

## A Study of Communication Development and Forms of Motorsport Photography in Thailand

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### Abstract

The purpose of this research is to study the history of motorsport photography, and the communication forms of motorsport photography. The research is a qualitative research, collected data by studying from documents, photos, motorsport websites and in-depth interview with 6 people, motorsports news photographers, motorsport photographer, and motorsport news editor. Research instrument consisted of an analysis of communication form in motorsport photographs and in-depth interviews form. Data analysis was done by categorizing and linking data using inductive content analysis techniques. Then, checked the adequacy of data again by using data triangulation and methodological triangulation. The results of the research found that the path of motorsport in Thailand is divided into 4 eras, 1) The beginning of motorsport era 2) Era of raising the standard of motorsport 3) Era of embracing motorsport culture and 4) Era of earning from motorsport. Initially, mass media played an important role in reporting news in print media and magazines. Later, when online media emerged, the platform was changed to websites, Facebook, Fan pages, and social media. Regarding the characteristics of the photographs, it was found that motorsport news photos are the photos that report who, what, where, and how include photos of starting grid, curve, location, cars are neck and neck, panning, finishing line, awards ceremony, service teams, racers, activities. Motorsport photography is any photo in car race that can tell story of the competition include photos of motion, stop motion and emotion. Nowadays, motorsport photography uses artistic concepts and motorsport emotions in photography to create photos which are different from the past. And use the concept of photo essays to tell stories and convey emotions so that the audience can experience the competition even when they are not on the race. The main media channels are the competition organizer's media and mass media. The role of motorsport photography is to provide news, public relations, advertising, and communicate the identity of the competition or local area to promote sports tourism.

**Keywords:** 1) Motorsport Photography 2) Communication Development 3) Motorsport

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## Introduction

Thailand is currently the center of motorsport in ASEAN and a production base for the automotive industry worth more than 1 trillion baht (The Royal Automobile Association of Thailand, 2021a). The government and private sectors have invested in motorsports in many sections, including building race tracks, organizing global and regional events such as motorcycle race (MotoGP) or World Superbike (WSPB) which help generate income for the government sector and promote tourism in Thailand greatly. It is one of the sports tourism activities in line with the policies of the Ministry of Tourism and Sports and The Royal Automobile Association of Thailand (Under Royal Patronage) that has set the framework for developing the potential of motorsports in Thailand towards sustainability. However, Thailand is not a direct automotive industry manufacturer brand. There is not much focus on motorsport. But in the future when the format of motorsport competition is clearer and has developed. It will be a factor that automotive groups and related industries will turn to focus on motorsport and develop it into a professional sport (The Royal Automobile Association of Thailand, 2021b).

The move of government to promote sports tourism activities makes the role of the media important as a voice reporting motorsports news. In other word, it also spreads the image of motorsport specially photography which can tell stories without explanation in written language. It is one of the news elements that helps raise the value of news and is evidence of its accuracy. Motorsport

photography is used to report the who, what, where, and how of automobile racing. It is a photograph that truly expresses feeling of what is happening at that moment, as close to what can be seen as possible. The details of objects in the photo can be clearly seen and there is no photo editing to distort from reality in both colors and image elements. Motorsport news photos have been used since the birth of Thailand's first automotive magazine 53 years ago. Although many magazines have now had to cease production or switch to online magazines but it has created new motorsports news platforms such as websites and Facebook fan pages and many other social media channels. The growth of motorsport continues, at the same time, there are not many academic or research works related to communication in motorsports.

Reporting on motorsports news not only provides news but also helps promote tourism. The author has drawn from relevant articles and research to explain such as “Bangsaen Grand Prix” competitions, a street circuit race held at Bangsaen, Laem Thaen, Khao Sam Muk, Chonburi which has been certified by the F.I.A. In 2021. It was found that there were more than 300 racing cars participating in 20 categories and more than 29 countries of racers participating in the competition. It was also found that The competition greatly stimulates the economy and local tourism in Chonburi (Editorial team Bang Saen Suk.com, 2021). While Nuttawut and Suwari (Maopraman and Namwong, 2017, p. 189) mentioned that Chonburi has many attractive factors for organizing competitions, such as activity areas,

race track design. Tourists can also visit natural tourist attractions, islands, nightlife and historical attractions. Therefore, motorsport activities can help stimulate the economy and tourism at the same time.

### Objective

1. To study the history of motorsport photography.
2. To study the communication form of motorsport photography.

### Literature Review

#### 1. Visual communication

Photographs are symbolic communication. Every society has communication symbol system which represent the meaning of something that is mutually understood. Photographs have power to serve as evidence of authenticity and have power to drive social change in a better way.

Artistic vision in photography is one of the concepts of visual communication. It is the principle of creating photos that combine technical expertise of photography and photographer's artistic perspective together (Bol, 2012, pp. 45-54). It consists of lines, shapes, forms, textures, patterns, and colors.

Photo essay is the communicating stories through photographs to receiver, similar to writing a book, short story, or novel. The photographers need to think about how to take photos to tell stories of the event. When multiple photos are put together, they become photo essay that can tell the whole story.

#### 2. Photo analysis

Photo analysis is something that happens both before and after the photo is taken.

Before taking a photo, the photographer need to formulate an idea of issues that will be presented, set guidelines for visual communication in symbol systems and plan for shooting photo. After shooting, photographers can analyze their photos before publishing to review the meaning that you want to communicate to the receiver and analyze other people's photos to use as a guideline for analyzing your own photos.

The photographic analysis process has 3 steps: (Thongleart, 2011, pp. 232-233)

- 1) selecting photos according to studied issues
- 2) analyzing photos in technology, photo composition and social aspects, and
- 3) selecting appropriate study methods, such as photographic analysis follow David Perlmutter (Lester, 2014, p. 129)

#### 3. Motorsport photo concepts

Motorsport photography uses basic technique of action photography. It is a type of photo in journalism called motorsport news photos.

Henchman (2017, p. 25) mentioned that motorsport photography in "Spectator Photography Guide-Silverstone" handbook consist of 2 types: Documentary motorsport photography and Creative motorsport photography.

#### 4. Concepts about sports tourism and motorsport

Sports tourism is traveling from one's usual place of residence or occupation for any purpose to another place for a period less than a year, with participation in sports activities as part of the activities.

Motorsport is a racing competition that includes almost every type of motor vehicle,



including cars, motorcycles, boats and planes. In Thailand, the organization that controls motorsport competitions is the Royal Automobile Association of Thailand (Under Royal Patronage).

## Methods

This research is qualitative research. Collected data by studying from documents, photos in magazines, and motorsport websites. In-depth interview motorsport news photographers, motorsport photographers and motorsport news editors.

**Documentary Research:** The researcher analyzed the Motorsport Photos from motorsport magazines and websites. And then, using Purposive sampling. The researcher has determined the selection criteria as follows: 1) Credibility of the media organization by choosing from old motorsport magazines and has been in the media industry for more than 10 years. 2) Motorsport expertise selected from media with dedicated motorsport editorial teams. 3) Popularity by choosing from 1 of the 5 websites with the highest number of followers, consisting of 2 motorsport magazine: Yanyont magazine and Formula magazine between 2019-2021. And 2 motorsport websites between 2019-2021, namely [www.boxzaracing.com](http://www.boxzaracing.com) with 1.2 million followers and [www.xoautosport.com](http://www.xoautosport.com) with 1.6 million followers.

**Survey Research:** The researcher conducted In-depth interview with 6 people, motorsports news photographers, motorsport photographer, and motorsport news editor. And then, using Purposive Sampling. The sample was selected from motorsport magazines, motorsport websites and regular motorsport

competitions photographer who have work experience in motorsports for more than 10 years, consisting of 1) two motorsport news photographers from Yanyont and Boxaracing. 2) two motorsport photographers: regular photographers for motorsport competitions in Thailand. 3) two motorsport news editors from [www.boxzaracing.com](http://www.boxzaracing.com) and [www.motorsportlive.com](http://www.motorsportlive.com).

## 1. Research Procedures

**Step 1:** Study the history of motorsport photography in Thailand. It is a survey, analysis, and compilation of knowledge about the path of motorsport in Thailand according to 4 eras: 1) The beginning of motorsport era 2) Era of raising the standard of motorsport 3) Era of embracing motorsport culture 4) Era of earning from motorsport. Analysis motorsport media in Thailand and the path of motorsport photography in Thailand from film cameras to digital cameras and magazine era to online era.

**Step 2:** Study and analyze communication forms in motorsport photography. It is a survey, analysis and compilation knowledge about features of motorsport news and photos, how to use news photos and motorsport photos, using motorsport photography for communication, using motorsport photography in mass communication and motorsport photography and industry and tourism promotion.

## 2. Research Instrument

Analytical form of communication in motorsport photography. To study the history and era of motorsport photography, category of motorsport photography and practice, communication forms of motorsport photography. Quality inspection using content validity

method based on the subjective opinions of experts.

In-depth interview form on the history of motorsport photography and communication forms in motorsport photography. To study the path of motorsport, motorsport photos, features of motorsport photo and motorsport news photo, using news photos and motorsport photos, using motorsport photography for communication, the use of motorsport photography in mass media and motorsport photography in promoting industry and tourism by using content validity method based on subjective opinions of experts.

### 3. Data Collection

**Primary data:** It is qualitative data collected from 6 people, motorsports news photographers, motorsport photographer, and motorsport news editor. And an analytical form of communication in motorsport photography.

**Secondary data:** The researcher studies documents, books, and research related to photography for communication, artistic perspective, motorsport photography styles, combining language of photography with written language, mood in motorsport and documents related to the analysis of concepts and communication forms in motorsport photography from various sources, for example, university libraries, academic seminars or conferences, or various art work in order to compile knowledge for the research such as creating conceptual framework research instrument data analysis or discussion, etc.

### 4. Data Analysis

Study history of motorsport photography in Thailand. Researcher interviewed sam-

ple and studied from documents to collect data into categories and link data using inductive content analysis research in the following issues: 1) The path of motorsport in Thailand 2) Motorsport media in Thailand 3) The path of motorsport photography in Thailand.

Study and analysis communication forms in motorsport photography. Researcher surveyed, analyzed, and compiled knowledge about forms of motorsports photography in Thailand from interviews with a sample, then categorize and link data using inductive content analysis research methods. In the following issues: 1) Features of motorsport news photo and motorsport photos 2) how to use news photos and motorsport photos 3) using motorsport photography for communication 4) using motorsport photography in mass communication and 5) motorsport photography and industry and tourism promotion.

Then, checked the adequacy of data again by using Data triangulation consisting of 1) Checking time source. It is to check the accuracy of information in each study period. 2) Location inspection. It is to check the accuracy of information in different magazines and different publishers or organizations. 3) Personnel verification. It was to check the accuracy of information from many interviewees and checking data collection methods using Methodological Triangulation by studying the accuracy of data during document study and interviews.

## Results

### 1. History of motorsport photography

1.1 The development of motorsport in Thailand divided into 4 eras: 1) The beginning of motorsport era (before 1986). It was an era



before the emergence of standardized racing tracks. The organizers will organize competitions in airports in many categories of competitions such as rally racing or dirt tracks, direct or drag racing and circuit racing. This era, Thailand was the center of motorsports in ASEAN. There are big competitions with famous teams and racers, both Thai and foreign, participating in the competition. 2) Era of raising the standard of motorsport (between 1986 - 1997). It was the era when "Pattaya Circuit" was established on January 12, 1986, then changed the name to "Bira International Circuit Pattaya". This track received certified by the Federation Internationale de l'Automobile or FIA grade 3. Therefore, the investment in the racing team was higher. Stricter rules causing smaller racing teams to withdraw from competition. The audience was decreasing and become a downturn for the motorsport world until stopped after the Tom Yum Kung economic crisis in 1997. 3) Era of embracing motorsport culture (between 1997 - 2013). It is an era where new forms of competition influenced by foreign cultures emerged. This era, drag and drifting racing began to gain attention. Bangkok Drag Avenue, a drag track that meets standards was established in 2004, making the drag racing trend highly popular. The same as drift racing, which has received culture from Japan and around the world. Many car club programs have emerged. In this era, motorsport has a variety of competition types and has spread widely especially among groups of teenagers. Starting to have a place to develop automotive products. A number of small motorsport websites and media have emerged. And 4) Era of earning from motorsport (from 2014 to now). It was the era when

Chang International Circuit was established. It has been certified by FIA Grade 1 to organize world-class competitions such as MotoGP, World Superbike (WSB) or Asian competition such as Super GT. In this era, motorsport has been used as part of tourism promotion and create a tourism image of the province, such as Buriram which is promoted as a sports city or Chonburi which promotes the Bangsaen Grand Prix automobile race. Many provinces have adopted motorsport as an activity to promote tourism and stimulate the economy within the province. For example, the "Toyota Gazoo Racing Motorsport" competition has rotated to organize competitions in many provinces such as Chiang Mai, Phuket, Chonburi. The "PT Maxnitron Racing Series" competition is organized in the form of a street circuit along the road beside the sea in Prachuap Khiri Khan and Songkhla. The Gymkhana competition, "Idemitsu Super Gymkhana", was held in Udon Thani and Songkhla. Or the drift competition, "Underground Drift Thailand", organized in Khon Kaen, Chanthaburi, and Kanchanaburi. In this era, motorsports is becoming more and more popular. Competition standards at the international level have been raised by the control of The Royal Automobile Association of Thailand (Under Royal Patronage).

1.2 Motorsport media in Thailand consists of 1) Personal media. It is communication through word of mouth. Personal media existed since the first eras. For the third and fourth eras, the form has changed from talking to typing and chatting through online media. 2) Public relations media. Competition organizer used public relations to publicize the competition, such as leaflet consisting of the program

name, slogan, and date and time of the competition, competition types, illustrations and contact. In the first and early third eras, they were printed in paper but in the late third and fourth eras, they were published online as posters. Bandwagon, was popular in the first and second eras. But in the third and fourth eras, some are still seen in small competitions or competitions in large cities. Billboards are usually installed at the entrance. It has been used for public relations in every era. 3) Mass media, including magazines and print media consisting of photos and letters. Magazines have played an important role in reporting news since the first era. Nowadays, there are still very few printed magazines remaining. DVD, in the third era, there have been many DVD that are similar to magazine. Anyway, DVD has been changed to an online platform now. 4) Television has played an important role since the second era. It is a channel for reporting motorsports news that can reach audiences all over the country. In the third era, television has a large number of audiences following until now. 5) Online platform is a medium that reports news quickly, easy to access and create interaction, including “Websites”, which replaced magazines. They have similar news reporting form but has more space, and “Social media”, which is the most used media nowadays.

1.3 The route of motorsport photography in Thailand. Mass media worked with film cameras in the first, second and early third eras. The camera which mostly be used was SLR film cameras with 35 mm film. They commonly use various distances lenses in both normal range lense and zoom lense, using 3-4 film rolls per

day or 5-6 film rolls if the competition take many days. The process of working began with the press receiving an invitation letter from the competition organizer. When the race day arrives, the press would get photographer’s card (PRESS) and enter the race track to take photos. After taking photos, the film must be developed. Once the film has been developed, the photos will be selected for news reporting. The photo selection process is the responsibility of news editors, photographers, or other parties specified. News editors or writers often choose the highlights of the competition to present in the news. For other, use only 1-2 photos per column. “Digital cameras” emerged at the end of the third era. Photographers can take more photos. Meanwhile, the cost of photography is lower. So photographers can take as many photos as they want. For the work process, press is still invited to report news as before. If it is an international competition, there must be a certificate or document as specified by the competition organizer. When finished taking photos, before publishing, the photos will be edited with ready-made programs to make them more quality and beautiful. For presenting news photos, although many magazines are still in print, a number of magazines have turned their reporting platforms into websites. However, the format and methods are still similar to magazines. But website can publish a larger number of photos and provide unlimited news. As for news reporting on social media, news can be reported quickly and immediately, so news photos can be presented immediately after the competition ends.



## 2. Communication form of motorsport photography

2.1 Features of motorsport news and photos. “Motorsport News Photos” refers to photos that report who, what, where, and how in automobile speed competitions. It is a photograph that truly expresses the feeling of what was happening at that time and is as close to what can be seen as possible. The details of objects in photo can be clearly seen. It is a photograph that has not been edited to distort from reality, including colors and various elements within the photo. Motorsport news photos are photos taken by press photographers to report news on the competition, sponsor news, or other news. While “Motorsports Photos” refers to any photo that includes story of a car racing event. Able to convey emotions and communicate the meaning of photographer to receivers. Motorsport photos are not just the photos of cars or racing track but include photos of pit, grandstand, and activities in all competition fields.

2.2 The origin of Thai motorsport photographers has 4 main factors: 1) the emergence of online media and social media. Online media is a space where photographers can explore and learn about photography from foreign photographers or motorsport photographers and also follow current photography trends. 2) The emergence of world-class competitions. It is a space for Thai photographers to learn world-class photographers or motorsport photographers working process and their perspectives directly. 3) The emergence of a new generation of photographers. These photographers work as freelancers without being affiliated with a media organization. The group tries

to develop new approaches to photography that are different and more interesting than photographs in the past. And 4) The growth of advertising media. As the motorsport industry has become more popular, the demand for advertising media has increased. Photographers therefore have more job opportunities.

2.3 How to use news and motorsport photos by competition photographers. Competition photographer refers to a photographer assigned or hired by the competition organizer to take photos of all activities in the competition or take photos according to the needs of the competition organisers. And then, send photos to the competition organizer, media, sponsors, and others. Working process begins with planning. Motorsport photographers always work as a team because the competition field has a wide area. It is not possible for a single photographer to cover the entire field or take photo multiple locations at the same time. After planning, photographers have to survey racing area and review the competition schedule even if it's a place that has been taken before but the days, the shows, the weather, light, and surface may be different. So photographers should study details of the competition carefully. In addition, the photographer should find identity of the race track or a point that will show identity of the competition which is rely on photographers's personal perspective and experience. When the shooting begins, all photographers should set the same basic camera settings and also date and time match because when photos are put together, we will know what period and place those photos occurred in. After that, the photography teams were divided according to

the expertise of each photographer. For example, the “Thailand super series” competition had 6 photographers. Two photographers take photos of race highlights, photos inside the race track, and photos of every car that is because we don't know which car will be the winner. Two other photographers took photos in the pit, photos of the engineering team, and photos of the ceremony. and two other photographers took photos on the starting grid and news photos. But if there are just two photographers, the first photographer may be allocated to take highlight photos of the competition. Another photographer takes photos of the starting grid and the pits. For how to take photos, the photographer may be assigned to take both news photos and motorsports photos at the same time or focus on one or the other. It depends on agreement among the team and the aptitude of each photographer.

2.4 How press photographers use news and motorsport photography. Press photographer means a photographer working for a news agency or media organization. Press photographer have to understand the purpose of photography and know how to present it. For example, if taking photos to report news on the competition, photography may be used similar methods to motorsports news photography. But if photos are taken to tell story in magazines or online magazine, photographers have to work with news editors or writers so they should consult with editorial team about what type of photo they want or what kind of story they want to tell. Typically, there will be one or two press photographers. Photographers therefore have the freedom to choose

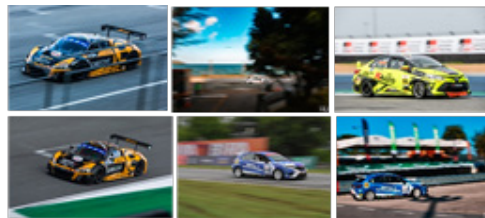
and take photos as they want. But at the same time, if many events occur at the same time, photographers must plan which photos should be taken first. Before taking a photo, photographers have to survey the race field by using the same method as the competition photographer.

2.5 Working with photographers and editors. Photographers take photo. But the presentation of the photos depends on editor or writer. Motorsport news is something where photographers and editors or writers have to work together to achieve the desired results. In the process of working, photographers should have important knowledge and skills: 1) photographer have to understand context of the organization, where it comes from? how did it start? how long has it been? how much network do you have with motorsports? what is the work culture like? and what are their opinions about motorsport? 2) Photographer should understand nature of the medium. Both print media and online media have their advantages and limitations. For example, magazine can present small photos because it requires space to write letters but for online media or social network, photos can be enlarged. However, accessing photos on online platform is more complicated. 3) photographer should understand the purpose of photography and what it will be used for, such as for reporting on a competition competitive technology reports or advertisements etc. Objectives will set goals for photographers to plan their photography. 4) photographer should constantly communicate with the editor. In most cases, editor or writer have to tell

the photographer what kind of photos do they want which may be told before starting to take photos. Or it may be said while taking a photo if the editor or writer has a new presentation point. At the same time, the photographer should communicate their needs to the editor or writer or give additional opinions together about that matter.

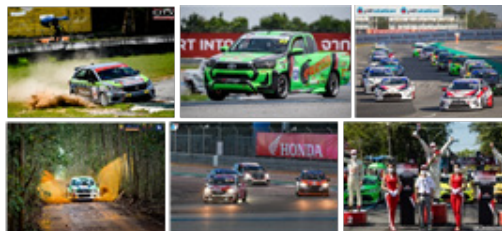
2.6 The use of motorsport photos for communication has the following formats: 1) Motion or Panning photos are clear photos of the vehicle by making objects in blurry background or foreground in order not to disturb the viewer's eyes when looking at the car. For motion photography, photographers need to find the best space, on the stands or at high

places. There are no objects obscuring the camera. Adjust shutter speed to a low level so that the foreground and background are lines as in Figure 1. 2) Stop Motion photos is a photograph that stops the movement of objects to make the object sharp and clearly visible. Stop Motion photography uses a high shutter speed, as shown in Figure 2. And 3.) Emotion photos. It is photography that captures any object that can convey an emotional meaning. Most emotional photos come after a specific event, such as when a car goes off a curve, the racer walked out of the car with his head bowed, showing his sorrow or a racer jumping on the podium after receiving the first place prize, etc., as shown in Figure 3.



**Figure 1** Motion photos

Source: (Grandprix Online, 2023), (Autoinfo, 2023)



**Figure 2** Stop Motion photos

Source: (Grandprix Online, 2023), (Boxzaracing, 2023)



**Figure 3** Emotion photos

Source: (Grandprix Online, 2023), (Boxzaracing, 2023)

2.7 The use of motorsport news photos for communication: 1) Photos in starting grid are photos at the starting grid that include racers, service teams, team managers, model, media, and people with entry permits as shown in Figure 4. 2) Photo in curve is a photo of car entering a curve. If it is a photograph of a single racing car, the car will be clearly visible. Audience can clearly see the advertisements on the car. As for taking photo of many racing cars, audience will see the racing cars are neck and neck, as shown in Figure 5. 3) Location photos are photos of racing cars in a wide angle showing the location of racing field and the atmosphere of the competition as in Figure 6. 4) Battle photos are photos in which the vehicle is moving towards the camera or away from the camera in a straight direction as in Figure 7. 5) Panning is a photo of car that appears to be moving. Use a slow shutter speed technique to capture the photos of moving car as shown in Figure 8. 6) Finish line photo is a photo of car

crossing the finish line. There is an important element in the photo: a racing car, a chess flag, or another flag. The photography uses a high shutter speed technique to keep the car clearly see as shown in Figure 9. 7) Award photo is a photo of the award ceremony such as opening champagne, celebrating, and lifting the trophy, as shown in Figure 10. 8) Service team photos are photos of the team, behind-the-scenes team and how the racing team works. There are both official photos and unofficial ot candid photos as in Figure 11. 9) Photos of racer is photo of a racer in various poses, telling racer's mood before and after the racing., as shown in Figure 12. And 10) Activity photos are photos of events that occur in the competition beyond racing. Use the same photography techniques as event or public relations photography, such as photos of the racing team's activities, sponsor activities, audience activities, exhibition and car display as shown in Figure 13.



**Figure 4** Racing teams on starting grid

Source: (Boxzaracing, 2023)



**Figure 5** Photo in curve

Source: (Grandprix Online, 2023)

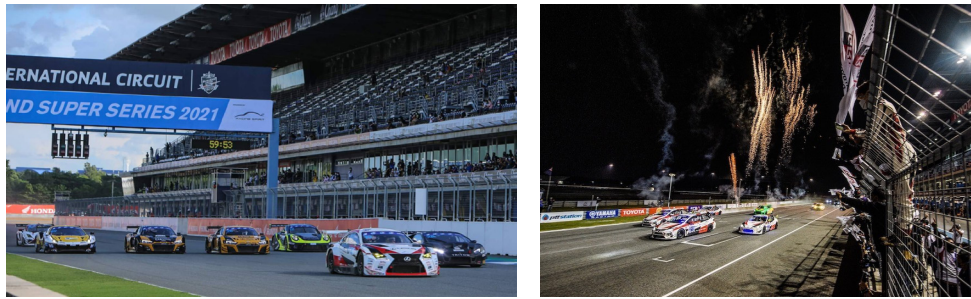


Figure 6 Location

Source: (Boxzaracing, 2023)

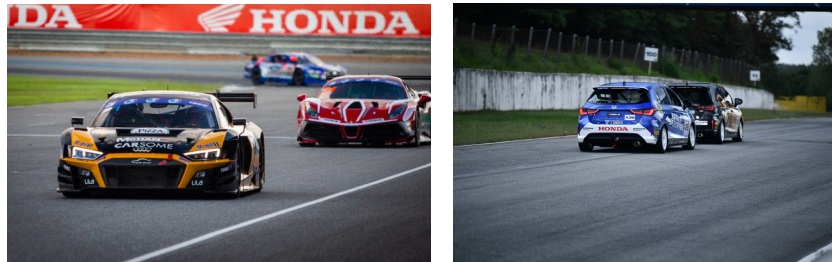


Figure 7 Battle photos

Source: (Grandprix Online, 2023)

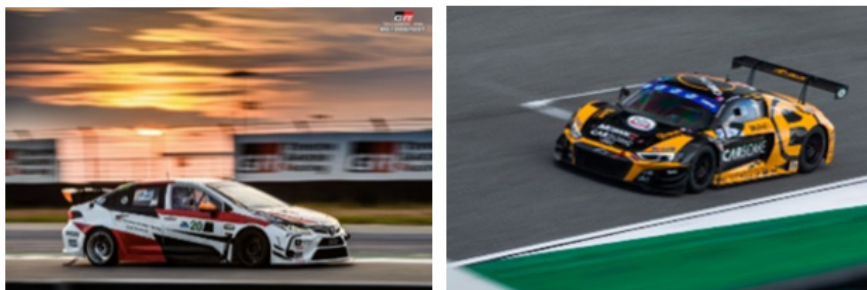


Figure 8 Panning

Source: (Boxzaracing, 2023), (Autoinfo, 2023)



Figure 9 Finish line photo

Source: (Boxzaracing, 2023)

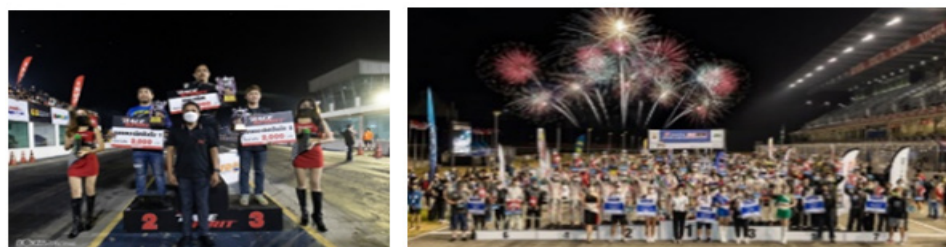


Figure 10 Award photo

Source: (Boxzaracing, 2023)



**Figure 11** Service team photos

Source: (Boxzaracing, 2023)



**Figure 12** Photos of racer

Source: (Boxzaracing, 2023)



**Figure 13** Activity photos

Source: (Boxzaracing, 2023)

2.8 Using motorsport photography in mass communication can be summarized as 1) Motorsport photos in magazines or print media are called “news photo” and are photos reporting news about motorsport competitions through mass media. Using of motorsport photos in magazines and print media starts from “photo selection”. Normally, the method of selecting photos is based on the news value principle, like other types of news photos. Magazines have limited space to report news so the selected photos should not exceed 15

photos per column. It is a photo that can tell a story along with the content and explains who, what, where, and how. Most of the competition news reporting include details about number of competition types, competition location, competition date, the results and the schedule for the next race track. The main photos to be selected include highlights from the competition, interesting cars in each category and photos of receiving awards. In the past, we would not see many motorsports photos in news reports. But nowadays the selection



of photos is more open and changes according to current photography methods. Later, “choosing a form”. News photos of motorsport competitions is the use of photographs to report the result of the competition. It provides column space for reporting on motorsports results from 1 to 4 pages, depending on the program and space of each magazine. The content of this column, such as news about the competition, competition schedule, interesting situation or event in a competition and competition results, etc. The source of the photos come from the magazine's editorial team sending a photographer to take photo or from the photographer of the competition organizer. The way to arrange photos to accompany news reports in a column are balance layouts, both symmetrical balance and asymmetrical balance. And placement of differences (Contrast) including differences in size difference by shape and differences by intensity. 2) Motorsport photos on websites and social media. Most of photos presented on website still uses news writing methods similar to those reported in magazines but the format was changed from paper to online. On the website, you can post up to 100 photos, which editor or writer will choose some of them to accompany the column. But the remaining photos can be put in the gallery. For social media, there are many more ways to report news. Due to the need for speed and timeliness, news on social media is often written during the competition use a short column format, many columns in one day. Social media often emphasizes visual representation over text. Therefore, the presented photos should attract more atten-

tion than general news photos. It is a photo that tells a story and beautiful. Using motorsport photography on website and social media, starting with “photo selection”. When there are no space limitations, photo selection becomes less important. They able to present a large number of photos from every angle. The method of presentation will be chosen according to the day and time of the competition. Starting from the first category until the last category by using the time taken to determine the timeline for arranging the photos. Next, “choose a form”, using motorsport photography on websites and social media has similar presentation form to a magazine. But the paper presentation method has been changed to an online presentation and can be viewed with electronic devices. Using photographs to report the results of motorsport competitions does not have a lot of presentation space. It depends on the competition and the subject.

2.9 Photographs and Motorsport Competitions. Motorsport photographs are valuable for organizing motorsport competitions. This is because motorsport photos serve to inform audience by letting them know where the competitions are taking place or what competitions are there so audience can follow the competition. Motorsport photographs also provide information on the results of the competition and knowledge about motorsport technology development of motorsport parts and equipment for car manufacturers. In addition, it is also valuable in promoting tourism.

## Conclusion and Discussion

### 1. History of motorsport photography

1.1 Values of Motorsport. Car racing in each era has different values among motorsport enthusiasts. If we consider all 4 eras, it is found that values will change according to preferences. Starting from the 1<sup>st</sup> era, it was an era where there were a lot of car races on highway what are called “speedy driver”. When driver who competed on the race track has the image of being a “racer” rather than a “speedy driver”. The 2<sup>nd</sup> era, the core value is to upgrade from normal racing to “Motorsport” and racer turns to “athlete”. The 3<sup>rd</sup> era is the era of websites and online car clubs. Values are created as social network of people who like motorsport. And the present era, the 4<sup>th</sup> era, motorsport is a sport media causing the emergence of professional racing athletes.

1.2 Motorsport as a media. Currently, motorsport is a sports media that is used to promote tourism. This directly creates mass media, websites, and social media in field of motorsports. Large events are created to bring people together. A community of motorsport enthusiasts happened, both in real life and online. If consider the role of motorsport in comparison with its role in the social science dimension, it is found that motorsport is a type of “sports media”. Kaewthep and Eiamrerai (2011, p. 255) said that in the process of raising the importance of radio and television, there is a mix of mass media and sports called sports media, including newspapers, magazines, radio programs, television programs with sports content. Therefore, the role of motorsports media is not just sports competitions. But it is a sport

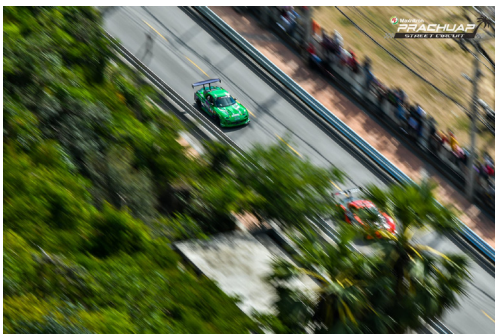
that connects people into a social network of motorsport enthusiasts. And another role is that motorsports is an emotional sport. It is important to help build a relationship between sports and the audience. Even though sports media is just photos but photography can tell a story of the struggle, hope, victory and defeat. It will help convey emotions of the audience to experience the competition.

### 2. Communication form of motorsport photography

2.1 The art of motorsport photography. Currently, presenting photos to report who does what, with whom, and how is not enough to stimulate the feelings of the audience to pay attention to photo if the photo isn't beautiful and can not tell story. Before taking a photo, the photographer should think carefully about how to tell the story of the scene into a beautiful photograph. One of the methods that is using artistic perspectives to create beauty or aesthetics in visual perception. Especially using symbols through artistic elements in photo helps to communicate content to the audience. Motorsport photography in Thailand consists of Motion, Stop Motion, and Emotion photos. In these three types of photos, photographers can use artistic perspectives to tell stories of all photos and motorsports news photos can also use this kind of perspective. Corresponds to Bol (2012, pp. 63-64) has divided sports photography into 2 styles: Emotion photos and photos according to the photographer's style (Your style) according to experience, ideas, and techniques. While Henchman (2017, p. 12) mentioned that format of motorsport photography consists of

two styles: documentary and creative, which documentary photography comparable to motorsports news photos. And creative photos are comparable to motorsports photography. Bol said motorsport photographers have to combine technical expertise and artistic vision and understand artistic perspective of line, shape, form, texture, pattern, and color and how these elements can create an impression on the audience. This point is consistent with the guidelines for motorsport photography in Thailand that use an artistic perspective in motorsport photography as follows: 1) Lines are used to convey emotion. Arranging the composition of the photo in order promote objects in the foreground to stand out and conveys the meaning of movement, as shown in Figure 15. The blurred lines of the fence wall mean movement quickly. 2) Shape is used to tell the context and mood of the competition. As shown in Figure 16, the shape of coconut trees and umbrellas communicate the meaning of seaside racing and the identity of Bangsaen Street Circuit. 3) Form is used with

the unnatural movement or posture of an object to tell story in the photo more clearly. As shown in Figure 17, the shape of car with the wheels rotating in the opposite direction to the car's movement tells that the car is moving at high speeds unnaturally and refers to violence or loss of control. 4) Texture is used to stimulate senses of audience. It refers to taste and vitality, as shown in Figure 18, dust strewn in long distance refers to fierceness and violence. 5) Pattern is used to show repeated elements, meaning to increase the power of telling story more clearly and firmly as shown in Figure 19, race cars running abreast mean the dignity of the team and being the leader. And 6) Color is used to make objects stand out. It conveys psychological meaning and social value as shown in Figure 20. Black cars symbolize fear and intimidation. In conclusion, bringing an artistic perspective to help create elements in the photo is necessary. Because photos are not always labeled with text but a motorsport photo can tell a story instead of some text if it can be completed in a photo essay.



**Figure 15** Line

Source: (Kanchanawilai, personal communication, March 27, 2023)





**Figure 16 Shape**

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 17 Form**

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 18 Texture**

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 19 Pattern**

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 20 Color**

Source: (Kanchanawilai, personal communication, March 27, 2023)

2.2 Emotion in motorsport photography. Emotion photos are photos that convey emotional meaning. It can convey more meaning than who, what, where, how, but tell stories or predict what feelings will be happened. Emotion photography wouldn't be possible if the photographer didn't understand the nature of motorsport. Most emoticons occur after an event has occurred. Therefore, the photographer must predict the events that will happen in advance. For example, if this curve is the curve where racing cars are most likely to collide. Photographers may have to wait to take photos at that curve. Or the championship-winning driver driving into the pits. The first emotion that arises after the drivers get off the car might be an embrace or tears of joy. For this type of photo, Lowrance (2012, p. 63) called the "Peak action". And it is one of the editors' criteria for selecting photos to find peak action photo or emotion of the competition. Skinner (2007, pp. 81-85) said about emotions in sports which can be applied to emotions in motorsport as follows

- 1) Celebration, excitement, and jubilation are emotions during the celebration of victory or success by racer, team, and cheering team. The common expressions include raising a fist, raising hands, jumping, or shout loudly, as shown in Figure 21.
- 2) Tension and strain is the

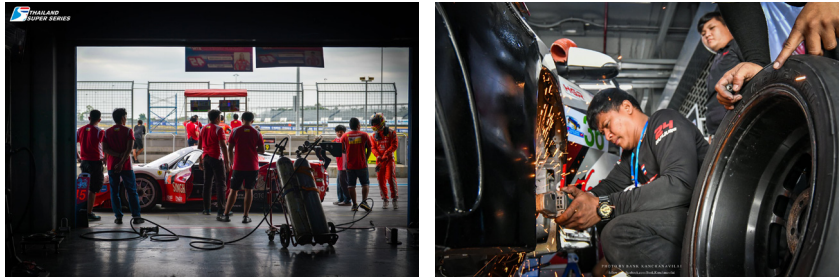


**Figure 21** Pictures of celebration, excitement and joy.

Source: (Kanchanawilai, personal communication, March 27, 2023)

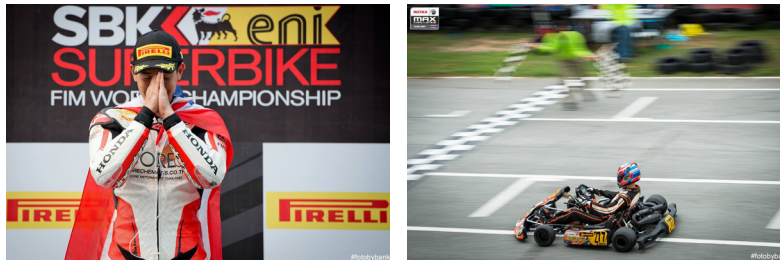
emotion in which racer, team or cheering team is in a state of tension. It is expressed through facial expressions, eyes, gestures, common expressions such as worried eyes, being alone, ignore to the environment, meditation, as in Figure 22. 3) Heroics and Heroism is an emotion of impression, proud of racer, teams and supporters who can do great works or incredible results. It is often the highest expression of emotion. For example, the emotion of winning the historic championship, as in Figure 23. 4) Dejection and disappointment is sorrow emotion of racers, teams, and supporters that is expressed through face, eyes, gestures, and common expressions such as bowing head, throwing things. A facial expression that shows disappointment, as in Figure 24. 5) Confrontation is the emotion of confrontation, fighting, clashing, common positive expressions such as showing kindness or apologizing to each other. Expressing negative such as car crashes, spinning cars, pushing or cursing each other, as shown in Figure 25. 6) Encouragement and support is the emotion of encouragement that racers, teams, and cheering team express through words, gesture of holding shoulders, raising fist, touching body as in Figure 26. Therefore, motorsport emotion is the impression of motorsport sport and the spirit of motorsport that is worth spreading.





**Figure 22** Pictures of tension and stress

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 23** Pictures of heroes and bravery

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 24** Pictures of sadness and disappointment

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 25** Pictures of confrontation

Source: (Kanchanawilai, personal communication, March 27, 2023)



**Figure 26** Pictures of encouragement and support

Source: (Kanchanawilai, personal communication, March 27, 2023)



2.3 Channels for distributing motorsport photos. In the past, mass media mainly reported news but in online media era, race organizers have begun to create their own media in form of websites and Facebook fan pages to present news and use these space to create online social community. Channels for distributing motorsport photos are as follows:

1) Media of the competition organizer. It is a media that presents only news of the competition. The content is therefore specific to the target audience that primarily follows the media. There is both latest news or in-depth news or story of behind the scenes, such as news of the program, competition team, motorsports technology, etc. The presentation format uses social media post template which support computer and smartphone platforms. There is a cover photo for the album. The method for selecting photos use photo essay to tell a story to accompany the news in column. This method is one of the concepts of visual communication. Another frequently found column is competition photo compilation column. This usually uses photos to tell story of the competition in chronological order without any text using many types of photos, including motorsport news photos and motorsport photos. For the selection, there are no fixed rules and number of photos, choose 3-5 photos which are beautiful, powerful, and attractive to be used as album cover. This is consistent with Lowrance (2012, p. 70) that said about the concept of visual storytelling method: A visual narrative is a series of photographs that tell story of an event. Therefore, the opening photo should be chosen as pow-

erful and eye-catching. As for the story telling photos must be interesting and end with a powerful photo.

2) Mass media. The method of using motorsport photos in print media nowadays is no different from previous form. Even though communication technology has caused many magazines and print media to close down but there is still a group of audiences who follow and read magazines and printed media. So, print media must cater to this group of readers. Motorsport photos reported on websites and social media are formatted differently than magazines or print media because the "space" is different. Magazines and print media have less space and can only report big news but online media has more space for reporting small news and anecdotes. And "time", online media can report news at any time however often. Nowadays, reporting news on online media opens up space for editors to bring more photography than magazines and print media. And the behavior of receivers is often more interested in viewing photos than reading news. News reporting therefore increasingly uses photographs to tell stories. On this issue, Wissanuporn Duangkaew, motorsport news editor, said,

*"...Sometimes people just look at the photos and don't even have to read it. Photos can tell stories. We only write the results of the competition."*

(Duangkaew, personal communication, March 27, 2023)

This is consistent with Lowrance (2012, pp. 63-64) who said that readers usually read the headlines and look at the news photos

on the front page. If there is only text but no news photos, it can not be sell. Even though the news explains all the details but it cannot create imagination as well as a photograph.

2.4 Photo Essay. It is one of the ideas that editors use to report results of the competitions. The selection of news photos should cover all emotions in motorsport and tell the story of motorsport. On this issue, Kiattiyos Phromhong, motorsport narrator, said,

*"...news reports on race results use photos of the starting grid, first curve, highlights finish line and photos on the podium."*

(Phromhong, personal communication, March 27, 2023)

Photographers and editors agree that the highlights of the competition are most often reported on. But the difference is that photographers tend to choose photos at the most beautiful moment or "Peak Action" and have complete composition as the first criteria for consideration. But editor commented that the sponsor's photo must be considered first. When using a photo essay, you may need to consider other factors. Therefore, editors and photographers have to work together so that the photo essay can tell the most complete story.

A photo essay has the following methods for arranging photos: 1) Establishing Shot is the starting photo to tell the competition story about what, where, and how by choosing a photo that can tell overall story and consistent with the headline and news content. 2) Action Shot are photos that show various events that happened to tell story of who is doing what, with whom, and how. It is a photo that tells

the important events in chronological order.

3) Portraits are necessary in telling a story because audience is most interested and is the heart of the story. A good portrait should be in a natural pose because it allows the receiver to understand the emotion of the competition at that time. and 4) Close up & detail is a photo showing small details of the competition or photos that audiences has no opportunity to experience the actual event.

2.5 Communicating the identity of motorsport photography. Organizing a motorsport competition requires a large budget so the competition organizer must hope to reach a break-even point. Public relations through mass media is therefore necessary and photographs are one of important public relations media. These photos will communicate to make audience aware, interested in the activity, and wanting to participate in the competition. In addition, photographs also communicate other aspects of identity. On this issue, Kan Kanchanawilai, professional motorsport photographer said,

*"...when taking photos of the Bangsaen Street Circuit, foreign news agencies often ask the competition photographers to take photos of the race track showing beach umbrella and race car or taking photos of monkeys on Khao Sam Muk".*

(Kanchanawilai, personal communication, March 27, 2023)

The reason is that these photos are different from other race track. This issue shows the role of mass media as a voice that broadcasts motorsports information in Thailand to both Thai and foreign audiences. And it is the



dissemination of other aspects of Thai identity that help attract tourists to sports tourism in the form of Active Sport Tourism and sports tourism for memories or Nostalgia Sport Tourism where tourists will be able to watch motorsport competitions, experience other tourist attractions and experience the soft power of Thailand at the same time (Ministry of Tourism and Sports, 2017). Which is in line with framework for developing potential of motorsports in Thailand towards sustainability of the Royal Automobile Association of Thailand (2021a) who said that motorsports is an activity that can create a high level of charm and income for tourism in Thailand.

## **Recommendations**

### **1. Recommendations for practice**

1.1 The route of motorsport photography in Thailand document is beneficial to students, media photographers, and and those who are interested, which can use as a guideline for their work.

1.2 Nowadays, motorsport photos in Thailand still exists among motorsport photographers who have been working since the era of magazines and print media. If someone want to explore more information, they might collect information from a new generation of photographers who were just taking photos in the online era.

1.3 Motorsport photos is an advanced method of photography that requires skill and experience. The research results may add experience in imagining images and thinking about angles to benefit the new generation of photographers.

### **1.4 Research results and discussion.**

The research results are conceptual proposals that should be used but it is not a fixed rule.

## **2. Recommendations for future research**

2.1 Study ways to use motorsport photography for tourism and advertising purposes, such as studying patterns of using motorsport photo to promote sports tourism or study the image of public relations media that influences the decision to come watch the MotoGP race or study and compare the use of motorsport photography for public relations in Thailand and abroad.

2.2 Study the communication process of complete motorsport photography from the receiver's perspective in order to create a point of mutual satisfaction between sender, photographers and editor, and receiver to make the photos have the most value.

2.3 Comparative study of motorsport photos in Thailand and abroad, the work of Thai and foreign photographers, the work of Thai and international motorsport media to create knowledge of motorsport photography in Thailand on a par with foreign countries and create suggestions for Thai photographers to develop motorsport industry in the future.

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