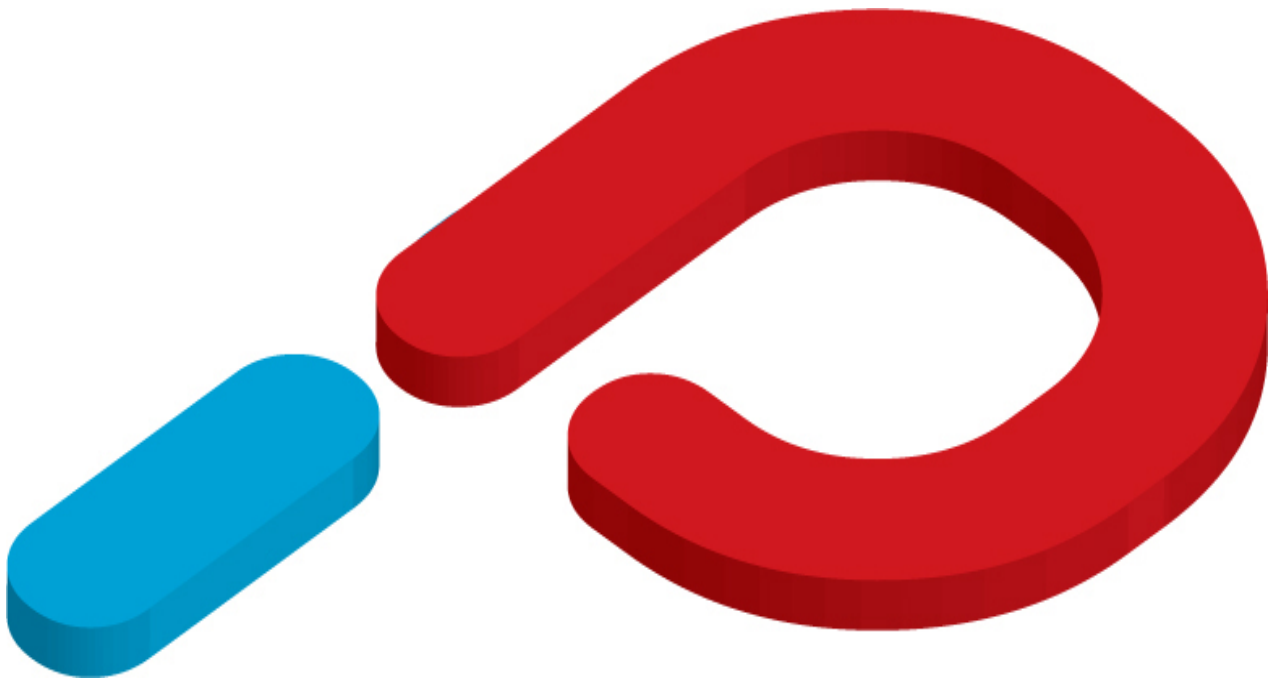




Indian Wedding Photography Requires Versatility, Says Pixcellence

October 20, 2015

October 20, 2015 - PRESSADVANTAGE -

London, UK, OCT 10, 2015 ? Filled with tradition, colour, dance, music, and fun, an Indian wedding can be overwhelming in the length, size, and complexity for anyone involved in it, whether the groom, the bride, the relatives, or even the guests. In keeping with their mission to educate photographers, Pixcellence (www.pixcellence.co.uk) has just published a new blog post entitled 'Asian Wedding Photography in London: Cultural Awareness is a Must.'

?A photographer needs to know where the participants come from and what kind of wedding traditions are especially important to them,? states Clwyd Probert, one half of the Pixcellence photography team. ?Cultural awareness becomes central when we have to interact with people from other cultures. People see, interpret and evaluate things in different ways. What is considered an appropriate behaviour in one culture is frequently inappropriate in another one. Misunderstandings arise when I use my meanings to make sense of your reality.?

The article discusses what Cultural awareness means and the importance of being aware that cultural differences and similarities exist among different people, and that these differences can affect behaviours,

attitudes, and communication.

?Since everyone is the product of their own culture,? stated Probert. ?Professional photographers need to increase both self-awareness and cross-cultural awareness. There is no book of instructions to deal with cultural diversity, no recipe to follow. But certain attitudes help to bridge cultures.?

The article continues to point out that 'misinterpretations occur primarily when there is a lack of awareness of one's own behavioral rules and the projection of them on to others. In absence of better knowledge, assumptions are made instead of finding out what a behavior means to the person involved.'

Pixcellence offers coaching courses to help photographers of all levels improve their photographic talents teaching photographic techniques and educating the public about cross-cultural wedding customs.

To read the article, visit www.pixcellence.co.uk.

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Pixcellence Photography

Pixcellence are Ray Graham & Clwyd Probert. Pixcellence was created by Ray in 2005 to provide high quality Corporate, Event & Wedding Photography.

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