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## THE IMPORTANCE OF GENRES IN THE ART OF PHOTOGRAPHY

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**Abstract.** The article discusses photographic art genres and the fundamental concepts of composing photographic works based on them, as well as the general objective of the composition, the artist's use of visual and expressive means, and specific methods and techniques of constructive building. There is also information on the relevance of genres in Uzbekistan's photography and the work of photographers.

**Keywords (in Uzbek):** photography, genre, composition, frame, lens, photo, visual, color, light.

抽象的。文章讨论了摄影艺术流派和基于这些流派的摄影作品构图的基本概念，以及构图的总体目标，艺术家对视觉和表现手段的运用，以及具体的建构方法和技巧。还有关于乌兹别克斯坦摄影和摄影师作品中流派的相关性的信息。

关键词（乌兹别克语）：摄影、流派、构图、框架、镜头、照片、视觉、颜色、光、模板。

Photographic art has a long history as a form of fine art. The ancient Egyptian wall paintings represent everything that reflects the realities of people's daily lives during those long periods, such as hunting, feasting, and farming. Scenes from the life of common people can be seen in the beautiful paintings of Middle Ages religious books, such as the Book of Clocks.

The phrase "genre painting" or "genre art" first originated in the seventeenth century, when artists began to pay attention to what was going on outside of their studios. They were drawn to the material's simplicity of presentation, its lack of elegance and seriousness, and the freedom of creativity, and their paintings took on the form of a story with philosophical overtones. Imaginary

themes evolved with emotive inscriptions, often romanticized by the artist, and such paintings were immensely popular among the bourgeois and middle classes.

Advertising images of people can be used for a variety of purposes, including product or service advertisements, election posters, and posters for concerts, performances, or movies. That is, a person can show both the user and the object of their attention at the same time.

Interestingly, until the 1970s, photos of people were rarely used in advertising. Sure, the posters had lucky owners of vacuum cleaners, cigarettes and radios, but they were painted in the spirit of hyperrealism. Often this happened without the

Received: September 30, 2021 / Revised: October 26, 2021 / Accepted: November 23, 2021 / Published: December 07, 2021

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help of photographs: advertising portraits, such as movie posters, slides were projected using projectors.

The individual in the advertisement poster should be joyful and perfect, always smiling brightly, thus all flaws must be removed, especially in close-up and large-scale photographs.

Reproduction is a sort of photography in which a material or spiritual object (in material form) must be converted into a photographic image. The most crucial goal is to preserve the object's authenticity while accurately conveying information about it and its appearance. When reproducing photos, for example, a certain lighting approach should be employed to ensure that the image is evenly lit and that all colors and hues are reproduced as faithfully as possible. It's also important to aim for the type of lighting used to make the work of art. Lighting from a window or candlelight, for example. Understanding physics, lighting approaches, and impact measurement is critical.

Macrophotography is a sort of photo, film, or video image in which the item is photographed at a scale of 1:5-20:1 (i.e., 1 cm of image on the camera's photosensitive element corresponds to 5-0.05 cm of the object), yet there are no defined limits.

Prior to digital photography, macrophotography was seen as a magnified image in a negative. In digital photography, this criterion is rarely useful because the photosensitive matrix is not a data carrier, resulting in almost macrophotography being considered to obtain an enlarged image of acceptable quality on a monitor screen or in print.

Sometimes macrophotography is understood as the ability to take pictures at close range (a few centimeters). Such imaging is not technically accurate macrophotography - because the distances from different parts of the object to the lens vary greatly, distortions (distortion of the image field, distortion) occur. A limited case of such macro photography is the use of fish eye lenses.

In principle, macrophotography can be done with any camera, but the design features of a particular model can be a major obstacle to this. Factors related to the possibility of obtaining macrophotography with a non-specialized device (in relation to cameras):

It is advisable to use a lens with a large focal length and place it as far away as possible - geometric distortion will be minimal. Teleconverter and extension rings can be used together.

Extension rings, furs. They allow the use of simple lenses for photography. Disadvantages of this solution are a decrease in the aperture ratio and size of the lens, shifting from a possible focal length (tens of cm, cm units) to an interval.

Rotating rings allow normal lenses to be used backwards and can be magnified depending on the lens. Disadvantages - imaging distance, modern lenses, as a rule, can not control the aperture.

There is an additional lens in front of the lens. It is usually used when the lens is not removed. This option is highly desirable, but shortcomings can be overlooked.

Specialized lenses. Typically, they allow shooting at a distance of up to 1: 1, while

autofocus can be used. It also allows you to focus on all distances (magnification is achieved at the minimum distance to the lens). Most of these lenses have a clear focal length (the most typical values are 50, 100 mm, can vary - 60, 90, 105 mm), relatively large aperture values (1: 2-1: 2.8). In addition, modern specialized macro lenses are designed with objects that reduce optical distortion when imaging nearby objects.

Exposure parameters include:

The level of illumination - should be large. The lamp mounted on the camera is not always efficient - it often shines sideways (due to parallax) or its light is blocked by a long lens or attachment.

Aperture is small (to increase the depth of field if other goals are not achieved and the object is not flat).

Exposure (image speed) - as a rule, the result should be long, using a tripod or optical tripod.

SLR cameras - if set well, the results will not be worse than the actual image.

Remote measuring cameras - can be photographed by recalculating the distance measuring device.

“Рухсат этилган фокус” ёки ўзгарувчан бўлмаган автоматик фокус (истеъмомчиларнинг рақамли камераларида ишлатиладиган объектив орқали фокусланиш бундан мустасно) - суратга олиш деярли мумкин эмас.

A panoramic photo is a photo with a wide viewing angle. The panorama can be flat, cylindrical, cubic or spherical. Planar panorama

- projected onto a plane and can be reproduced on paper or a monitor. Such a panorama is usually obtained with panoramic cameras with a viewing angle greater than 120 °, which allows you to take extended images with a wide angle. Such a wide angle is achieved due to a moving lens that rotates around the focal point, directing the stream of light after the slit window. Panoramic cameras can use narrow (135 types), wide (120 types) film, or have a digital matrix. It is also possible to get a planar panorama by “stitching” the frames from a regular camera, but in this case it is advisable to use a special panoramic tripod head and the corresponding software.

Cylindrical panorama (cyclorama) - projected on the side of the cylinder and covers 360 °. You can get such a panorama with a traditional or panoramic camera.

Cubic and spherical panoramas are obtained by projection of the environment into a cube or east.

Lomography is a type of photography in which each frame has a total number of images that do not have artistic significance, but can depict anything. This name is produced by the manufacturer of cameras - "Lomo", the Leningrad Optical-Mechanical Association.

Night photography is a photograph taken at night and the process of taking it.

In the early 1900s, several well-known photographers (Alfred Stiglitz, William Fraster) began experimenting with night photography. Brassay and Bill Brandt were the first photographers to take this type of creation seriously. In 1932, Brossay published a collection of black and white photographs of Parisdenuit on the nights of Paris.

In the 1970s, Steve Harper began teaching night photography at the University of the Academy of Arts (San Francisco, USA).

In the 1990s, British photographer Michael Kenna was one of the first successful photographers in the business to focus on night photography.

Due to the growing popularity of digital photography, night photography is also evolving in the 21st century.

Performance techniques:

In the absence of additional artificial lighting due to the lack of light at night, the following is necessary to achieve an optimal effect:

use of prolonged exposure

use of fast lenses

sensitivity (ISO) for digital cameras using high-sensitivity film or high-value. Typically, different combinations of the above techniques and methods are used for night photography, depending on the shooting conditions. Additional technical means are also used for night photography: photography, tripod, and so on.

Infrared light is a type of night photography.

Most night photos are:

night sky, celestial bodies (astrophotography)

landscapes, buildings in natural moonlight

city views (using city lighting)

greetings, fireworks

night portraits

and others.

Examples of photographic genres are landscape, still life, portrait, street photography, reportage, documentary photography, genre photography, advertising photography, reproduction photography, macrophotography, panoramic photography, lomography, night photography.

Landscape is a type of painting that depicts nature or any place: forest, field, mountains, groves, cities and more. In landscape photographs, meadows in forests and fields appear in front of the viewer. and mountains, that is, nature.

The nature that surrounds man has always worried him and delighted him with its beauty and splendor. A genre of fine art that replicates nature, altered by nature or man, is called landscape. A work of this genre is also called landscape.

Depending on the nature, landscape motif can be distinguished rural, urban (including urban architecture - veduta), industrial landscape. The landscape can be historical, heroic, imaginary, lyrical, epic. The photographs reflect the changing mood, anxiety, sadness, predictability, the beauty of the fields, the meadows, the tranquility, the joy and more.

Sometimes it is given a secondary role in relation to the plot of the picture. But today, such a view, consistent with old ideas, seems at least as simple. In the age of the crisis of the relationship between man and nature, our restless thoughts about finding ways to bring civilization and the environment closer together, landscape art often manifests itself as a wise teacher.

The industrial landscapes that emerged in the late 18th and early 19th centuries, as well as the urban landscape, constitute a variety of topics that require separate discussion. Now the word "genre" itself is widely understood as a defined division of art forms, a wide-ranging topic that goes through its history. The first conditions of the landscape already appeared in the Neolithic period in stone paintings, ceramics, in various ornaments, including domes, lamps, and traditional symbolic symbols of key points. The landscape, represented by generalized characters, forms the alphabet. It shows the glory of mythological ideas about the world. It is characteristic that many ancient Egyptian and Chinese hieroglyphs return to the images of mountains and trees, water lamps.

In Mesopotamian and Egyptian art, stories (especially in war, hunting, and fishing scenes) develop an interest in understanding nature as a means of action, retaining legendary-mythological meaning, but sometimes acquiring a distinctive character. For example, trees begin to vary in species. The natural motifs reflected in the artistic monuments of ancient Crete are surprisingly interesting. Sensing the contradictions of city and countryside, the reality of the environment and the ideal of the environment, the ancient Roman paintings evoke independent landscapes that appear in the illusionist paintings that adorn the living spaces. Orchards full of birds are the motifs of the utopian kingdom of harmony, transforming the interior. The landscapes of medieval art give a very different impression. In European art, landscape has existed as an independent type of painting since the XVIII century. Until now, landscapes have only served as backgrounds for thematic paintings or portraits. Baroque artists

recreate the spontaneous, sometimes terrifying power of nature. Classicism develops a kind of "ideal landscape", heroism or idyll, infused with the dream of the golden age (paintings by K. Lorrain and N. Pussin). Dutch artists (J. van Reisdael, J. van Goen) skillfully use the tonic properties of color, combining a sense of the world's unstable variability with the idea that a village and environment close to man are connected to truly infinite spaces. At the same time, the unit specific to the Renaissance landscape distinguishes separate types of landscape (sea, river, forest, mountain, rural species) that have survived in the later period.

In the XVIII century landscape, the search for light-air authenticity and the theatrical convention are contradictory. One of the final stages of its history is the period of romanticism. Nature, embodied in exciting lyricism, is a testament to the infinite possibilities of the human soul that recognizes and competes with it. At the same time, romanticism, as demonstrated by masters such as the German K.D. Friedrich, enhances the patriotic tone of landscape images by turning local views into common symbols of national identity. In Russia, the perception of the landscape as an epic poem about the Motherland finds a classic expression in the art of I. Shishkin.

The landscape includes some of the key elements:

- surface;
- plants;
- buildings with human labor;
- viewpoint.

The image may also include:

reservoirs (lakes, seas, rivers);

fauna;

people;

light;

meteorological formations (clouds, rain).

Still life (dead landscape) is the depiction of inanimate objects in fine art — in contrast to portraits, genres, historical and landscape themes. Still life has become an independent painting genre in the work of 17th century Dutch and Flemish artists. The objects in the still life painting of this period often contain a hidden allegory - either the passing of everything on earth and the inevitability of death, or - in a broader sense, the passions of Christ and the resurrection. This meaning is conveyed through the use of objects - often familiar and encountered in everyday life, they have an additional symbolic meaning.

A portrait (“depiction”) is an image of a person produced by drawing, engraving, or sculpture, as well as a photographic image or verbal description (especially in literature). The portrait can be considered very satisfactory when the original is reproduced, with all the features of its external appearance and inner personal character, in its most recognizable position, with its most characteristic expression. Satisfying this requirement is included in the list of tasks of art and can lead to high artistic results if it is done by talented masters who include a sense of personal taste and nature in the reproduction of reality.

In pictorial portraits, depending on the size of the image, they distinguish the head (when the chest

is shown only on the shoulders), chest, waist, torso, and full length.

As for the position of the presented image, the “face” of the profile is called the right or left at the end and the front of the side profile, i.e. the back of the face, so that only part of the profile is visible.

The same section is available for pencil drawing, watercolor painting, high or low relief engraving, and sculptural portraits (e.g., medals and coins).

The sculptural portraits are made in the form of germs (one head with a neck), (head and upper part of the body) and sculptures (from head to toe).

Depending on the purpose, the distinctive features of the form, the nature of the execution, easel (paintings, busts, graphic sheets) and monumental (sculptural monument, fresco, mosaic), solemn and sincere, miniature and camera portraits are also distinguished.

In terms of the number of characters are an individual, pair and group, as well as a portrait of the client and a "professional" portrait. A specific type of portrait is a self-portrait.

The art of portraiture originated in ancient times, and the wooden and stone sculptures found in large numbers in the buildings of this people many centuries BC indicate that it was widely used among the Egyptians.

The ancient Greeks did not have a portrait in the strict sense of the word for a long time; although it has become customary to reward winners in games with statues in public places, they are ideal numbers, only in a general sense. The Greek republics even forbade public figures, and especially individuals, from ordering their true

portraits, finding them to be useless to citizens and contrary to the principle of equality between them.

A self-portrait is a portrait of you. Usually a pictorial image is meant; however, self-portraits are also used in sculpture, literature, photography and cinematography, among others.

Many portrait painters have created self-portraits, some writing their paintings at record levels. Sometimes artists put their paintings on group portraits. Some artists believe that they drew portraits of characters of the opposite sex. Some artists suffering from neurological diseases have left their portraits behind. These images allowed doctors to analyze brain disorders; many of them are firmly established in neurology textbooks. Street photography (English) is a type of documentary photography that does not have a clear social orientation, usually depicting people in public places in simple situations: on the streets, in parks, on beaches, and so on.

Street photography uses photographic techniques. Straight photography in English, through which it demonstrates as it is, without distorting anything. This photography genre exists today and usually uses black and white photographs.

Street photography tends to be sarcastic, trying to stray from the essence of the subject, and often focuses on the feeling of a single person caught in a crucial, vital moment. For example, a man hiding in a street corner and jumping out of a pond, a woman thinking about dinner, or a supermarket cart shining in the last rays of the setting sun. Many classics in this genre were produced around 1890 and 1975, which coincided with the emergence and proliferation

of small 35mm and remote measuring cameras. Anri Karte-Bresson, Robert Frank, Alfred Eisenstaedt, V. Eugenesmit, William Eggleston and Harry Winogrand were classics of this genre.

A distinctive feature of photo reporting is the ability to select the most successful angle to capture interesting moments in a timely manner and for a photo. Reporting, as a rule, excludes frame orientation and interference in the natural process of events. The term "photo report" itself is derived from the French words "report", "inform". The main feature of the reportage image is its documentary character. In other words, it is appropriate to correct the event through the prism of the author's perception.

Conditionally, photo reporting can be of two types. The first is event-based, it includes important events such as international forums, theater premieres, international sports competitions and more. The second type is a daily photo report that reflects life in its everyday form.

The report can reveal a subject in one frame, the imaginary plot in one frame, or using a photo report, that is, using a series of frames. However, events can be sequential or, conversely, chaotic, but combined with a theme and idea. Photo reporting allows you to create a coherent and connected story from images. Therefore, the material should be photographed according to the scheme: the beginning of the events, their development, a certain culmination and the final. Very similar to a short film script.

Documentary photography is generally regarded as a type of professional photojournalism, but is

also used by amateurs. The photographer basically tries to get an objective photo that reflects the real look of what the people are photographing.

Usually such photos are intended for publication. Sometimes an organization or company orders a documentary to photograph its activities, but these photos usually only go to that company's archives for internal use.

National media photographers tend to shoot documentaries rather than staged ones because they provide the truth and authenticity needed for real news.

When it comes to the genres of Uzbek photography, of course, we can see it in a slightly different light from world photography. This is due to the unique trends of photography masters in the world. It can be seen that they usually specialize in a particular area. For example, Anne Geddes is the best photographer of children. He hasn't photographed children in 30 years. Books, posts and calendars with a variety of photos of the little ones are known all over the world. Geddes's photographs are inspired by many photographers who have started working with children. The secret to Anna's success is simple, she is convinced that children are the only true joy in life. Paul Hansen is the best photojournalist. Hansen is one of the most famous photojournalists in the world. Seven times he was the best photographer in Sweden, twice - the winner of the prestigious photo competition. And in 2013, Paul won the World Press Photo competition with a photo taken of two young children in Palestine. Terry Richardson - Best Advertising Photographer Richardson's photos are sometimes very unusual, but they always attract and will be

remembered for a long time. Terry's clients include Gucci, Sisley, Levi's, Eres, Miu Miu, Chloe, APC, Nike, Carolina Herrera, Kenneth Cole and many more. Richardson's photographs are regularly published in Vogue, I-D, GQ, Harper's Bazaar, Dazed and Confused, W and Purple. Denis Reggie - Best Wedding Photographer Reggie has revolutionized the field of wedding photography. He laid the groundwork for photography in the form of an interview. Denis's work adorns not only family photo albums, but also the pages of publications such as W, Elle, Vogue, Town and Country, Glamor and Harper's Bazaar. Patrick Demarchelier is the best fashion photographer. Demarchelier has worked with this throughout his long career. Publications such as Vogue, Elle, Marie Claire and Harper's Bazaar. Dior, TAG Heuer, Chanel, Louis Vuitton, Celine, Ives Saint Laurent, Calvin Klein, Lacoste and Ralph Lauren have ordered advertising companies from it. Yuri Artyukhin is the best photographer of wildlife. He is a researcher in the ornithology laboratory of the Institute of Pacific Geography of the Russian Academy of Sciences and is an avid fan of birds. Photographs of these birds have repeatedly won prestigious prizes and awards in various competitions in Russia and abroad. David Dobil is the best underwater photographer working underwater for ten years. His works are often published by National Geographic. David is the recipient of many prestigious photography awards. It depicts the underwater world under ice in equatorial waters and at the North and South Poles. Steve McCurry is National Geographic's best-known photographer. Steve National Geographic was famous in 1985 for his photo of an "Afghan girl" on the cover. The photo was soon recognized as the most recognizable photograph in the magazine's history.

It turns out that photographers around the world specialize in certain genres. However, we do not have the opportunity to do so. It can be seen that Uzbek photographers specialize in at least two or three genres. For example, in the works of the famous photographer Vladimira Goncharenko, you see mainly landscape and portrait genres. His photographs are distinguished by his high skill, which has been improved over the years. In the landscapes in the photographs, the astonishing clarity of the image details is noticeable. In its view, you can feel the warmth of the sands heated by the scorching sun as you touch the spring mountain grass or step on the hot sands of the desert. And then, you suddenly feel the gentle breeze blowing from the mountain river that is passing by. In his portraits, the national traditions of our people and the character of the people are clearly visible. Each portrait is the whole world included in each hero of Vladimir Goncharenko's story. The author reveals the human world through a gentle smile or deep wrinkles. Goncharenko's heroes appear open and spontaneous, they dream and work, they are sad and happy. Khasan Paydoev, one of the most famous Uzbek photographers of our time, is also relatively specialized. He works in the reporting genre, one of the fastest and most complex genres of photography. In his works you can see the landscape of today's independent Uzbekistan, the way of life of the people, their daily means of labor. At the same time, in the creative work of Kh. Paydoev we can see the genres of landscape, partly portrait. If we take into account that he

mainly provides the press with photos, the interview is the same for him. The painting "Kashkadarya covered with tulips" in the genre of landscape deserves special recognition. The reason is that as you watch the picture, you feel an allanechuk warm feeling in your heart.

In short, today we can see that Uzbek photography is developing without lagging behind world standards. At first glance, we see that this process is slow, but it is commendable that valuable work is being done in this direction.

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