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## **КИНЕМАТОГРАФ КАК ЧАСТЬ МЕЖДУНАРОДНОЙ КУЛЬТУРЫ НАРОДОВ МИРА**

Cinematography, as a part of international culture, has become meaningful source of today's communication. Since its appearance on the world stage, it changed the way of further development of mass media and any other aspects of modern life. Today we are stucked to the screens watching any kind of movies, shows, series; that's a thing that people hundred years ago from any corner of the world could only dream of. So, what cinematography was years ago and how it led us to what are we today?

Cinematography is the art of motion picture photography. People combined photography and technological skills and received a masterpiece. At first it just started as a bunch of images put together on the paper and led to developing digitalization and implementation of fantastic color design, widescreen formats, insane quality of video and audio.

Talking about historical aspect of cinematography, it began its way in the 1830s, when three different solutions of moving images were invented. Later then, in 1845, the first successful camera that was able to make continuous recordings was made and in fact, the concept of that camera is still used in developing cameras today. The following ten years after creating all the means needed, the short film was made. It was a video of a horse galloping, where the creator used a series of 24 stereoscopic cameras. Also, it's vital to mention that the use of film was not only for entertainment purposes but for scientific exploration as well. For the example, we can take French biologist and filmmaker Jean Painleve. He used filming to help him capture the behavior, movement and environment of microorganisms, cells and bacteria. And till now the development of filming and increased usage of cameras allowed doctors and scientists to grasp a better understanding in their field.

The great thanks into putting effort and creating means of cinematography goes to the Lumiere brothers, who in 1895 developed a machine called Cinematograph, which had the ability to capture and show moving images. Over time, cinema and cinematography have changed drastically: from silent films of the early 20<sup>th</sup> century, to the ability of sound to be added to films in the 1920s, widescreen and color films in the 50s, huge improvements in general creativity and methodology have emerged.

It is vital to note that different technologies in different areas with diversified cultures and traditions in the world have created various routes for cinematography to develop in. Thanks to that humanity got a plenty of miscellaneous genres and kinds of cinema. Cinematography is a universal language that transcends borders, cultures and languages. Each country brings its own unique perspective, techniques and storytelling traditions to the world of film. From Hollywood blockbusters to intimate European

dramas, from Bollywood spectacles to innovative Asian cinema, the art of film varies widely across different countries, reflecting the diversity of human experience.

It's well known that the richest film tycoon is Hollywood. It sets standard for cinematography with its cutting-edge technology, lavish budgets and iconic storytelling. American cinematography often emphasizes visual spectacle, with high production values, dynamic camera movements and stunning effects. Directors like Steven Spielberg, Christopher Nolan and Martin Scorsese have shaped the visual language of contemporary cinema, pushing the boundaries of what is possible on the screen.

As for a professional in a sphere of drama and effects stands name of Indian cinematography – Bollywood. It's famous for its colorful musicians, extravagant sets and larger than life storytelling. Indian cinematography often features vibrant colors, elaborate dance sequences and performances, reflecting the rich Indian heritage. In our opinion, it's the most dramatic and at the same time amazing and fascinating to watch such films. It's not for everyone though, but still Indian cinematography is a part of international heritage.

The upcoming popularity in sphere of cinema has gained South Korea. After releasing "Squid game" in 2021, lots of people started to be interested in Korean cinematography. What differs Koreans from any other country is that Korean cinematography often explores themes of social injustice, political corruption with a focus on character development and narrative complexity. Besides that, Korean cinema is known for their shows called "kdramas". Asking any person what they know about Korea, their answer will be: rice, ramen and kdramas. So, Koreans did good job with promoting their culture through screen.

As for example of western cinematography, we focus your attention on cinematography of France, the motherland of cinematography itself. French cinema is renowned for its artistic sensibility, philosophical depth and nuanced storytelling. French cinematography often prioritizes mood and atmosphere over spectacle, with a focus on natural lighting and intimate camerawork. Lots of French directors are celebrated for their innovative approach to filming, blending realism with poetic imagery to create unforgettable cinematic experiences. French cinematography is rather gentle, delicate and soft if comparing to American for example.

Middle Eastern cinematography is also worth taking a look at. As a part of Middle East, Iran has spectacular culture and great heritage. Iranian cinema is celebrated for its poetic lyricism, philosophical depth and spiritual resonance. It emphasizes natural lighting, minimalist aesthetics, with a focus on exploring the human condition with grace and sensitivity.

In conclusion, cinematography is an art form that unites people all over the world. It reflects unique cultural heritage, artistic sensibilities and creative vision of each country. As a form of art, it can be shown in different forms and through different genres. Art is art, and what creates art is a human that can see through and give ideas outside the box.