


# Chapter 6

## Paradigm Shift in Photography in the Perspective of Digital Transformation and Gender

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### ABSTRACT

*Digital transformation creates a radical shift in the representation of gender in the practice of photography, allowing the de-gendering of photographic language. Digital technologies contribute to the polyphony of the gaze towards the subject of the photograph by enabling the creation of a visual production process independent of the gender and identity of the artist. In this context, digital artists emphasizing the fact that gender is a social construction tend to develop a genderless photographic language with tools that reshape identity and the body. By focusing on the work of artists, this study explores the potential of digital technologies to both increase visibility and create a space of resistance against algorithmic exclusion. By widening and deepening the boundaries of photography, digitalization opens up a space that transcends gender norms and allows for a move beyond traditional representations.*

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## INTRODUCTION

Technological developments throughout the history of photography will continue to evolve in the digital world, preserving its identity as an art discipline supported by a creative and critical approach. Artists have the potential to transform this technological transformation into an artistic approach, and as they adapt to this change, photography will maintain its function as a powerful tool for expression, thought and narrative. As photography becomes more intertwined with digital culture, it will allow artists to address concepts such as identity, gender, reality, biopower, subject and memory from new and alternative perspectives. Issues such as surveillance, privacy, authenticity and manipulation of digital images will be examined through photographic images and artworks from an academic and critical perspective, providing new viewpoints on the social effects of the post-digital age.

The impact of digital evolution on art and the artist has become an important area of transformation that requires in-depth examination, especially in the context of algorithmic production methods and artificial intelligence-supported creative processes. Today, art practice is shaped not only by aesthetic and conceptual elements, but also by the new possibilities offered by data-driven systems, algorithmic structure and artificial intelligence-based models. This transformation transforms art's methods of production and its kinship with the audience, raising debates on redefining the role of the artist, the concept of creativity and the originality of the artwork. In particular, algorithmic production techniques and artificial intelligence-based artistic practices have given rise to new aesthetic approaches in the forms of artistic expression; they have gone beyond the anthropocentric approach in the artist's creative practice and revealed a posthuman approach, transformations in the concept of gender, changes in the context of identity and the idea of co-production with machines. In this context, how artificial intelligence tools are positioned in art; the content of data sets, the decision mechanisms of algorithms and how prompts developed by the artist affect the creative process are important topics of discussion. In this framework, the new horizons opened by the digital age in art production point to a process of radical transformations in art in terms of form, concept and content, and in this context, fundamental elements such as the position of the artist, the quality of the work and the perception of the audience are re-evaluated.

The definition of art and the forms of production are being reshaped by artificial intelligence algorithms that use data analysis and learning processes. However, in this process, questions such as whether algorithms follow predetermined patterns, how existing prejudices are reflected in algorithms, and whether the source of the artwork is the artist or technology gain importance. The fact that the data sets used for algorithms are based on statistical models and reflect certain trends should not be neglected at this point. It can be argued that ethical responsibilities and rights are

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