

Cultural Research on Mobile Phone Photography

Liu Hao

School of Fine Arts,
Nanjing Normal University China
Email: njnliuhao@qq.com

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Abstract:

Mobile platform with intelligent mobile phone as the typical representative, has become the most common and popular photography shooting tools, at the same time with the wireless network, the paper medium of photography, communication and influence is quite different from the traditional. Using mobile phone photo quality and professional camera is almost the same as the way of viewing, photography is no longer a paper-based media, but with the screen, more critical and different from the professional camera, image via mobile phone access, realized the real-time transmission, can instantly make people around the world can see the pictures the photography, beyond any historical period, but at the same time, photography as a visual expression of art, but disappeared in the image of the ocean, but became a visual information alone. In connection with the mobile phone and the history of photography, photography system of intelligent mobile phone current were studied of technology and culture, that the current mobile platform mobile phone hand made photography has become the most popular cultural activities, but also on the photography as a visual communication media and art forms a threat.

Key words: mobile phone, screen, digit, photography, information, media

I. Photography in the Digital Age

After the creation of photography, the image has become a memory or, more precisely, it can be said as the trigger of memory, as the scene under its record can always bring up one's memories in the air at another time. Whether it is printed out or still stored in the chip, all of these will be the source of memory that can inspire the moved and painful memories once happened. Today, the smartphone has developed the shooting of image, which enables everyone to shoot and transmit the image at any time. The memory and experience brought about by this kind of image may be more personal and more deep in the heart of the soul; Moreover, with the help of a more public platform, we freely express and transmit a kind of cry, a propaganda as well as a murmur to the world. This is the freedom and democracy that smartphone and the We Media era have brought to us.

i. Digitalized Age of Photography

From the beginning of its creation, photography is closely related to the technological development of each era. This technological development and the conceptual changes arising from it have completely changed the history of painting, which can only rely on the original work to transmit information and value. This visual revolution brought about the birth of image media in the new era. From the wet glass plate to the dry plate, and then to the creation of Kodak film, photography has undergone earth-shaking changes in a short period of decades, and the development of photography technology has increased by geometric times.

In the second half of the 20th century, the human beings gradually entered the digital age, photography was no exception. The CCD image sensor, which was invented in 1969, just like the surveillance camera of a digital camera, which used electrons to capture light, so as to replace the film imaging previously coated with the photosensitive emulsions, so that changing the medium by which the imaging was based. This invention completely subverts the development process of photography, at the same time, it completely changes the development trend of photography. As the Kodak declared bankruptcy and the shift in investment, we deeply and earnestly feel the road of smoke that must be passed through at the beginning of the digital age, which also let us wave goodbye to the film age of photography.

ii. Images on the Screen

As the photography has entered the digital age, many great changes have been made, for example, pixel is constantly doubling, the image is more stable, and the technology is more mature whether it is a simple camera suitable for public photography or a digital SLR camera suitable for professional photographers, the market and consumption jointly promote the continuous innovation of technology. Film and the necessary items for manual images have become luxury items for artists or some enthusiasts, and these processes have been marginalized by the mainstream with the development of digital technology. At this time, we should carefully examine the difference between the function of digital camera and the traditional film camera, so as to reflect the advantage and value must embodied in the digital technology in the development of camera.

First of all, when we examine the difference between digital photography and traditional film photography, it is found that the film photography produces the image through optical and chemical action. The light leaves traces of light acting on the concrete sensible surface that is coated with some kind of photosensitive chemical substance, in this way, the image is displayed. However, the digital photography is to compile these scenes in sensible realities into a binary code for compilation and storage, so that the image information acquired by the digital camera is only electronic data, not the real "traces" that the light leaves on the photosensitive substance. It is also because these electronic data are compiled and stored in a common binary code, and these image information is the same as the other digital information are under the help of digital, the Internet, as an important platform for instant communication, thus realizing the free and unhindered flow of image information, in this way, these images are naturally involved in the global information and communication system.

Secondly, another important difference is that the digital photography has abandoned the dark room operation of the traditional film age, so as to obtain the final presentation of the photos. The post-production of digital photography is completed on the computer. People can use a variety of software to modify and adjust the images, thus recombining, correcting and changing the image information again become more easily. In addition, the presentation and transmission of images are mainly transferred to screen-based media. As a result, we can see that there is a fundamental difference between traditional film photography and digital photography. These two parts are not the development of technology on the basis of inheritance, but have realized the subversive innovation of technology from various aspects.

II. Imaging System of Smartphone

Photographer Paul Strong once said, "For all people who really know photography, photography is a record of life." Today, the integration of photography and mobile phone gives people the possibility to record their lives at any time. Moreover, with the development of technology, images are also using mobile phone as a platform for real-time communication and dissemination. Mobile phone becomes the communication medium of voice, text as well as image, and even under the action of the Internet, voice, text and image can communicate in real time with the help of social platforms at the same time.

i. Mobile Phone and Entertainment

People find that mobile phones can not only become a necessary tool for business communication and communication between person and person, but also can be connected with entertainment. At first, Nokia tried to develop entertainment functions such as combining mobile phones with games. In 1998, for example, Nokia's "6110" set up a variety of simple games that we are still familiar with, like Retro Snaker, Memory and Logical Graphics. In 1999, Motorola first connected mobile phones to the Internet, and developed the first touch-screen phone around the world, which adopted the "PPSM" operating system and supporting "WAP 1.1" wireless Internet access on the phone for the first time. This creative idea of connecting mobile phones to the Internet, which upgrades in developing people's

entertainment time with mobile phone and increasing their relying on mobile phones; at the same time, bringing the future development of mobile phones into a new era of integration to the Internet. This can be said a groundbreaking step. The operating systems of mobile phones and computers are also constantly carrying out technological innovation. With the rapid development of the Internet, people gradually realize that the connection between mobile phone and Internet is a bright prospect for the development of mobile phone function in the future.

ii. Mobile Phone and Photography

In addition to the close relationship gradually found and strengthened between the mobile phone and the entertainment, as well as the future trend of the mobile phone and the Internet, people begin to focus their sight on the acquisition of the image, that is, installing a digital camera on the mobile phone.

In September 2000, Japanese mobile operator "J-phone", in partnership with Sharp Corporation, launched the world's first phone with 110,000 pixels of built-in CCD cameras. In 2003, Sharp raised the camera's head to a million effective pixels, allowing people to take photos with the maximum pixels to 1144 x 858, moreover, this type of phone had a 2.4-inch CGS screen with 260,000 color "QVGA" pixels. This mobile phone greatly improved the image quality, but also gradually showed the advantages of mobile photography. With the continuous competing in imaging of mobile phone brands, such as Samsung, Casio, Sharp. In 2004, Casio has introduced a mobile phone with 3.2 million pixels and auto-focusing function, which also has set up a an oversized 2.3-inch 15.68 million color screen. In 2005, Sharp phones still led the further innovation of mobile phone technology, aiming at the instantaneous shooting of mobile phone photography and the fact that most of the photographers put forward the anti-hand shaking function for non-professionals to correct the possible problems that may occurred in the image, these functions greatly improve the imaging quality of the pictures, what's more, they realize the pursuit of consumers in shooting high quality picture at any time, any where simply and conveniently.

High-quality pick-up head is the standard equipment of these smart phones today, ultra wide angle lens, ultra light sensitive lens, longer focal lens and other kinds of lenses can be integrated into one mobile phone at the same time, moreover, the pixels can also reach to more than 50 million. In addition, the operation mode of professional camera is also ported to the mobile phone, so that mobile phone photographers can easily and conveniently control the shutter speed, the photosensitivity, the white balance, the exposure compensation and so on, so as to obtain the picture effect of professional quality. High quality, professional image quality, simple operation, convenience, easy to control is the pursuit of many manufacturers as an important bargaining chip to achieve their own foothold and development.

III. Image is Information

Moses had warned human beings not to carve idol, not to imitate and make image; However, humans are still lost and exultant in the production and pursuit of images. Nowadays, the image is so

widespread that it seems to have broken the spell that the image had created for the classical era to set up an idol, a admirer. The mechanical and automatic crush on photography of human beings is to be able to acquire the image data of real world by means of a camera, in order to get closer to the truth. But, once again, human beings have lost themselves in the path of pursuing the reality. When the public can easily and freely obtain images through smartphones and can transmit images freely and instantly, it seems that people can no longer find the clue that can lead them out of the labyrinth in the ocean of images. In this way, the photographic image is no longer the guidance or indication of reality or truth, but gradually constructing a new world, which is a concrete world different from the abstract thinking of text and language. In this world, the rapid development of photography and the improvement of mass popularity have rapidly changed people's understanding of the world, the distribution of rights and the pursuit of democracy as well as freedom. Marshal McLuhan put forward the concept of "media is information" at the end of the 20th century, and photographic image acts as an important media in today's figurative world. Perhaps the advantages and disadvantages of images do not necessarily depend on the precedence of photography or the excellent shooting skills, but the information provided by images and how the medium of images are used by people.

i. Disappearance of the “Flare”

“Flare” is an important concept put forward by Benjamin, a famous photography theorist, in his book *The Work of Art In the Mechanical Age of Reproduction*. He used the disappearance of “flare” to remember the good qualities of artworks in the pre-industrial age. When the great momentum of science drives mankind into the industrial era, the industrialization process of reproduction has deprived artworks or photographic image works from the admirable “flare”. Benjamin sighed, "even the most perfect reproduction is always missing one thing: that is, the 'here and now' of the artwork, which is unique to where it is, this is the only existence, and only this unique existence determines its entire history". Therefore, we can see the "flare" surrounded by works of art, which means that they have unique qualities in the world, they can not achieve the immediate presentation of different regions, and should be kept a certain distance from the viewers; they have worship value rather than display value. In a word, the main points of “flare” are the value of the original work, aesthetic distance as well as worship value. If we look at the history of photography, the digital photography at present, or specifically the photography function and the communication function of smart phones are used in the public really let the “flare” disappear from the images.

ii. Public Privacy

Nowadays, whether stars or ordinary people like to expose their own private selfies, this kind of behavior of disclosing one’s privacy by oneself seems to have become the fashion trend of our times. Taking images by using a smartphone can be casual, which also can be getting blurred images because one doesn’t hold the phone firmly, or regardless of the composition and so on. The purpose is to upload on the network. These photos may be intended to tell others where they are, how they live, how they look, and how they interact instantly with friends or strangers after the photos are uploaded to the

web. Today, the photography has become civilian and popular, thus perhaps leading to some of the vulgar use of images, the condition will certainly make Benjamin, who greatly praised photography as democratic and equal annotation when photography emerged, become surprised and don't know what to say. However, now people are consuming the freedom and equality brought about by the network platform, they tend to go toward their own deep hearts gradually, they pay more attention to their express of feelings, this may be a kind of self-pity in this era when the individual is often worn out and ignored.

IV. Conclusion

We live not only in the cave of Plato, but also in the fragmentary world of knowledge and falsehood that is constructed by pictures. From the development of photography, the perfect combination of photography and mobile phone, and the evolution of mobile platform imaging technology, the images recorded by the convenient tools of the general public is profoundly changing the social reality. Mobile photography has indeed become an important tool for personal expression in addition to language. We cannot deny the value of mass photography in personal expression and personal experience because of the classic photography.

When Henri Cartier-Bresson talked about photography, he thought that photography is the form of communication between our internal world and the outside world, but obviously the situation is not as simple as straight line communication between these two worlds. As an image itself, photography has formed a world. In this world, some are real and some are false. In the image age, the world we live in is actually a virtual world constructed by these complicated image information.

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About Authors:

Liu Hao is an assistant at School of Fine Arts , Nanjing Normal University,China.