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THE DEPICITON OF PHYSICAL BODY IN PHOTOGRAPHY

Photography as a specific form of communication has a sender (or addresser) – photographer, a message – picture, and a recipient. And there is a noise which interferes the communication flow. We give our subjective meaning to any word or phrase. The same also happens in photography. Photographer produces an idea and creates a project, and this idea will be interpreted by the audience. Therefore, many interesting contradictions can be found in this area.

The problem of inconsistency between the photographer's idea and people's perception can be illustrated through the issue of the depiction of physical body in photography. Corporality is a body, which is exposed to social impact. It is a specific sphere between soul and body [1].

We have considered the most famous project of the French photographer Claudine Dory "Artek" [2]. In her project she presents a new vision of the camp. If we explore these photos, we will find a lot of wavy and horizontal lines, which tell us a "calm and soft" story about children on these photographs.

The question of growing up is one of the key questions for Claudine. "I'm very interested in changes, connected with the time, and how they influence all people and especially young people" [3]. This is the main idea of the project "Artek".

But this project took part in a large scandal connected with pedophilia and violence in the camp. Ukrainian psychologists state that Dory took a series of photos for "adults who are prone to pedophilia". As a result we see how the photographer's idea can be distorted. Now we consider the creativity of another famous photographer – Sally Mann. Why we should talk about this woman?

Today Sally Mann is one of the best photographer in USA. She has some prestigious titles and awards. She was "the photographer of the year" in 2001 ("The Times"). Some of her works can be seen in New York's Museum of Modern Art). In her works the issue of presenting children's physical body was the main means of self representation. She works with her own children and their bodies visualize some serious social ideas. We can see in little children our vices, passions, sexuality, loneliness, dreams, desires, beauty and we can feel the dissonance between the children's simplicity and adults' qualities. Children are the "mirror" of today's world [4].

One of the most famous photobooks of Sally Mann's is "Immediate Family" published in 1992. This album included many photos with nude children and therefore provoked many negative reviews. But the main idea of these works was to show adult qualities in children's

bodies. Sally's view on the world is nonstandard but all of us know that beauty in the eye of beholder.

One of the young Belarussian photographers – Tatiana Lisovskaya – also touches upon the theme of corporeality in one of her projects entitled "The Naked" [5]. Most of the photographs are focused on a definite part of our body, half of which is always covered, hidden under clothing. In this way the main idea of "The Naked" series is to show the process of opposition between our aspiration to reveal ourselves and the suppression of this desire by our "collective self". The photographer uses the eye-level angle showing that this problem is characteristic of each of us.

Tatiana Lisovskaya uses the naked bodies, tries to bring us this idea, saying 'The best way of attracting people's attention is to show undressed characterse, who become the objects of exploitation in the cinema, Internet and advertising. And there are a thin line between art, pornography and earning the money' [6].

We considered the projects of different photographers from the standpoint of interaction between the author's idea, tools of expressing these ideas and the perception of the interpreter using the example of depicting physical bodies in photography (corporality). Interpreting the corporality, we should distinguish corporeality, the goals of its use and the context, which will help us to understand better the relevance of the use.

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