. In this modern era, the photos are taken with different poses and store not only in the modern pattern of album but also distribute through social media platforms to display to others and get opinions from them.

Along with this, modern photos are not able to print in albums but it is able to be printed on different objects to see the photo more attractive. The system of photography has drastically changed the perception of the world [18]. Although the visualisation of photographs and pattern of

photography is transformed with the sake of time and demand, the main motive of capturing photos never changed.

#### **Theme 5: The role of photography in shaping peoples' opinion**

Photography helps to keep storing the valuable moments that usually vanish from memory. Photography is capable of capturing feelings, moods, and emotions that can play a vital role in the required moment [19]. In this 21st century, the mentality or thought regarding photography has changed a lot. According to people photos are very essential to capture every single moment and memorise that in a repetitive manner. Many people even thought that quality is not as important as learning how to create a story is important. Nowadays people have connected maximally with digital platforms and social media platforms and uploading photos and sharing moments on social media has become very common activities.

In this regard, people are always trying to judge others by their uploaded photos. People are getting more virtual rather than real life and it also affects their mental growth and thinking process. In addition to this, hiring photographers for any kind of special moment also has become a common trend among 21st-century people. There is increasing a competing among people to serve far better photos to show off the entire world. Social media platforms have enhanced and influenced photography mania at a high level of interest [20]. Even the charges of photographers have also become high rather than the traditional time. People believe that extra cost and extra expense on photography can provide far better quality photos and it also develops the demand for photography day by day.

#### **DISCUSSION**

In this modern and developing world, photography is identified as one of the useful mediums for advocacy. It is the conclusive element for capturing anything around the world in a realistic way. In order to feel the moment and remember the moment in the same way, photographs are the only medium [21]. In the 21st century, the craze of photography has become widely popular among people. Thus, the demand and preferences regarding photography or photos have increased dependent on social media platforms. Photography has shaped the path human beings remember things and moments and revive them once again. The concept of photography has become entirely changed in this modern society compared to the earliest era. Photos are the information through those humans can spread information regarding any specific subject or matter.

The pattern of photography has transformed with the passing of time and it has gradually become modern day by day with the collaboration of advanced technology. In the 21st century, creativity is one of the key tools that can influence people, especially the youth generation. It has become a competition among photographers in this modern era, and everyone trying to invent something new and trendy that can easily attract people. As nowadays using social

media platforms and posting photos have become common factors, and the popularity and demand for photography increased a lot [22]. The more an individual photographer can create something critical in photos, the more demand is equally enhanced. Photographers are playing a vital role in human beings' lives as they can connect an individual to their past. Photography is a powerful element that is able to present a different perspective and allow people to live with the moment through it.

People are eager to capture every moment and everything in this recent world as they prefer to show off their activity on social media platforms. However, photography has a positive impact on modern society as it is capable of summoning old feelings, emotions, and perceptions. The purpose of using photos also has become transformed in this recent era compared to the earliest era. It has been observed in a repetitive manner that photography is able to influence public opinion and also able to bring about societal transformation [23]. In many cases, photos are used as pieces of evidence of any issues which is another purpose of photography. Apart from this, nowadays photography has become a medium of the profession. Even there are many people across the world that have chosen photography as their profession and earn a lot of money. As the income margin through this profession has become increasingly based on the demand and preferences of people.

In addition to that, today's photographers constantly utilising high-quality professional cameras to support different types of injustice in society and post those on social media. It includes AIDS, environmental barriers, homelessness and poverty, the firm crisis, and others. Accompanied by the collaboration of advanced and modern technology and internet penetration, this type of activity has become developed in numbers [24]. In this 21st century world, people are getting more attracted to photography and it leads them to a complete virtual world from the real world. The digital evolution of photography has made the process of photography smoother and more flexible to capture it in a far better way. In the earliest time, the quality of photos was not high but in this recent world, the quality of photos increased so high.

Accompanied by numerous types of modern devices such as cameras, DSLRs, tabs, and mobile phones, the photo-capturing process has become easy and fast. Involving modern technology, it has become possible to capture several shots in a single click in a single moment. In addition to this, the size of the camera also has become small and easy to handle compared to the earliest time when the handling camera was a difficult job. Modern photography always assures of capturing the perfect shot and it can be printed on different types of mediums which can attract viewers [25]. Observing all the advantages of hiring photographers and serving creative photography has become a competitive place. Due to the passing days and renovation, it has the chance of getting more popularity for photography in the upcoming years.

## CONCLUSION

Analysing the entire research paper, it can be concluded that the 21st century has promoted the concept of photography one step advance. People are getting gradually more addicted to hiring photographers and showing that their value is unpredictable. Depending on this, on the one hand, photography has become more attractive with new ideas and higher picture quality, but on the other hand, also the demand and charges of photographers have also been higher. Accompanied by the collaboration of modern technology and ideas, the quality and concept of photography have become attractive and influential.

In this modern society, to keep pace with public demand and preferences the photography has become a competitive place to compete with others by inventing new techniques and ideas to capture a perfect picture. The pattern of modern photography has changed the perception of people and the pattern of viewing the world. Accompanied by the passing of time and modern societal demand the photography process may develop but the main intention of photography is to memorise the captured moment with the same feeling, and emotions remain the same.

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