ABSTRACT

This dissertation examines the roles of talent and training in photography and to what extent each of the two contribute to sustaining a career in the field, in Pakistan. By analysing vague terms such as talent and success through international literary references along with opinions from local photographers, I have set the parameters for what these terms stand for in reference to this dissertation. Furthermore, by studying the changing trends in the industry, the advent of the digital age, social media and the roles these things have played on photographers and their careers today, the dissertation provides an understanding of the kind of challenges and obstacles, along with the various positive changes that upcoming photographers should be aware of. In order to grasp what people are looking for when hiring photographers today, the dissertation also provides a view of the clientele, such as individuals hiring photographers and executives at advertising agencies.

The significance of this research is to assist current practitioners in the industry in the hiring process of upcoming photographers, as well as those interested in entering the field to grasp a better understanding of what is really out there. The dissertation has been conducted through two major research strategies: (1) a quantitative analysis of what the target market (SEC A, A' of Pakistan) are looking for when hiring photographers and (2) a qualitative analysis consisting of interviews with local photographers and executives at advertising agencies. Data for the secondary research has largely been collected from newspaper articles, books and academic journals. This dissertation challenges the views on talent in photography, and how far one can go with
it, while simultaneously questioning whether or not training provides an edge in one's success in the career, particularly in Pakistan.