

## Need of the Code for Paparazzi

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**Abstract-** Today we have speedily moved towards the Social Networking sites, these sites need not to any authentic reporter`s, photographer`s and editor`s , anyone can post the thoughts and get shares from all over the world . Like this Paparazzi is working . The Paparazzi is an Italian noun whose plural Paparazzi is used to identify the freelance photographers who aggressively pursue celebrities for the purpose of taking their candid and sensational photographs. The ever-crusader media has been ruthlessly criticized for its paparazzi style of gossiping, intruding too much into the privacy of prominent persons, euphemistically in the 'investigative' brackets. They are not journalists and usually do not hold any degree in photography or any professional course. Paparazzi photographers are often described as an unacceptable annoyance by celebrities. Many celebrities complain about the extent to which paparazzi invades their personal space, and some have even filed a restraining order against them. We often read about film stars or celebrity beaten photographers or cameraman because there photography. End of the life of the Prince DAINA is the one of the victims of paparazzi & is the example. Some other examples and victims are available but princes Diana is famous, paparazzi were interior in celebrity 's private life, the right to interfere in anyone's private life in such way , in this research paper researcher has studied what the law is available for controlling the paparazzi , study cases of paparazzi in India, elaborate history of paparazzi in India , study what is the ethics for paparazzi and study what is use of paparazzi for the Media and Society.

**Key Words:** Paparazzi, freelance photographers.

### Introduction

Paparazzo (pa·pa·raz·zo) is an Italian noun whose plural Paparazzi (pa·pa·raz·zi) is used to identify the freelance photographers who aggressively pursue celebrities for the purpose of taking their candid and sensational photographs. The ever-crusader media has been ruthlessly criticized for its paparazzi style of gossiping, intruding too much into the privacy of prominent persons, euphemistically in the 'investigative' brackets. Photographers and camera crew, derisively called the Paparazzi what they do, generally photographers who hunt and exploit the people, stars, politicians and eminent personalities. Paparazzi tend to be independent contractors, unaffiliated with any mainstream media organization. They are not journalists and usually do not hold any degree in photography or any professional course. Paparazzi photographers are often described as an unacceptable annoyance by

celebrities. Many celebrities complain about the extent to which paparazzi invade their personal space, and some have even filed a restraining order against them. We have discussed some of the cases regarding paparazzi, in this paper. The Paparazzi's are the photographers and they did work for the some media, it may by print or electronic or social media.

Photojournalism is a very valid form of journalism. A photo often can capture things that words cannot. It's said, a picture is worth a thousand of words. The hardness of a situation, the faces of the image, feeling, focus , these are things that cannot be displayed with the words and if you see a picture is enough. Like writers and editors, photojournalists are held to a standard of ethics. Each publication has a set of rules, sometimes written, sometimes unwritten, that governs what that publication considers to be

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a truthful and faithful representation of images to the public. These rules cover a wide range of topics such as how a photographer should act while taking pictures, what he or she can and can't photograph, and whether and how an image can be altered in the darkroom or on the computer. This ethical framework evolved over time, influenced by such things as technological capability and community values; and it is continually developing today. But unfortunately paparazzi's doesn't have such type of ethics or codes, in this research paper we have discussed the role of paparazzi, what is importance for them and usefulness of paparazzi for society.

### **Definition and History**

Photojournalism is a particular form of journalism based in collecting, editing, and presenting of news material for publication, that creates images in order to tell a news story. A journalist tells stories a photographers' take pictures of people, places and things. A photographer takes best of both and locks it in to the most powerful medium available. Some of the Photographers and camera crew, derisively called the Paparazzi. These persons took pictures with no manner, they only know gossip. For this they did unethical and personal photographs of some one. Due to the reputation of paparazzi as a nuisance, some states and countries (particularly within Europe) restrict their activities by passing laws, and by staging events in which paparazzi are specifically allowed to take photographs. In Germany and France, photographers need the permission of the people in their photographs in order for them to be released. The presence of paparazzi is not always seen as vexatious; the arranger of an event may, in order to make the guests feel important, hire a number of actors who pretend they are paparazzi. Throughout 2007, pop musician Britney Spears had a notable increase in paparazzi "stalking" her every move.

If you were to see a casual photographer around town and called him a paparazzi, they might be tempted to throw their camera at you, especially if he considers himself to be a photojournalist. So what's the difference you may ask? The answer is in the meaning of paparazzi, "buzzing insects." In 1960, these pesky freelance journalists were immortalized in Federico

Fellini's internationally popular film *La Dolce Vita*, Italian for "The Sweet Life." *La Dolce Vita* focuses on the life of a jaded journalist, Marcello, and his photographer colleague, Paparazzo. After the movie was first released in Italy, the word paparazzi became synonymous with intrusive photographers who chase the stars to get that revealing act on film. The incorporation of the word paparazzi into the English language is indefinitely tied to *La Dolce Vita* when it was released in the United States in 1961. *Time* magazine introduced the word to the American public in an article entitled, "Paparazzi on the Prowl." Included is a paparazzi picture of throngs of reporters blocking the car of a princess visiting Rome. The text discloses "a ravenous wolf pack of freelance photographers who stalk big names for a living and fire with flash guns at a point blank." Soon, the term would be spread across the pages of major news and entertainment publications across the globe, often accompanied by incriminating photos of the stars. Publications that were soon to follow this trend included *Esquire*, *Cosmopolitan*, and *Life* magazine. It was later introduced on the television. But no matter what the medium used to report on these "celebrity bounty hunters," it was clear that the paparazzi was a derogative term. Due to the reputation of paparazzi as a nuisance, some states and countries (particularly within Europe) restrict their activities by passing laws, and by staging events in which paparazzi are specifically not allowed to take photographs. . Paparazzi is not at all an uncommon word in the world after the ghastly death of Princess Diana.



An inquest jury investigated the paparazzi involvement in the deaths of Princess Diana and Dodi Fayed, who was killed on 31 August 1997 in a high-speed car chase in Paris, France, while being pursued by paparazzi. Although several paparazzi were briefly taken into custody, no one was convicted. In 1972, paparazzi photographer Ron Galella sued Jacqueline Kennedy Onassis after the former First Lady ordered her secret service men to destroy Galella's camera and film following an encounter in New York City's Central Park. In 2006, Daniella Cicarelli went through a scandal when a paparazzo caught video footage of her having sex with her boyfriend on a beach in Spain, which was posted on YouTube. After fighting in the court, it was decided in her favor, causing YouTube to be blocked in Brazil.

**Objective** :-- such type of having a history of paparazzi in word, this form of photography is coming in India. Is this photography useful for our society? Is this useful for the mass media in our country. Now a days social media is fast growing in our country. Any body can take a picture and put it on the social media. India is a social, cultural and historical background, without any hesitations people are posting pictures on the social media. For such type of questions I have decided some of the following objectives for study of the paparazzi.

1. check what law is available for controlling the paparazzi
2. study cases of paparazzi in India
3. elaborate history of paparazzi in India
4. study what is the ethics for paparazzi
5. study what is use of paparazzi for the Media and Society.

In India, though, the situation could not be more different from European countries. We are just waking up to the paparazzi phenomenon and the celebrity culture (with major magazines, tabloids and 24-hour news channels) is not more than a few years old. Take a stock of the available magazines: The Magazine Vogue, has published Bipasha Basu on the cover talking about her fitness regime, the men's magazine GQ has

Abhishek on living and coping with Ash, People magazine has Vivek Oberoi talking about his bride Priyanka and Harper's Bazaar has Deepika Padukone on the new challenges in her life. Just a few days back, the paparazzi had a proud moment when they captured Shahid Kapoor dropping Priyanka Chopra to the airport just before she left for Brazil to shoot Khatron Ke Khiladi.

The recent big fat weddings of Rajnikanth's daughter Soundarya, earlier this year of skipper MS Dhoni made for tabloid fodder. Of course, the wedding that started it all was the Aamir Khan-Kiran Rao wedding five years back which had ambitious photographers climbing on trees to get exclusive pictures. And Aishwarya Rai's first karvachauth had camerapersons climbing the rooftops of houses near the Bachchan residence to get a glimpse of Aishwarya. One of the cases is Sunanda Pushkar. She is the one who embellishes all the Indian frames now – whether big or small- and ornaments the banners with her charming looks. Discussions and debates on 'who-is-this' issue fervor in the newsrooms and classrooms. Even though she doesn't come to limelight on her own, media across the country drag her to explode.

Recently there staged an open combat between the Chennai Film Industry and Chennai Press Industry. It began with a report dealing with a cine-actress indulged in immoral traffic activities. The Editor has been accused of false reporting and all the cinematic heartthrobs gushed to the street for his blood. Subsequently he had to apologize. But the way the criminal law mechanisms Most of the newspaper-readers like sensationalism. What do you understand out of this? He needs something spicy. If an accident occurs, we cry not out of our sympathy, it is a pleasure to weep over a stranger's pain. That is simply cathartic. Otherwise, why do Facebook, Twitter, blogs and such social networks, in their soapboxes publish haunting bloodstained photographs which are forbidden in the newspapers and TV channels. Anna Kurnikova had been in the limelight even though she has not received a grand slam. She was just a model exhibiting her curves and thus embellishing the

sports page. Sania Mirza are some of the examples . Whenever they wheezes on the ground. Cameras were at vigil to open whenever her skirt moves a bit. Advertisers formed/ a beeline at her gate for a single snap. That is why Sania-Malik marriage created ripples and waves across the nation as if at the Kargil war time. N.D.Tiwari is the latest one in those heady-combo shots.

The life of a paparazzi is never easy, especially in India, where they earn peanuts. Senior photographer talks about the hazards of his profession: "The phenomenon is yet to take off in India. There are very few were working and get any money.. This breed of photographers usually sells their work to dozens of magazines and newspapers that publish such photos for their readers and subscribers, and hence many paparazzi feel they are helping celebrities and public figures in general by increasing their visibility. Still, these photographers often earn large sums for a particularly good, or revealing picture. They usually work for a Press Agency that sell their work to two hundred magazines, newspaper, website and TV networks . worldwide. Staffers are getting a fix yearly salary and a percent of the sales. They have their car, phone, car insurance, gasoline (Petrol), and health insurance paid by the agency. Some of the cases are famous in India because of the Paparazzi

**Conclusions:-** In Indian scenario there is non availability of law for controlling the paparazzi by hold forcefully activities. But the chance is there for holding paparazzi with the code of ethics of Photojournalism associations. The ethics is not bindings for any Paparazzi , it is depend up on how they work. The essential is that in the days of social media up gradations the code of ethics must be created . The role of paparazzi in the social media is very powerful like Indian country. The National Press Photographers Association, a professional society that promotes the highest standards in photojournalism, acknowledges concern for every person's need both to be fully informed about public events and to be recognized as part of the world in which we live. Photojournalists

operate as trustees of the public. The primary role is to report visually on the significant events and varied viewpoints in our common world. Our primary goal is the faithful and comprehensive depiction of the subject at hand. As photojournalists, we have the responsibility to document society and to preserve its history through images. Photographic and video images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe through the language of visual understanding. Photographs can also cause great harm if they are callously intrusive or are manipulated. It is necessary for any photographer that accurate and comprehensive in the representation of subjects. Resist being manipulated by staged photo opportunities. All subjects ware Treat with respect and dignity. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects. Ideally, photojournalists should: Strive to ensure that the public's business is conducted in public. Defend the rights of access for all journalists. Proactively thinking is necessary. Some Photographers say that inadequate payment and, more importantly, little demand for revealing candid photographs make it un remunerative to be a paparazzo. And so the very definition of the paparazzo's role has been altered to fit in with the harsh Indian reality. Indian Paparazzi is like, "They gatecrash parties, take some quick pictures, and leave." He doesn't follow people around. Nor does he know anybody else who does. There's no time for this. There's no real money in this gig. Besides, the risks and rewards are too imbalanced. The paparazzo, reviled as he is, also works alone. A paparazzo's brief is to wait and wait until something happens. That can only happen if the promise of a reward exists. Ethics is an important word in journalism. Ethics are the moral principles that influence the conduct of people. Journalistic ethics are the moral principles that govern the practice of all forms of journalism. They guide the photojournalist in deciding what is right and what is wrong. Truthfulness is a core journalistic ethic. A photojournalist must always strive to take pictures that tell the truth. This issue

of ethics has become more important in the digital age when it is very easy to change the photograph on the computer. It is believed that the camera never lies. But now with a few clicks of a computer mouse, you can completely change a photograph. So much so that it is no longer a record of an event. For the photojournalist must capture the truth. This means that the photojournalist must only photograph what has happened, when it happened and not invent a situation or recreate one by moving things around in the picture to make it seem more interesting than it really was. It is also against journalistic ethics to stage or create a picture by having people pose for the camera.

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