UNDERSTANDING THE INFLUENCE OF MOBILE TECHNOLOGY ON THE IMPORTANCE AND ROLE OF PHOTOJOURNALISM IN SOCIETY

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Abstract
The modern society of the 21st century has witnessed technological advancements and innovations that aim to provide mankind with a better lifestyle. These life-altering inventions have contributed to the greater glory of the society. E- Transactions, online businesses, digital platforms, The concept of change has been a part of human life since the beginning of time. Adapting and associating with change is inevitable. One of the remarkable changes mankind has witnessed is the transition from physical platforms to digital platforms. The concept of Mobile technology is a result of change. Mobile technology in the simplest terms can be understood as a technological advancement that results in effective communication because of its salient features of mobile technology. The features and attributes of mobile technology have proven to be effective as well as advantageous to a great extent. Mobile technology has influenced and persuaded numerous fields in several ways. The fields of science, business, communication, education, etc. have witnessed the benefits as well as the side effects of mobile technology. Photojournalism a popular medium of visual communication has played a major role in communicating with a large group of heterogeneous audiences. The main purpose of this research is to understand the impact of mobile technology on photojournalism. The study also aims to understand the purpose of adapting to mobile technology by individuals of different age groups.

Keywords: *Mobile Technology, Photojournalism, Technology, Change, Innovation…*

Introduction

One of the finest ways to comprehend the news with perfect clarity is through photojournalism. While adding additional supporting materials to a written news report constitutes photojournalism, this image has a significant impact on the newspaper. Photographs are important in marketing because they draw a large audience to a newspaper when they are published on the front page. Photographs aid in interpreting an image quickly and efficiently, not just for commercial reasons. This Demonstrates how photojournalism affects readers. Parallel to how technology has advanced, photojournalism has become so simple and rapid. Photojournalists used to put in a lot of work only to take one picture in the old days. Previously, they used reels, and this process is known as the "darkroom process." Instant photos are now kept on SD cards after being digitalized; they may also be edited with Adobe Photoshop, Adobe Element, or Adobe Lightroom software.

But the journalism of today is rushed, and everyone is devoted to the concept of breaking news. Since they emphasize the instantaneous sending of photos, our journalists have adopted mobile journalism. They may share

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pictures with the media organization by taking them while they are really on duty. The use of technology accelerated and simplified work. Even journalists did not need to wait until the submission date before sharing the photos; they did it right away. One of the main driving forces of citizen journalism is even this technology, specifically mobile photography. This is how mobile technology and photojournalism work well together. Initially, reel limitations forced photojournalists to choose what shots to take. However, later, expensive technology eliminated these limitations due to the reduced investment costs associated with mobile technologies.

Mobile Technology

Communication is an extensive part of our life. Our society has reached numerous milestones through effective communication. The concept of communication has evolved and has had an exceptional impact on the upliftment of the society. Early forms of communication included a jumbled assortment of noises, engravings on rocks, imperial communication, pigeon post. (Gascoigne, 2019). Non-Verbal forms of communication transformed themselves into verbal forms of communication and with the evolution of mankind and advancement of technology and novel innovation; the concept of communication was born with numerous forms.

The first ever revolutionary step taken in the field of communication was the invention of the telephone. Alexander Graham Bell's invention of the first working telephone in 1876 marked a new turning point in human communication (Biography, 2018). After a few years, AT&T engineers transformed the concept of telephones into mobile technology in the 1940s (Switch, 2020). The simple act of transmitting information from one person to another has changed remarkably.

In the course of time, technology became a driving factor for the everlasting developments and innovation. Telephones were invented to communicate with one and another. The journey of telephones to Craddie phones to car phones to smartphones has been commendable. Today, several individuals across the globe have shifted from basic cell phones to smartphones. Smartphones are preferred by millions of people across the globe because of their easy accessibility and convenience. Students have more flexibility since mobile technology makes it possible to provide instruction and other educational activities anytime, anyplace, and regardless of a location's physical limitations(Sheng et al., 2010). The concept of mobile technology can be understood as an innovation that is portable from place to place. Gadgets driven by mobile technology commute with the owners of the gadgets. Mobile technology adoption promotes exposure to technology, among other benefits, as well as the efficacy and efficiency of teaching and learning processes. It also improves cooperation and communication.(Eschenbrenner and Nah, 2007; Kim et al., 2006).

Mobile Technology is ideal for two way communication between the receiver and the sender. Smartphones, tablets and smart watches are examples for gadgets that are supported by mobile technology. These gadgets consist of GPS navigators, bluetooth, Wi-Fi, dual way pagers, etc. the concept of mobile technology is progressively spreading across the globe. Individuals of different age groups adapt to mobile technology for their convenience. As soon as possible, students started using mobile technology to read the news, check the weather, send and receive emails, access social networking sites, and conduct small business though online(Smith et al., 2009). Gadgets driven by mobile technology can be used for various purposes such as entertainment,

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business, education, research etc. The primary uses of mobile phones were calling, texting, taking and viewing photos, listening to music or watching movies, browsing websites, sending emails, and utilising social networking sites(Mills, 2009; Paterson and Low, 2011; Gallardo Echenique et al., 2015).

Importance and Significance of Mobile Technology

Mobile technology has influenced the structure and functioning of various sectors. The influence of mobile technology is dynamic by nature. The journey that commenced nearly decades ago has been influencing and affecting the lives of human beings is remarkable. Initially, what was used as a medium of communication has evolved into a tool that defines luxury. Mobile technology has influenced the gaming and the business industry with its effective gadgets. The benefits as well as the contributions of mobile technology in numerous fields are dynamic in nature. Some the key important factors of mobile technology are:

Superior Communication:
Gadgets that have adopted mobile technology have enhanced communication between individuals. Because of their inbuilt applications and software, the whole process of communication is effective to a large extent. The increase in digital communication has diminished physical, social and cultural obstacles. The increased adaptation of mobile technology has proven to be cost and time effective.

Visible Convenience:
Gadgets such as smartphones, tablets and smart watches are well-equipped devices. They have inbuilt softwares and applications that help in easy access as well as enhanced convenience. The features that numerous upgraded versions of these devices possess help consumers and users to effectively utilize the gadgets to fulfill their requirements. Inbuilt features such as

GPS, Wi-Fi, Phone calls, Emails etc. has made life significantly easier.

Smooth Business Transactions: Mobile technology is thriving as an ode to technological influences and advancements. With the help of in-app purchases, websites etc. business transactions have become a lot more smoother. The business industry has benefited remarkably because of mobile technology. Purchasing has become easier, customers across the globe can easily access anything they want at the tip of their fingers in the comforts of their homes. The concept of mobile marketing has become a top priority for marketing fields in order to reach out to a large group of audience.

Significant Access to Contemporary Apps and Services:
According to Statistics there are more than seven billion applications and software available on numerous digital platforms that are supported by mobile technology. Each of these applications have their own salient features that help in providing the user an enhanced service to enjoy their user experience. These apps are changing the way interaction takes place. These applications and softwares have enhanced the economy of multiple nations and have contributed to their growth and development.

Helps Enhance Learning:
Learning has become more convenient because of the digital content that is easily available on systems and gadgets that are backed by mobile technology. Utilizing the appropriate applications and software makes the learning process fruitful, fun and effective. The use of audio, video and illustrations makes learning more approachable and reaches out to a large crowd. Individuals can participate in various learning courses digitally.

Photojournalism : A medium that depends on the use of photographs to narrate and converse an event or a story is called photojournalism. This visual

medium of communication plays a vital role in the field of journalism. The discovery of photography in the 1840s made it possible to "capture" events with a mechanical instrument, but it took nearly 50 years before photojournalism became a common practise and the first images were frequently delivered "over the wire" in the 1930s. (Michael L. Carlebach, 1992; Jonathan Coopersmith, 2000) The main objective of photojournalism is to persuade, educate and inform common people about the various events occurring through appropriate and relevant photographs.

The concept of modern photojournalism started its journey in Germany in the year 1925. The term photojournalism was termed by Historian and Journalist Frank Luther Mott. The concept of Photojournalism became more relevant and popular during the Second World War. The news article will come to life through photographs, which also aid in understanding the news by providing solid proof. Only photojournalism is therefore regarded as both a lasting record and documentary evidence. Although we can understand the substance of a news item and its efficacy when presented to the general public even without knowing the language, photojournalism is also regarded as an illiterate medium. Not often, but occasionally when it involves well-known people, we may infer the situation only from the image. This demonstrates the power of photojournalism.

We rely so heavily on photojournalism that we can't even conceive of newspapers without pictures; without pictures, newspapers would resemble textbooks.

Review of Literature:
Cookman C.H (2008) in his book said that photojournalism can be described by a phrase "mirror with a memory". Photographs serve as mirrors for our future generations. One photograph about the incident reflects tons of details about the original scene. Photojournalism serves as a memory chip for our future generations. It has great worth in the journalistic process.

Amy Lyford & Carol Payne (2011) analyzed "Photojournalism, Mass Media and the Politics of Spectacle". The findings of the study indicated that photojournalism sustains that power and yet, as several of the contributors demonstrate, the photographic image and photographic discourse can also open up a space of critical resistance. Not only speculating about theory, but the articles in this issue will also demonstrate the impact of recent events in history on the production of photographs and our response to them.

Jamie Pinchot, Karen Paullet, Daniel Rota and Robert Morris University (2011) conducted a study to understand "How Mobile Technology is Changing Our Culture". The findings of the study indicated that a significant culture shift is occurring amidst our society. The younger individuals were both more likely to engage in cell phone usage in a variety of social settings and also were less likely to find this type of communication to be rude or disruptive.

Inbal Klein-Avraham, Zvi Reich (2016) conducted a study on "Out of the frame: A longitudinal perspective on digitization and professional photojournalism". The findings of the study indicated that digitization has had much wider ripples than just accelerating the speed and efficiency in which news photos are taken, transmitted, selected, manipulated, stored, and retrieved. The study also indicated that; although not "causing" the crisis in the employment and work conditions of professional photojournalists, the implementation of digitization created a negative synergy between their old and new weaknesses.

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The study suggested that further new routines may help restore the supremacy of professional photographers if they succeed in emphasizing their reskilling and upskilling enabled by new technology.

Evgenia Vassilakaki, Valentini Moniarou-Papaconstantinou, Emmanouel Garoufallou (2016) conducted a study on "Identifying the uses of mobile technology among Library and Information Science undergraduate students". The findings of the study indicated that students employed mobile phones for entertainment purposes whereas laptops and desktop computers for performing education-related tasks. Laptops and desktop computers were again mostly used to access library services, namely the OPAC, reference books, journals.

JERE, BEST (2019) investigated the "Impact of Photojournalism on Society in Lusaka Urban". Photojournalism is essentially the accurate documentation of people, places, and events that will eventually become history. Photojournalism reveals important differences in cultures and climates, but more than that, it reveals the humanity that binds all people of Earth together.

The ability to narrate and communicate a story to the society surpassing the language barrier is the greatest importance of Photojournalism. It has got the power to visually tell about what's going on in the society, act as a mirror and portray the truth.

Taseen Islam (2020) analyzed "The impact of mobile technology on Social Behavior and Human Relationships". According to the study it was revealed that the impact of mobile technology has harmful impacts on both the quantity and quality of face-to-face communication and human behavior and relationships.

Objectives

The Growing significance of mobile technology has definitely made a huge impact on the influence of photojournalism in society. The rising and growing innovation and technology has led to more adaptation of gadgets that are assisted by mobile technology. The numerous softwares and applications that are available on smaller and portable devices has played a significant role in this altering transition.. In order to understand the role of Mobile technology in the field of photojournalism, the researcher has established a few objectives to direct and channelise the current study. The main objectives of the current study are:

1. To understand the various Mobile Technologies that are available.
2. To analyze the influence of photojournalism on society.
3. To comprehend the impact of Mobile Technology on Photojournalism.

Methodology

In order to "understand the influence of Mobile technology on the importance and role of Photojournalism in the Society" the researcher opted for a two fold study. In order to get a detailed understanding of the study, the researcher conducted a survey method as well as the interview method. In the survey method the researcher developed a questionnaire and conducted a survey among 76 respondents. Simple random sampling method was used in order to obtain the responses.

The researcher also opted to gather information through the interview method, where the researcher interviewed photojournalists from well-established media institutions to understand the effects of mobile technology on photojournalism as a medium of communication.

Data Analysis

The analysis of the gathered data can be divided into two segments. The first segment of the study focuses on understanding the amount of mobile

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technology utilized by common people. The study also aims at the levels at which mobile technology has become a part of the lives of common people. The second segment of the study focuses on comprehending the consequences of mobile technology on the field of photojournalism and the drawbacks of mobile technology from experts from the field.

Segment - 01

Aiming to obtain an understanding from the consumers and user's perspective; the researcher gathered the required information from common people through random sampling method. The researcher gathered information from individuals from different walks of lives across different age groups. The main purpose of gathering information through the random sampling method was to comprehend the numerous perspectives of mobile technology. The findings of the study indicated that each individual adapted various mobile technologies for various purposes.

According to the gathered information it was seen that individuals across different age groups used various mobile technologies for various purposes. The younger generation, including college going students of undergraduate and postgraduate students used mobile technologies for recreational purposes. The convenience of portability and easy access to reach out to their desired requirements were key factors. Some individuals also preferred mobile technologies to gather information and enhance their knowledge about current affairs across the globe. A few other individuals used mobile technology driven gadgets to communicate with their near and dear ones.

The middle aged section of the respondents used gadgets with mobile technology for various purposes. However, it was seen that there was a sharp decline in the number of users who adapted gadgets with mobile technology for recreational purposes. This section of respondents relied on mobile technology for several motives. Some respondents used gadgets with mobile technology for the purpose of shopping, business transactions, wireless monetary exchange etc. The increasing convenience of mobile technology made their lives relatively easy. The older generation of the section comprised individuals of the age group above the age of 50. These respondents belong to the Baby boomers as well as Generation X age group. Understanding that they belong to a generation that is exposed to a society with rapid technological advancements and increasing innovations, this specific generation of the society found it exceptionally difficult to adapt and comprehend the functioning of mobile technology. The sole purpose of using gadgets is to communicate with their family and friends.

Segment - 02

After understanding the impact of mobile technology from the user's perspective; the researcher gathers information from field experts through the interview method. The researcher gathered information from imminent photojournalists who work full-time for well-established media organizations. According to the data gathered it was seen that photojournalists to a large extent are dependent on various gadgets that are supported by mobile technology. These photojournalists use these gadgets at the time of emergency. The study also revealed that mobile technologies were crucial mediums of understanding the various happenings of the world. However, most of the photojournalists expressed their concerns over the rise in the spread of false information or misinformation. According to the respondents, it was important as well as crucial to verify the information before relying on the received information completely.

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Another concerning matter that was discussed during the course of the interview was the loss of trust and credibility on photojournalism as a result of the rising influence of mobile technology. The respondents argued that one of the rising factors for this specific concern was the availability of information in abundance.

Inferences of the Study:

1. Different individuals of different age groups adapted to mobile technology for different reasons.
2. The younger generation of the society utilized gadgets equipped with mobile technology for entertainment or recreational purposes.
3. The middle aged section of the society familiarized themselves with gadgets supported by mobile technology for shopping, business transactions, wireless monetary exchange, etc.
4. The older generation of the society used mobile technology to communicate and connect with people across the globe without any difficulty.
5. Photojournalists to a large extent are dependent on various gadgets that are supported by mobile technology.
6. According to experts, the convenience of mobile technology gave rise to the increase in spreading misinformation.
7. Verifying and cross- checking the obtained information for credibility was crucial.
8. The availability of abundant information through mobile technology is the main reason for the spread of wrong information.

Conclusion

Photojournalism, a visual medium of communication, has played a prominent part in structuring, educating, and informing the society. It has played an important role in breaking down barriers and reaching out to a large group of audience. The recent developments and advancements in technology have always assisted human beings and aided them for their convenience. The concept of mobile technology is a recent but extremely powerful concept that has overpowered traditional developments and technologies. The ever-evolving concept of change has left most individuals no choice but to adapt to change. Understanding the salient features of change is key to a balanced and sustainable lifestyle.

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