

Ethical Challenges and Countermeasures of News Photography in the New Media Context

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Abstract: Under the background of the information age, the new media industry is becoming more and more prosperous, and the news media, as a symbol of the traditional mainstream, has begun to find a new way, either to exaggerate the facts, or to use some vulgar words to get attention, or even directly challenge the authority of the ethics of news pictures. These methods not only seriously violate the original intention of news reports, but also harm the audience's information receiving efficiency, and in the long run will disturb the whole news media market and have a bad impact on the development of society. This paper mainly discusses the ethical challenges and coping strategies of news photography in the context of new media..

1. Introduction

In the new media context, people are more adapted to the use of pictures to read news, this fragmentation of the way although to a certain extent to reduce the burden of news reporting, but also a challenge to news photography. Especially in the theoretical ethics, some news photographers in order to be able to attract people's attention, deliberately to take some side corner even has the illegal picture content, causes the news report to lose the original color, also has covered the dust for own career.

2. Ethical Challenge of News Photography in New Media Context

2.1. Challenges Against Professional Ethics

The life of news is authenticity and objectivity, seeking truth from every journalist and photographer's vocation. Photographers, in particular, as photographers of news pictures, should, on the premise of respecting journalists' news reports, take pictures that restore news content and help the audience make objective judgments. But now, some photographers are deliberately taking pictures that have nothing to do with the content of the news, exaggerate the facts of the news, or even be vulgar, in order to get people's attention or increase the number of hits on the news. There are three kinds of concrete performance, one is nothing wrong, the other is Zhang Guanli Dai, the third is malicious tampering. Nothing is wrong, just to finish the work of hastily taking the picture, and regardless of whether the news content and the picture to the same scene, the content of the shooting. Zhang Guanli Dai, may be other reporters to take a good picture of their own news, regardless of whether it is consistent with the implementation, such as clearly about the Huangshan news, the picture is put Taishan. Malicious tampering means that with the development of photography technology and P-mapping technology, some photographers will have taken the pictures together maliciously, or use the post-editing to create problems for the news parties. These unethical photographers are bound to be eliminated by the industry[1].

2.2. Challenges Against Social Ethics

Some photographers, in the face of news facts, in order to be able to portray the parties more prominently, will choose some of the visual tension, even violent pictures as the material. For example, in the neighborhood dispute report, will be the neighborhood quarrel between the scene

exaggerates, even will post both sides some punches and kicks the movement. This deliberate exaggeration, once published, will cause distress and suffering, but also a great disrespect for human nature. Then there was the photo of the year, when a reporter took a picture of a child in the field, about to be taken away by a bald eagle. The photojournalist of the time received a blow from both sides of the press, and his professional conduct made him leave a shocking picture of the news for the public; but from a human point of view, he did not have the first time to save the child's life. This challenge from social ethics is a problem that every photographer will encounter.



Figure 1 News Pictures

2.3. Challenges in Breach of Legal Principles

There are all kinds of news, including political news, social news, topic news and entertainment news. Among them, entertainment news as people's after-dinner talk, every news event will cause young people to discuss. Therefore, many photographers take advantage of this highly discussed feature to deliberately interfere with the privacy of some public figures and even pose a threat to their lives and property. For example, when Faye Wong's daughter, Li Yan's hare-lip incident, was exposed by some unscrupulous news media, resulting in the parents of children suffered a heavy blow. When a child grows up and sees these news stories, it will also be a blow to the heart. This relief against the morality of the law is bound to be condemned[2].

3. Analysis of the Reasons of Ethical Challenges in News Photography

First of all, in the continuous integration of the media to form a market-oriented situation, journalists and photographers are facing great pressure. Especially in a period of growing competition in the news media market, most photographers will take or adjust some heavy-flavored, attractive pictures for the sake of eye-catching. Seeking new, different and so on has become the pursuit of many journalists. The pressure of the workload, the pressure of reading, and so on will lead to photographers to take wonderful or even winning pictures, the pressure can not be underestimated.

Secondly, some of the current news content lack of humanistic care. In addition to fully reflecting the principle of objectivity and justice, the shooting and selection of news reports and news pictures also need to maximize humanistic concern. By effectively emphasizing the value of people, highlighting the attributes of people, respecting people and caring for people, let the audience feel that information knowledge has been acquired from the news, but also the due respect. However, in the new media context, some journalists not only did not care for people and take care of people, but also regarded people as the object of hype, maliciously attacked some normal behavior, reported the thinking and behavior distortion of the news parties, consumed people's attention and values, and the ethics of the whole society were doomed to be annotated in people's indifference.



Figure 2 News photography

Finally, some journalists have a weak sense of law. Learning the law, understanding the law and abiding by the law are the professional conduct and guidelines of people in the traditional news media. But at present, under the impact of the expanding new media market, the entry threshold of journalists is getting lower and lower, and many people with low academic qualifications and low quality enter the workplace. In order to be able to gain a foothold in the process of work, at the expense of the law, constantly harass the parties to take photos, even in the report directly flow some information of the victims and minors. This disregard for the law is bound to be a vice that challenges the bottom line of journalism ethics[3].

4. Analysis on the Countermeasures of the Ethical Challenge of News Photography in the New Media Context

4.1. Strengthen the Standards of Professional Ethics and Restore True News Pictures

News photography should follow certain principles in order to present better news content and meet the needs of people's news material. For this reason, journalists should recognize the importance of restoring the truth of events, avoid exaggerating the facts, distort the truth, and try to present the whole news event in the form of pictures or videos in the principle of seeking truth from facts. Then in the screening process as far as possible will not hurt the news parties, but also can highlight the main news, restore the news important clues of the picture, so as to enhance the value of the news. In addition, journalists also need to be in a humanitarian spirit, in the process of photography fully reflect the value of human beings. Can not deliberately intensify the contradiction, let the parties bear the blame of public opinion. Only on the basis of attaching importance to these principles can the shooting and restoration of news events present more valuable news facts.

4.2. Grasp the Yardstick of Social Ethics and Embody the Social Value of News

In general, the content of the news report and the elements of the presentation of the news picture are the values of the journalist, and the people agree that this value will make a positive evaluation of the news; once they feel that the value of the news is wrong, they will condemn the news content and even the reporter himself. Therefore, to grasp the degree of social ethics is a problem that every news photographer needs to consider. First of all, photographers still need to follow the principle of restoring the truth of events to report and photograph social news and even some political news without distorting the truth. Secondly, in some special cases, can be properly self-explanatory, such as shooting drowning children, can be said to be an emergency capture, prior to the relevant personnel have been notified to take treatment, so that the whole report is not attackable flaw, so as to fulfill the yardstick of social ethics.



Figure 3 News pictures

4.3. Comprehensively Strengthen The Building Of Morality in the Legal System of Journalism and Set A Legal Benchmark in Mind

From the legal point of view to strengthen the theoretical moral problems of news photography, we need to start from the following aspects. First of all, from the point of view of the official organizations such as the press headquarters, whether it is the mainstream news media or some new media news publishing platform, it is necessary to force these units to abide by the legal policy of press release and news photo publishing, and prohibit any vulgar, violent, conflict-making news pictures from flooding people's horizons. Any violation is deemed to be an offence, a fine warning and a direct ban[4].

Secondly, from the point of view of the news organization itself, we should strengthen the humanistic ethics construction of the whole department and urge the photographers to adhere to the moral bottom line of the heart. At the same time, the person in charge of the organization can not measure the performance completely by the workload, so it is necessary to examine the enthusiasm of the reporter from the aspects of work attitude and news depth. In this way, it not only meets the need of journalists to restore the truth, but also strengthens the sense of belonging and identity of journalists, which is conducive to presenting more effective and in-depth articles.

Finally, journalists themselves need to constantly strengthen the legal awareness, do not touch some of the privacy of the parties to the news or unwilling to speak up. In inquiry or filming can be properly guided but must not be forced, adhere to the bottom line of the law, let the content of the news in the justice, bright channel.

5. Conclusion

In the context of new media, the ethical challenges faced by news photography are various, in addition to the challenges of ethics and morality, there are unclear legal concepts and so on. Based on this, while constantly improving the order of the news industry in our country, the relevant units need to introduce relevant laws and policies, ban some false news reports and picture content, and issue relevant guidance documents. News units and news photographers themselves also need to continue to learn, on the basis of restoring the truth of news facts to dig deep, valuable articles, for the stability of the news market, enhance the value of news lay a solid foundation.

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