Research on the future development direction and countermeasures of photography in the new media era

Xiaoming Wang

College of Art, Liaoning Communication University, Shenyang 110136, China

Abstract. New media has a far-reaching impact on the future development of photography. By clarifying the characteristics of photography in the new media era, analyzing the changing direction of the development of photography in the new media era, and putting forward the countermeasures for the development of photography in the new media era. In order to promote the future development and dissemination of photography art in the era of new media.

Keywords: New media; Photography; Development direction.

1. Introduction

Since its invention, photography has experienced the change and development of form and carrier, and now pays more attention to the record of the real society. With the rapid development of China's cultural industry, especially in the new media era, photography has received unprecedented attention and attention. In the era of new media, through the Internet, ordinary people can also enjoy many works of excellent photographers. The fast spread speed, the wide range of influence and the high popularity of the audience are unimaginable before. Therefore, photography in the new media era should seize the development opportunity of the new media era, make full use of the mutual integration and mutual promotion of the two, and lay a foundation for the benign development of photography in the new media era.

2. Characteristics of photography in the new media era

2.1 Quantity: the large amount of photographic information dissemination

In the era of new media, the amount of photography information dissemination is very large, especially the amount of photography information on the network social networking and other platforms compared with the traditional media photography information. At the same time, under the influence of the Internet, the communication speed of photography in the new media era has also shown amazing changes. After completing the photography stage, they can enter the communication stage, and the network audience can receive the information transmitted by the photography works in the first time. In addition, with the development of we media and other technologies, everyone can become a media person, record the people and events around them, and further spread them through the Internet, which shows that we media has become an important force in photography communication. The multi-point amount of photographic information produced by photographic works has greatly improved the amount of photographic information, and has also increased the transmission mode of negative photography. Influenced by the low cost of photography and the easy shooting process in the era of we media, photography in the era of we media can be said to have become the main force in the field of photography. With the emergence of a variety of commercial photography with marketing nature, the original photography communication market has been disturbed.

2.2 Forms: how many ways of photographic information dissemination

With the wide application of information technology in all walks of life, the new type of photography information dissemination in the new media era is increasingly diversified. In addition to relying on the original traditional way of communication, it can also be spread through short video

platforms, wechat public accounts and clients. In the new media era, most of the photography works are completed through we media. Relying on these new media platforms, they set up their own accounts, spread photography works and shoot videos, and release them. Through the editing and typesetting of easy to operate software, the editing, editing and production of photography become extremely simple, without strong professional skills, so that the audience can operate by themselves, which to a great extent promotes the development of photography information communication forms in the new media era towards the direction of diversification.

2.3 Effectiveness: the fast dissemination speed of photographic information

In the era of new media, ordinary people can complete a series of operations such as shooting, editing and releasing of photography works. After the photography works are released on the Internet, anyone on the Internet port can see all the content and information released. In addition, today's many network platform is almost all push message and remind function, such as a short video platform, WeChat public number and subscription, etc., which fully guarantees the effectiveness of the spread of photography information has extremely fast transmission speed, let the audience the first time can receive photography information from network platform, especially news photography, broke the spread of the traditional media era. In terms of the audience, as long as you are in the environment of the Internet, you can feel the effectiveness of interactive communication wherever you are.

3. The changing direction of photography development in the new media era

3.1 The development and change direction of photography: the perspective

In the whole process of photography development, we always pay attention to the study of photography works with local characteristics and cultural color, and adhere to the photography artistic concept of materialism and abstract philosophy. In the traditional photography works, more attention is often paid to the recording of the characters, practices and the environment, and more from the photographic perspective of the characters. In the new media era, with the gradual improvement of living standards of the public, people pay more attention to the pursuit of spiritual fields and novel and diverse art forms. The traditional photography perspective in the past can no longer meet the aesthetic needs of the public in the new media era. In the new media era, all walks of life have shown an unprecedented development trend. Through new media and information technology means, people's photography design, imagination and conception can be realized, and more time and space materials have also been added to the photography works. Through lighting, color temperature, background adjustment and other means, the three-dimensional space sense and diversified style of photography works will be better displayed, and the diversified photography works will also bring high-quality visual experience to the public. The change of photography perspective makes people full of more memories and imagination of daily things in life. Such memories and imagination fill the whole photography work in time and space. Traditional photographic works cannot be processed by technical means, but only through the form of flash of photographic works to improve the clarity of photographic works. Photography in the era of new media not only pays great attention to the texture of pictures, but also is very good at using a variety of light to adjust the picture, such as warm light and natural light, which can not only bring high-quality visual experience to the public, but also improve the richness of photography works.

3.2 Development and change direction of photography: conceptual aspects

In the context of new media, advanced technical means can fully reflect the information and personalized characteristics of photography creators' works. The photography concept of photography creators is no longer limited to the imitation and cloning of traditional excellent photography works, but the pursuit of personalized and transcendent artistic effects. In the traditional photography concept, photographic works are generally presented through external objective things. Such photographic works present a strong objective authenticity, but lack deep implication. In the

new media era, the concept of photography is constantly changing, from the initial record of the real objective world to subjective thinking, from paying attention to objective reality to micro and inner feelings. At the same time, deeper thinking has been added to abstract art. The essence of the works of art is derived from life is higher than life, under the background of new media photography both pay attention to the record of social reality, also pay attention to the abstract artistry of photography, fully demonstrate the new era under the photography creators in photography art innovation, let modern people can release pressure through photography, interpretation of art. With the continuous improvement of people's living standards, the conceptual changes in photography are particularly prominent, and they are more inclined to the pursuit of elegant art forms and the individuation of artistic expression.

3.3 The development and change direction of photography: ways

With the development of the new media era, the image making technology has also changed from the original traditional film printing to the current direct printing and printing, which makes the photographic works can get paper photos in the first time after the completion of the shooting, greatly improving the convenience of photography. In addition, the digital camera lens production technology level, make the digital camera lens become more clear, more delicate, greatly promote the photography clarity and delicacy, better show the overall sense of photography, in the late photography production process also simplified. Based on the above reasons, more photography enthusiasts to join the photography and photography creation process, stimulated the creation of photography enthusiasts interest and enthusiasm, changed the traditional photography enthusiasts photography way of thinking, from professional photography form to more life photography form, with photography interpretation the beauty of life and art. Under the background of new media, photography has changed from the traditional professional art field to the public field, attracting more and more people to participate in the ranks of photography. In the process of new media communication, photography creators constantly break the traditional photography way of thinking, with updated, more bold form to modern society through photography, contribute to the future development of the art of photography, at the same time, the new media era photography not only limited to digital camera, people in the hands of mobile phone, tablet can be public photography tools, it also provides a convenient conditions for universal photography.

4. Countermeasures for the development of photography in the new media era

4.1 Constantly improve the professional level of photographers

In the era of new media, pictures have become a form that the public is more willing to accept, and what people are more willing to accept is the content shown by "using pictures to speak". In the era of new media are reproduced in large numbers and widely spread on major new media platforms like cell division. This requires the new era of photographers to ensure that the pictures are of high quality, so as to fully show their own value in the process of rapid dissemination. Photographers should first have a certain speed ability, especially for news photography, to be able to go to the news scene in the fastest time, grasp the general situation of the whole news event, and find the focus of photography according to the needs of the audience, so as to shoot real, reliable and eye-catching photography works. Secondly, photographers should have a certain observation ability, which requires photographers to find the beauty of life and find the special place, so that they can shoot high-level photographic works. Finally, photographers should have a certain thinking ability to think about the key and innovative elements of photography works, and to ensure the novelty of photography works.

4.2 Constantly cultivate photography talents and make rational use

For photography talents, to adapt to the development of the new media era as soon as possible, to gradually improve their photography professional quality and photography ability, related

professional colleges and training institutions to strengthen the training of photography talents, build suitable for photography talent development training environment and working atmosphere, for the future development of photography talents to provide more opportunities and more display platform. At the same time, the training and management mechanism of photography talents also needs to continue to improve. Photography works need to show their characteristics, connotation and implication, which also requires photographers to have a long time of practical experience. Therefore, in the new media era, we should accurately grasp the uniqueness of photography work, and realize the high-level development of photography talents through high-level talent training and reasonable division of labor management.

4.3 Constantly strengthen the photography technology innovation of photographers

In the era of new media, photography works show a diversified development trend, and the speed and efficiency of the dissemination of photography works have been greatly improved. If the development of photography works is not synchronized with the development of the new media era, it is bound to make photography technology and photography works lose their advantages. Therefore, in the new media era, photography creators should have enough sense of innovation, constantly strengthen the innovation of photography technology, and introduce advanced equipment for shooting.

References

[1] Zhang Wei. On the development trend and coping strategies of news photography in the new media era [J]. Reporter Cradle, 2021 (10): 160-161.

[2] Zhang Xiang. Research on changes in photography in new media development [J]. Journal of Jilin Radio and Television University, 2020 (10): 155-156.

[3] Lu Xiaoke. Research on the development strategies of photojournalism in the context of new media [J]. Liaoning Economy, 2022 (09): 94-96.