

PHOTO ILLUSTRATION AS AN IMPORTANT ELEMENT OF THE DESIGN OF NEWSPAPERS AND MAGAZINES

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Journalism is a very polyhedral and intelligent profession. Journalistics includes different directions and skills. And one of them is photojournalism. Photojournalist have to take a valuable and full of information picture, that can be used in the article to present readers all atmosphere, uniqueness and importance of the event. The photo tell us details about story, helps to imagine how it was and give the opportunity to be in the moment. The object of the photojournalism is the environment and society like in others jourlistic spheres.

How books says, the first illustrations appear in 30's last century, but the gold age call 40-50's years. Earlier to get the photo was difficult, so it wasn't so popular, the main role was played by the text, the publication. On this occasion initially photo was an addition to the article, but with time photos became full fledged story with all details, it was as informative as text under it. But the secret of success is that these two things complement each other: article demonstrate facts and analysis what's happened and what's in this case really important, analysis all possible causes and consequences, logically leads

us to conclusions. The role of photography is the influence the reader, give it emotional sense, to consolidate everything that awoke in him. This is clearly demonstrated by the example given in the book “Genres of photojournalism”



by Nickolas Voron [1:2]

In the article about student of a medical university a photo of the main heroine was taken. Actually this picture shows attentive, tender young girl, student who wants to help people, that’s how the journalist presents us Olya. “Depicting a specific person, the photojournalist reveals the typical, presents a generalized portrait of a young contemporary” - author says. [2]

A photo illustration can perform different functions in journal or newspaper. For example a photo breaks the text to make it comfortable to read, stop the moment in image to find out the most interesting information about it, photo accompanies, illustrates the text of the article and inextricably linked to the last one. So photo that illustrated the text it is better to place above or below the title. Now a fairly popular technique is a combination of small photos accompanied by articles, so the effect of text wrapping is created.[3]

The layout of the newspaper needs its own characteristics for the photo, the first place in importance is occupied by the quality of the photo. Also keep in mind the importance of the comment below the photo, which should explain what is depicted in the photo, what is happening, who is in the picture. The comment should be clear and understandable, should explain to the reader all the nuances and tell what exactly is interesting about this photo, why it is worth paying attention to.

In conclusion must say that it is important to note that each photography is unique and has its own history, and for the best embodiment it is necessary to clearly understand where it is better to place it, where it will best explain the events in the text.

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