

PHOTOS AESTHETICS

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Introduction. Photography has always been one of the most striking manifestations of human creativity. This is a moment that will never happen again, a moment of beauty that a person can stop forever. The theme of photography is quite interesting and intriguing. Aesthetics of photography develops together with society, its new technologies and achievements.

Aim. To show and understand the importance of the aspect of the frozen moment. Understand the value of a photo not as a routine attribute, but as part of the aesthetic.

Materials. Mark Casins A Man Looking. - [Electronic resource]. - Access mode: <https://www.litres.ru/mark-kazins-17132220/chelovek-smotryaschiy/chitat-onlayn/> (date of application: 10/18/2019). - Title from the screen; John Berger, Art to See / John Berger. - M.: Claudeberry, 2012. - 184 pp.

Methods. Comparison, observation, analysis and systematization.

Results and discussion. We have analyzed and systematized aspects of aesthetic in photography. Also we have carried out the study of the role of photography in the development of mankind.

Conclusions. Photography is not only a way of self-expression, a way of presenting or understanding the world, not only part of the aesthetic, it's a whole life style in which true artists live.

I want to start with the words of famous people: "Life is cinema, death is a photograph" (SusanZontag); "What photo is my favorite? The one that I'm going to do tomorrow."(Imung Cunningham).

A photograph for me is a language that speaks at the level of emotion. Moreover, this speech is quite strong. Sometimes it causes such anxiety in the viewer, such a storm of feelings that people in some cases begin to cry, while in other cases – a person starts to laugh loudly and sincerely, from the heart. In the language of photography you can tell the story of not only one specifically taken person, but the whole family, the whole nation, and sometimes even the whole of humanity. The photo shows us the world as it was at the moment when the picture was taken. And this reflected world remains with us forever.

Photography is an art, and it stands next to painting, architecture, because with the help of photographs a person can also express his or her emotions and thoughts. As with any art, photographs have their own styles used by

photographers. There are many of them, moreover every artist who is fond of photography can become the founder of his direction, but there are several styles that are considered the most popular today. When we talk about aesthetics, we keep in mind that some images are more interesting to our eyes, be they photographs, paintings or sculptures.

The artistic image began to supplant paintings and sculptures from the moment of its appearance in the world market and to the present day. Of course, the photo also became a popularist of the arts, opened new opportunities for the old directions and, of course, formed new views on the world.

When it comes to art photography, it is, by its very nature, the most iconic of all kinds of arts, because photography is a moment that will never happen again, a moment of beauty that can be stopped forever. Artistic photography by its means demonstrates the same imaginative issues as traditional arts. It, in its advanced expressions, not only interprets the surrounding reality, but also by means of special optics ("fish eye", monocle, wide-angle, diffuse filters, etc.), complex techniques and man-made compositions with their collage and photomontage means creates a new reality. Sometimes even the most ordinary thing or subject in a photo may seem the most beautiful and unusual. For example, the photo "The river" Rhine 2 "of the famous German photographer Andreas Gursky (made in 1999) has already traversed the Internet several times. The photo shows the river Rhine between the dams in the rainy weather. The photo was auctioned in 2011 at Christie's auction for \$ 4,338,000. In 2001-2002, Richard Prince created a photo for Marlboro and called it "Cowboy." In 2007 Cowboy was sold at the Christie's auction for a grand amount of \$ 3.4 million.

This particular perception of reality makes these works of human thought unique and valuable spiritually and materially, because no one will ever again repeat this particular photo, it may be similar, but not the same.

Each photoartist uses and stands out for its specific vision of the picture as a whole. He or she tries to preserve this soul in the photo itself. The worldview of a photographer is determined by his knowledge, views, beliefs and feelings. By the way, for their transmission a photomaster uses the same means as the painter – lines and their correlation. Each artist states: the main thing - is a search of spatial forms, lines, relations, something new and unknown of the very reality. There are moments that, for example, recreate the landscape, and the person in the camera is recognized, or the camera captures the historical moment: children and women who are looking for battlefields of their relatives. Here, weeping is something bigger, not personal, it's a cry for all human kind. It is not a sensation and does not attract the attention of those shameless, that is made by a professional lazybone

who despises elementary ethical norms and customs. In its essence, photography is doomed to make a kind of explosion in the history of human progress.

Some might argue that when we consider whether a photograph is well done, it does not matter whether we know what a photograph is and whether we are aware of the theory and technique of creating it. At the present stage, the renaissance of photography takes place not only through the theory, but also through the hard work of the photographer. We could be content with our photos if we were indifferent to what would happen to them later. After all, the photo is ready only after its publication. Of course, a far-reaching vision is needed for the further development of the spiritual and cultural era. Obviously, we always deal with good photographs, but there is no doubt that photographs of low technical and aesthetic quality are published. International journals, once pioneers of photography, are now limited to actual illustrative materials of an informative nature and sometimes even of low spiritual quality.

So, you do not have to be born with some "exceptional" eyes to see interesting images. Every person has an aesthetic feeling. The difference is to be able to explain and reproduce moments that appeal to the eye and make sense in the photo.

Basic rules are an easy way to create some tension in the image, avoiding the complete chaos. In other words, an aesthetically successful image does not automatically become superb. This is just a great basis for plotting. Photography is not only a way of self-expression, a way of presenting or understanding the world, not only part of the aesthetic, it's a whole life style in which true artists live. Photography is the whole world that everyone can open for himself or herself.