

## Photojournalism role in achieving the significance of the online image for the Viewer.

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### **Abstract:**

Social media is becoming ever more important in our lives day after day, especially in light of recent developments in technology. After the great development that has taken place in recent times. With technological advances and the emergence of many modern technologies, social media, whether social or educational, are often used to communicate with parents and friends or to track events at all levels and, finally, in distance education, especially as the need arises. The importance of social media sites is to achieve continuous communication, share ideas, opinions and experiences, follow current events, read stories, interact with all publications on the pages of individuals and public figures, market products as well as services, and provide assistance and support for voluntary action, so we can say that they are aimed at the well-being of humanity and making life easier and easier. The world is no longer waiting for the paper in the morning, or the news on TV in the evening to learn the new. Social media has made it possible to quickly spread news and events on time and to have easy access to them and to keep a first-hand view of most of the hot events around the world, with just a quick look at the websites to learn the news and to watch it as it happens. The massive technological boom in the world and Internet access as a tool for many transactions, combined with significant advances in telephones and networks and competition among operators, have contributed significantly to the growing number of Internet users. A recent ITU report estimated that in 2020 there were some 4.1 billion people, equivalent to 60% of the world 's population. Electronic newspapers and magazines are very interesting and provide local and global news as soon as they occur. Photos and videos are shown for the most famous and beautiful tourist destinations to promote internal and external tourism. Despite the existence and diversity of these magazines in foreign languages, the Arabic content of these magazines is still poor, and most global reports on digital content on the Internet indicate that the representation of Arabic on the Internet is not commensurate with its importance and the number of Arab users and Internet users. The British newspaper Landbendant indicated that Arabic content on the Internet is only 3%. An overview of the web pages of the magazines is divided into two sections: The first is not based on proper design considerations in accordance with the basic design of the image, including the magazine photographer and Rosaleusf. The second is characterized by poor content, both in images and in videos, and by a lack of interest in the continuous updating of those pages, such as the Journal of the Crescent, the Journal of Planets, the Rosaleusf magazine and the Journal of Radio and Television.

**Statement of the Problem:** In practice, it has been possible to monitor some of the problems of static and mobile images in online magazines on social media pages, including planets, Rosaleusef, radio and television. The problem of research is focused on the following question:

- What are the design considerations for the production of fixed and mobile images published in electronic magazines on social media sites in Egypt?

**Research questions:** • What electronic newspapers and magazines already exist? What problems do they face? • What design considerations should be found in fixed and mobile images published in electronic journals? • What programs are used for the production of the montage in the video and the addition of modifications in the fixed images?

**Research Objectives:** Develop design considerations for fixed and mobile images in the content provided to electronic newspapers on social media sites to make the media image on viewers meaningful.

**Research Methodology:** The researcher follows the descriptive approach (the visual speech analysis methodology) to arrive at the list of considerations.

**Research Tools:** Through the Theoretical Study, the scholars draw up lists of design considerations (technology, functionality, beauty), and then use the questionnaire as a tool for arbitration by academic specialists and leading electronic magazine photographers.

**Results:** 1-The photo should be the main attraction, capturing the viewer's attention, playing on emotions and imaginations, and making everyone who sees it feel not only a part of but also a participant in the event. 2- Journalistic photographs should be lively and active, giving the viewer the impression that they are moving and telling the news in an interesting and enjoyable setting. 3-They should have a graphic quality to them, giving the viewer the impression of a designed frame through graphics. 4-They must accurately and faithfully portray the event. The photograph should be readable, expressing the event in all its details in an entirely honest and accurate manner. 5-Emphasize the photo's quality, allowing control over its dimensions and the ability to

**Citation:** Salma Mohamed (2023), Photojournalism role in achieving the significance of the online image for the Viewer., *International Design Journal*, Vol. 13 No. 6, (November 2023) pp 555-561

display it in a large space in various news media without any technical or artistic flaws. 6. Choose the appropriate time to capture the photo so that the viewer does not feel that the photo was prearranged but rather that it was captured spontaneously and dynamically.

**Keywords :**

online Journalism, Social Media Platforms, Mass Media, Online Magazine

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**Paper History :**

Paper received July 10, 2023, Accepted October 4, 2023, Published on line November 1, 2023