

Исходя из этого можно сказать, что «пустые» знаки актуализируют свое присутствие в визуальной композиции как знаки-функции, имея значение только для создателей контента, которые применяют их ради достижения желаемого эффекта, например, в качестве фона для акцента на персонаже, что в терминологии теории информации – подавление шума при передаче сообщения.

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## Photography and the Law

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**1. What can you photograph? In public places.** The most common questions that come up are about photographing public places. The general rule is that if your feet stand on public property, then you can photograph anything within camera sight, as long as you are not violating anyone's privacy rights. It is legal to take photos of statues, buildings, people doing normal activities, even photos of private property as long as you are not trespassing to get the shot. Members of the public have a very limited scope of privacy rights when they are in public places: anyone can be photographed without their consent except when they have secluded themselves in places where they have a reasonable expectation of privacy (dressing rooms, restrooms, medical facilities, and inside their homes) [1]. There are some exceptions to the general rule: commanders of military installations can prohibit photographs of specific areas when they deem it necessary to protect national security. Despite misconceptions, the following subjects can almost always be photographed lawfully: accident and fire scenes; children; celebrities; bridges and other infrastructure; residential and commercial buildings; industrial facilities and public utilities; transportation facilities; Superfund sites; criminal activities and arrests; law enforcement officers [2]. **In private places.** All businesses and

public buildings are considered private property. Property owners may legally prohibit photography on their premises but have no right to prohibit others from photographing their property from other locations. Museums, shopping centers, concert halls and restaurants all fall under this category. If the owners decide that taking photos being inside their property is forbidden, then these rules should be respected and followed. Permission should be requested when the circumstances suggest that the owner is likely to object. In any case, when a property owner tells you not to take photographs while on the premises, you are legally obligated to honor the request [2]. **Problematic areas.** How to know when you are violating someone's privacy rights? This is where common sense comes into play. It is acceptable to take photographs of a car accident, while it is not acceptable to photograph someone in that accident getting medical treatment. If someone feels they are being harassed, they have the right to report the photographer to the authorities. Photographing someone in their houses while you are standing in the street would be a violation of their privacy rights. One of the most sensitive subjects can be photographing children out in public. Technically, it is not illegal to photograph a child in a public place doing everyday activities, but if a parent notices that you are taking photos of their child without consent be prepared to face their anger [3].

**2. What can you post?** Just about anything photographed in a public area can be posted, apart from zooming into buildings or facilities, in which people have the right to expect privacy. Even though it does not "feel right" that someone can take a picture of a family in a public park and then publish it in a newspaper, magazine, or website, it is perfectly legal. Speaking about selling photos, it depends on who the photo is being sold to and for what purpose. If you are selling a photo of a woman to an advertiser looking for a model for their new fragrance, it will be considered a "commercial" use of the woman's image, and thus she is entitled to the compensation. She may be open to a financial arrangement, but you need to obtain her agreement before using the photo. If you are taking a photo of an Occupied Wall Street crowd, you have identifiable people in the photos, and you wish to sell it to Time magazine, you do not need to get the permission of those in the photos [4].

**3. Copyright for Photographers.** Copyright is often one of the first topics that comes up with regard to photography and the law. Copyright means that you own the image you created. The law says you created that image as soon as the shutter is released. Whether the photograph is on the hard drive, online portfolio or posted on your Instagram feed, you have exclusive rights to it according to the Copyright Law of the United States of America. This includes reproducing your photography; preparing derivative works based on it; distributing copies of your

photography to the public; publicly displaying your photography. Owning the copyright on your photography does not require any special paperwork, or having the © (copyright notice) associated with your image [5]. Something important to be mentioned for professional photographers are model releases (documents that give the photographer free reign in use of the image without further consent, as long as the photograph is being used for private or educational purposes). The stipulations in the contract outline what you can and cannot do with the images and offer protection to the photographer and the client [4].

**4. Legal regulation of Photography in English-speaking countries.** Some of the acts, regulating photography: Copyright law of the USA (*the USA*); The Copyright, Designs and Patents Act (*the UK*); The Copyright Act, Privacy Act, The Surveillance Devices Act (*Australia*); Canadian Charter of Rights and Freedoms, The Copyright Act (*Canada*). General provisions: “At no point does anyone have any right to take your camera or ask you to delete pictures. If any of your possessions are confiscated you have grounds to press charges. If you are asked to leave a private property then you are required to do so. No one has the right to threaten, harm, or detain you in any way” [5].

To conclude, photography is a complicated notion and it is quite unique. It is part of our daily life whether we just want to take a photo just to keep it on our device or to share with someone else. During my investigation I found out that most aspects connected with photography that we might find illegal, turn out to be lawful. However, some of them are still rather controversial when it is a matter of privacy rights. Before taking, posting or selling a certain photograph, find out how lawful that is in every particular case.

### Literature

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