

Exploration and Research on Innovative Strategies of Photojournalism Considering Rich Media Perspectives

Kaifa Zhou
School of Fine Arts
Nanjing Normal University
Nanjing, Jiangsu 210023 China

Abstract: Exploration and research on innovative strategies of photojournalism considering rich media perspectives is studied. The general advantages of professional photojournalists are strong political awareness and overall concept, strong news sensitivity, diverse expression techniques, and the courage to pioneer and innovate. Therefore, we consider the novel perspectives of the different sources to construct the efficient photojournalism considering rich media perspectives.

Keywords: Rich media perspectives, photojournalism, innovative strategies, exploration and research

1. INTRODUCTION AND OVERVIEW

In the era of integrated media, more attention is paid to the form of products, integrating text, pictures, audio, video, etc., which enriches the single form of expression of traditional media, and also some theoretical promotional content is also presented in a lively and vivid way. In the transformation period of media integration, strengthening the optimization of the omnimedia process, the integration and layout of business forms, and the construction of the omnimedia platform have become the key directions of this period. In the continuous construction of integrated media, the demand for the all-media talents has gradually become diversified and multi-layered. Hence, we will be based on this to propose the novel ideas on the innovative strategies of photojournalism.

In the figure 1, we refer the (https://uplandsoftware.com/kapost/resources/blog/rich-media-examples-benefits/) to show the components of the rich media.

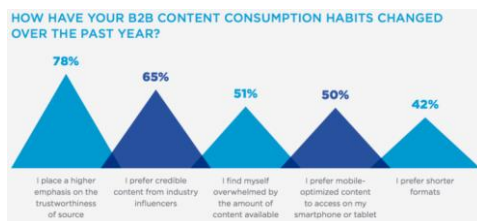


Figure. 1 The Components of the Rich Media

2. THE KEY IDEAS

2.1 The Basis of News Photography

Zygmunt Baumann believes that modern society is changing from a solid state of solidity, heaviness, and well-defined shapes to a fluid, lightness, and variety of liquid shapes. Using this fluid, liquid concept to understand today journalism is the multidimensional and rapid change of the journalism, which is mainly reflected in Previously precise and stable patterns and norms are constantly being broken and subverted.

The popularity of short videos has brought great changes to people's social sharing core activities, and more and more audiences are keen to receive, watch and share videos. This diverts a large part of the audience's attention from static

pictures to dynamic short videos, in the figure 2, we show the screen shot of the short videos.



Figure. 2 The Screen Shot of the Short Videos

The general advantages and disadvantages of the professional photojournalists are evaluated by the SWOT analysis method commonly used in management science.

The general advantages of professional photojournalists are strong political awareness and overall concept, strong news sensitivity, diverse expression techniques, and the courage to pioneer and innovate. The value and function of the news photography can be summarized below.

(1) The flat media is an important carrier of traditional news image dissemination, and the news content is displayed in the form of printed images. In the context of the all-media era, media channels such as the Internet, television, and also radio allow news photography to have more diverse expressions. At this time, news pictures and videos have achieved effective integration of the different perspectives.

(2) The more information a news photo condenses, the more newsworthy it becomes. News photos are a combination of the photographic images and text descriptions with news elements, and the requirements for both should be consistent. For example, the content of the report should be true, and the image of the content should also be true.

(3) News photography has a certain degree of publicity and public opinion guidance. It can not only publicize beautiful things, but also criticize and expose the ugly phenomena of the general society.

News photography has many skills and artistic expression methods. In order to improve the novelty and appreciation of pictures and attract the audience's attention, journalists must strengthen the quality control of the news pictures, constantly improve their photography skills, and also restore real events through pictures. Strengthen the core authenticity of the news, trigger people's thinking, and improve people's satisfaction. Press as the beauty of the photography is that it is distinctly contemporary and unconventional.

Photojournalism works provide sufficient information content, but also through appropriate techniques and techniques to achieve pleasing photos. The application of digital technology in the field of photojournalism has combined photography with mobile phones and the Internet. In recent years, it has also been connected with artificial intelligence technology. The convenience of coming and going makes the main body of photojournalism diversification.

2.2 The Photojournalism Considering Rich Media Perspectives

The development of the network is also providing an effective platform for media integration. The upgrade of the network from 4G to LT to 5G is more and more conducive to video output, which is also quietly affecting the reading habits of the public. News pictures condense news events into short clips, make three-dimensional things into flat images, and use news scenes as a limited space. Therefore, concreteness is the main feature of its information content.

Photographers should reasonably control news pictures when taking pictures amount of information. The transformation of media fusion is a challenge for the development of traditional radio and television media, and it is also an opportunity for its innovative development. Whether it is a staff or a manager, a core clear awareness of this has certain significance for the development of traditional media.

In the era of general media integration, using big data recommendation algorithms can match information with users more precisely. For example, "TikTok" adopts an intelligent information distribution mechanism, uses big data to find out the news that users prefer to browse, and then pushes them the content they want to watch or like to watch, attracting and retaining users through high-quality news. We can use VR, AR, MR, XR and other technologies to produce and launch micro-movies, short videos, animations, illustrations, H5 and other integrated media products to form our framework.

3. CONCLUSION

Exploration and research on the innovative strategies of the photojournalism considering the rich media perspectives is studied. Photojournalism works provide sufficient information content, but also through the appropriate techniques and techniques to achieve pleasing photos. We consider the novel ideas of the rich media to construct the efficient model. In the future, we will consider the further applications.

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