

On the Influence of New Media on Photography Culture and Image Communication

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Abstract: With the rapid progress of science and technology, with the arrival of Internet + technology, the new media forces under the background of the Internet era are constantly updating and developing, and the use of new media technology in photography culture and image dissemination is becoming more and more frequent. Its innovation makes photography art break through in expression mode, more sophisticated, and to some extent plays a decisive role in the development of photography culture. Of course, in image communication, new media also plays an equally important role, which has a great impact on image communication. This paper mainly expounds the influence of new media on photography culture and image dissemination, and gives some examples to demonstrate it.

1. Introduction

The connection between photography technology and new media technology is very close. New media technology not only promotes the progress of photography art, but also deeply affects the aesthetic and creation of photography culture. Similarly, in image communication, the application of new media technology also subverts the old pattern of image communication, showing its richer characteristics. New media technology, rooted in network technology, is different from radio, television, newspapers and periodicals, in the form of expression and expression more novel and prominent.

2. Concept of new media technology

In the new media era, modern science and technology have entered the people's life, and have begun to be known by more and more people. New media technology mainly refers to the modern information, digital and network technology and other new technology as the starting point to provide users with more convenient and fast information services media means. The derivation of new media technology not only speeds up the speed of information dissemination, but also realizes the effective connection between the Internet and traditional industries, which makes the network technology permeate into the daily life of the broad masses of the people, which not only facilitates the form of communication in our life, but also promotes the development of social economy. New media technology mainly has the following types: image information processing technology, that is, some image information obtained by digital means and computer composite image for advanced processing. Sound processing technology, is to collect the sound signals, by distinguishing their time and space dimensions to encode them orderly, so as to quantify their size. Video information processing technology is to sample and quantify the graph and code consolidation, so that the need for that part can be easily accessible. Also includes the animation image processing technology in the computer. Streaming media technology, is the use of streaming transmission technology in the Internet time-based media technology, including all audio and video and multimedia files and so on. Blu-ray, which uses a blue laser to read and write data, simplifies input. Virtual reality technology, refers to an idealized form of man-machine interface, that is, using the latest three technologies, put people in a virtual environment to see and perceive the situation experience set by the computer,

although not the real situation, but also can bring the real experience of the user experience, very fresh excitement. These diversified network technologies not only bring convenience to people, but also broaden the public's vision, shorten the distance between people, through the network not only transfer rich social information, but also promote social communication.



Figure 1 New media technology show

3. Effects of New Media Technology on Photography Culture

The traditional photographic culture transmission only through television, radio, radio and other media in the form of plane transmission of information to the public, this form often can not fully show the characteristics of information. And new media technology into photography technology, can be more colorful forms to assist the transmission of information. In the past photography technology is usually in the hands of some professional photographers, and today with the popularity of network technology, derived from the mobile phone such as popular photography tools, completely subverted the previous concept of photography culture. People use mobile phones as a tool, not only to do their own photography, but also to use the Internet to share their photography works on the Internet social media anytime, anywhere, although personal technology is different, but the form of photography culture has been completely rewritten. At present, with the continuous improvement of the technology of smart phones, increasing the frequency of people using mobile phones for photography, various types of mobile phone software to promote the rapid operation of mobile phones, so that the speed of communication becomes more agile and rapid, coupled with the full coverage of mobile networks, people can use the network at any time to upload and share photographic works.

4. Effects of New Media Technology on Image Communication

With the rise of the new media era, the new media technology has also changed the way and method of image dissemination. For example, using new media technology to collect and post-processing some pictures and sound information, so that it presents a better form, show to the public, bring different sensory stimulation to the public, so as to attract the attention of the public. After finishing the pictures, improve the clarity and so on, the effect will be more perfect, more in line with the public aesthetic, more easily accepted by the public. The network information spreads rapidly, which makes it highly free, and the information displayed by the image is usually the most objective and accurate. With the help of some social software, people can upload their own image information directly, so that friends around them can understand their own dynamics and mood in time. On the other hand, with the help of network news dissemination, images can provide more intuitive news information for the broad masses of the people, facilitate the masses to deepen their impression of news, but also enable more people to be positively affected by news dissemination.



Figure 2 Social application of new media technology

5. Development Countermeasures of Photography Culture in New Media Background

Under the background of new media, people's demand for information is increasing, and the environment of new media is constantly changing. In the face of such a situation, photography culture also needs to adjust its own ways and means, in order to use the most in line with the current market demand form presented. Specific development responses include the following:

5.1. Strengthening the Management of New Media

With the continuous development of network technology, the scope involved is more extensive, the network environment is complex and changeable, the demand is completely different, so there will inevitably be a lot of network security problems. The use of these network vulnerabilities will give some unscrupulous people the opportunity to disrupt the order of network information dissemination. For example, using the network platform to upload some photographic works that do not have authenticity and reliability, so as to mislead the public, even through the network to spread some illegal image information, bring great losses to the country and people, and so on. Therefore, standardizing the network environment and strengthening the supervision and management of the new media can put an end to most of the network security problems and create a beautiful new media environment for the public.

5.2. Environment to Regulate the Culture of Photography

Photography plays an important role in the development of new media, especially digital technology. The traditional photography technology is only achieved by ordinary chemical imaging technology, while the photography art using digital technology uses physical imaging technology, not only the imaging process has undergone a huge transformation, but also the imaging effect is completely different. Not only that, through the application of new media technology, the image information of imaging can be encoded and recognized and saved, which is convenient for us to share with the information at any time. The advantages of the application of new media technology in photography art are also reflected in the application of digital technology in photography art. Digital cameras not only save the cost of traditional film, but also integrate advanced microprocessors and so on, so that the fused digital camera can not only adjust the intensity of illumination by itself, but also automatically complement the image in the situation of insufficient illumination. Not only that, the digital camera can also increase the color filter and other special effects, so that the photo to obtain accurate color restore. Regulate the cultural environment of photography, give full play to the efficient function of new media technology in photography culture, so as to help the safe and orderly network environment.

5.3. Broadening the Distribution Channels

In the environment where the public is so eager for network information, we should strengthen the deep integration of network and self-media such as mobile phone and newspaper, promote each other's development, give full play to the power of network media, and be able to present the most advanced and real social information to the public at the first time, so as to meet the huge demand of the public for network information. Photographers with professional photography skills should improve their comprehensive quality and provide the public with more technical images, not only to present professional photography to the public in the news media, but also to be able to give some non-professional photographers technical improvement advice, leading them to jointly provide photographic materials for the public. The news media also need to provide the public in the news scene in time to take the news value of the picture clues to the news professionals who can not get to the news scene in the first time. Through such multi-channel integration, can more timely for the development of social news to help.



Figure 3 New media and network fusion

6. Conclusion

In a word, under the background of the wide application of new media technology, the development of information technology directly affects the communication mode of news photography. In the current social environment where mobile phones are extremely popular, everyone can use mobile phones and the Internet at any time and anywhere to shoot and upload and share the news information they see at the first time, and everyone among the people has become the disseminator of social news. This situation breaks the shackles of the traditional news industry and provides a new situation for the effective dissemination of social news. Under the influence of such environment, our news staff should make great efforts to broaden the distribution channels of social news, so that news photography can develop in a positive direction.

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