

UNIVERSITI TEKNOLOGI MARA

**THE SUBJECTIVE VALUE OF
PHOTOGRAPHY IMAGES FOR
ADVERTISING**

NURIN KAMILIA BINTI ASFARIZAL

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Arts
(Art and Design)

Faculty of Art & Design

March 2024

ABSTRACT

Advertising is necessary in sharing information and people can also communicate by giving their opinions. Each ad shown to public viewing will receive a variety of different views and perceptions. The advertising message will be difficult or may not be understood by the audience if there are excessive elements such as text, colour and lighting that can burden the eyes of the audience. Most viewers' perceptions are more subjective towards advertising. Therefore, several elements and interpretations are needed to transform a subjective image into an objective by understanding the characteristics of the photography message in advertising and examine the visual grammar in advertising photograph image content. Through the process of this study, it will ultimately influence the behaviour and attitudes of the audience. Online Survey method was used in this study and the sampling was selected among photography students, citizen. And if necessary, will be continued with an interview of professional photographers for the purpose of data collection. Respondents from the online survey were given questions aimed at finding out their perceptions and interpretations of the advertising image. And interview questions consist of a description of the elements needed to convert subjective images to objective through advertising. The findings of this study assume that eventually the audience will be clearer about each advertising that differs in terms of the way they present the idea. But with some special features will make the advertising picture more memorable by the audience.

ACKNOWLEDGEMENT

This research would not have been accomplished without the constant guidance from my supervisor, Ts. Dr Nadzri Bin Hj Mohd Sharif from the development of the initial title to the full article of this paper. His passion, experience, and meticulous attention to every detail have been an inspiration and kept my work on track. My colleagues at Universiti Teknologi MARA (UiTM), Muhammad Azri Bin Abdul Rahman and Natasha Awra, have also studied my paper and contributed with infinite patience, carried out the methodology together, and continuously organized the workflow. Thanks also to, Universiti Teknologi MARA (UiTM) not only offers well-equipped infrastructure and accommodation, but UiTM also provides important knowledge from their books and previous years' research from its library.

Conducting research on advertising photography has proven quite challenging, and I am indebted to all those who have helped me directly or indirectly. Finally, I am very pleased to appreciate the services of my beloved parents. They have sacrificed a lot of energy, emotionally and physically. Staying up late at night is important in completing the research I do, and they are the people who always give me words of encouragement and positive for me to progress and be successful in the future.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	xi
LIST OF SYMBOLS	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER 1 INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Research Objective	4
1.4 Research Hypothesis	5
1.5 Scope and Limitation of Study	6
1.6 Significance of Research	7
1.7 Summary	8
CHAPTER 2 LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Definition of Photography	10
2.3 Definition of Advertising	11
2.4 The Combination of Photography & Advertising	12
2.5 The Characteristics of Advertising Photography	13
2.6 The Subjective Observation of Photographic Advertising	14
2.6.1 Perspectives Message Behind Advertising Photography	15
2.6.2 Photography in Visual Communication Directly and Indirectly	16

CHAPTER 1

INTRODUCTION

1.1 Research Background

Visual communication in this era is no longer something to be ignored. This thing is deserved to be highlighted in line with technological advances and human intelligence. Even in advertising also requires visual communication. Advertising is necessary in sharing information and people can also communicate by giving their opinions. One of the facts about advertising in ancient times until now is whether it appropriate to combine visual and text in one advertising. Alphabets, words and letters are very important and play a big role in an advertising image. Without this use, the advertising message will be difficult or may not be understood by the audience. Each ad shown to public viewing will receive a variety of different views and perceptions. Visual communication is a fusion between photography, language and even art itself. And the basic elements that must have in every advertising image are to capture a mood, emotion and feeling from viewers. According to (Sampson Quain, 2019) “for advertising photographers, who have greater creative freedom to interpret how products, services, lifestyles, and ideas can be presented photographically. Bold colors, multi-faceted lighting, and sharp contrasts between shadow and light are all tools in the advertising photographer’s broad”. And the world of advertising is one of the fastest and most effective attractions in conveying info or information to the audience. Since time immemorial, various platforms have existed to ensure that the advertising reaches directly to the audience no matter what the circumstances.

Therefore, through this lesson everyone’s will know what visual communication is, and gain insight into why it is important. Visual communication in other words is called the language of pictures. Where each ad is definite and should have a meaning conveyed. It’s involving symbols, signs, graphic design and also typography. Which is are required in an advertising because the eyes of the audience judge more what they like, not what they want to know. Same goes to the brand company, each product released will include information/message to the buyer. But how can the message change the perception of the audience? it will when the delivery