

THE LANGUAGE OF THE PHOTO COMPOSITION

Objective: To evaluate the snapshot as a method of transmitting information or giving an opinion.

Activity 1:

What do you think the photographer wants to tell by means of the composition he has chosen?¹



- Could the photo here have been taken from another angle?
Which would have resulted in another composition? How do you imagine it?
- Do you believe that the photographer seeks to take sides from a political, cultural or communicative point of view?

¹ From HONG KONG STANDARD, 21 april 1999

Activity 2:

This is the caption that went with the image. ²

Praying for better times: Worshippers at a Kuala Lumpur mosque pray by vending machines offering Coca-Cola and local brands. Like most multinationals in the region, Coca-Cola is sacrificing profits for market share, hoping for benefits once the regional economy rebounds.

Reflect on the distance between your original description of the photo and the combination of photo plus caption.

¿Would it have occurred to you to think that the photo dealt with the economic situation in Indonesia?

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(Spanish version in <http://www.seipaz.org/documentos/WEB/EL LENGUAJE DEL ENCUADRE.pdf>)