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PRINCIPLES OF PROFESSIONAL PHOTOGRAPHY

Many people regard photography as something done outdoors in sunlight to take pictures of people or things. Even if they see something they think will make a good picture, they will reach for the camera and take just one, possibly two, shots of it. Becoming successful in photography, whether personally or professionally, can seem like an uphill effort. So, how can we make it easier?

The **aim** of our article is to analyze approaches of some foreign photographers and their points of view on successful photography.

A professional photographer Gary Haynes considers many people who take up a camera being not creative. By contrast, the creative photographer sees the world around as an opportunity for creative pictures. Unless the image is fleeting, he will study it carefully from different distances and angles. He will consider how it will look in different light. He emphasized that "...learning to see is an essential ingredient of good photography. Seeing in photographic terms is potentially the most powerful control a photographer has over the pictures he makes. Seeing also means learning to visualize things not as they are, but as they can be made to appear in a photograph" [1].

The creative photographer peers at objects through prisms and glass, and through the bottom of a bottle. The longer he works with a subject, the more he sees in it. Something previously overlooked becomes apparent, new approaches suggest themselves and a new angle and different light open up even greater possibilities.

Gary Haynes also mentions a photographer Edward Weston, who once said that "anything that excites me for any reason, I will photograph; not searching for unusual subject matter, but making the commonplace unusual" [2]

Another professional of photography Adam Welsh advises to think like a photographer for long enough if you want to become one. If you truly believe in yourself and stay persistent in your efforts, you can achieve anything. He says to start out by simply practicing as much as possible and not to worry if you make mistakes. He assures that the best camera doesn't exist. The only thing

that truly matters is the knowledge to use any camera in your hands because it is more than enough [3].

So, as we can conclude from the studied sources, to learn to control the camera and start to really enjoy photography are the best ways to become a professional in this beautiful journey of constant learning.

References:

1. Gary Haynes Creative Photography Takes Teaching Yourself To See [Electronic resource]. – Access mode: [https:// articles.chicagotribune.com](https://articles.chicagotribune.com)
2. Nick Stubbs Beginning Digital Photography [Electronic resource]. – Access mode: <https://www.all-things-photography.com>
3. Adam Welsh 3 Things I wish I knew when I started photography [Electronic resource]. – Access mode:<https://digital-photography>

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PROS AND CONS OF ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) or machine intelligence (MI) is intelligence demonstrated by machines, in contrast to the natural intelligence (NI) displayed by humans and other animals. In computer science AI research is defined as the study of "intelligent agents": any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. Colloquially, the term "artificial intelligence" is applied when a machine mimics "cognitive" functions that humans associate with other human minds, such as "learning" and "problem solving".

Artificial intelligence today is properly known as narrow AI (or weak AI), in that it is designed to perform a narrow task (e.g. only facial recognition or Internet searches or driving a car). However, the long-term goal of many researchers is to create general AI (AGI or strong AI). While narrow AI may outperform humans at whatever its specific task is, like playing chess or solving equations, AGI would outperform humans at nearly every cognitive task.

How can AI be dangerous?