

The Integrated Development of Television Station Photojournalist Stations and New Media in the All-Media Era (Postprint)

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Abstract

With the gradual improvement of modern communication systems, we are progressively entering the all-media era. The advent of the all-media era has not only substantially enhanced information dissemination efficiency upon existing foundations, but also facilitated the enrichment of media content, thereby securing broader development prospects for traditional media platforms represented by television stations. The influence of online platforms continues to grow annually, enabling individuals to publish information and comment on content posted by others—capabilities that traditional television stations notably lack. Grounded in this all-media context, this study investigates the integrated development of television station photojournalist stations and new media, aiming to contribute to the stable and sustainable advancement of television stations.

Full Text

The Integration and Development of TV Station Photography Journalist Stations and New Media in the All-Media Era

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Abstract: With the gradual improvement of modern communication systems, we are entering the all-media era. The advent of this era has not only significantly enhanced information dissemination efficiency but also enriched media content, creating broader development opportunities for traditional media platforms such as television stations. The influence of online platforms continues to grow annually, enabling people to publish information and comment on others' posts—advantages that traditional television stations lack. This paper examines the integration and development of TV station photography journalist stations

with new media within the context of the all-media era, aiming to contribute to the stable and sustainable development of television stations.

Keywords: All-media era; television station; photography journalist station; media convergence; photography profession

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After years of development, domestic television media has established a relatively complete system. While the public still trusts television stations, the fast-paced lifestyle has created an urgent need for more efficient information acquisition methods—precisely what new media provides. Television stations must seize transformation opportunities, clarify their development objectives, and proactively integrate with new media to secure richer development prospects and establish a firm foothold in the all-media era. In the following sections, we explore the advantages of integrating television stations with new media and identify effective pathways for merging TV station photography journalist stations with new media platforms, aiming to promote better and more optimal development of television stations.

1.1 Enriching and Perfecting New Media Content

With the advancement of computer network technology, new media has achieved significant development. While new communication forms and comprehensive dissemination systems satisfy audiences' demands for rapid information access, they also pose severe challenges to traditional media such as television stations. Although we cannot deny the advantages of new media, we must also recognize its developmental problems, including unclear themes and poor information reliability, which substantially limit the improvement of information dissemination. Particularly concerning is the high similarity in news content and vague descriptions that prevent audiences from fully understanding news events. In contrast, traditional media like television stations have developed relatively complete systems and accumulated rich experience over decades, resulting in increasingly diverse program production formats and higher-quality news programs—advantages that new media often lacks. Television media enjoys public trust primarily because it consistently strives to win stable audiences through program quality, whereas new media tends to cater to audience demands or attract attention through sensationalism. For media to achieve better development, it must enrich its content system and create high-quality programs. Integrating old and new media can not only establish a new program system but also promote harmonious development in the media field while improving information dissemination

quality and efficiency.[1]

1.2 Promoting Stable and Sustainable Development of TV Media Platforms

In the new era, the developmental landscape of the media field is constantly evolving, and guiding television stations into the all-media era has become an industry trend. The rapid progress of new media technology injects continuous momentum into television media development and opens broader channels for television information dissemination. While gaining expanded development space, television media should also recognize the advantages that new media brings to its own growth, create new media content, enrich existing program systems, and provide more opportunities for station staff to achieve their professional aspirations. Notably, the integrated development of television stations and new media can also open new channels for program promotion, enabling modern technical equipment to function effectively in the television media field and allowing stations to achieve sustainable development while seizing transformation opportunities.[2]

2. Challenges and Opportunities for TV Station Photography Journalist Stations in the All-Media Era

In the current era, the integration of traditional and new media has become an inevitable trend. Television station photography journalist stations are facing severe developmental challenges. First, people from all walks of life and various professions can now become creators of photographic works, eliminating the complete reliance on TV station photojournalists for news scene information. With the continuous development of smartphone technology, people can record their surroundings anytime and anywhere, posting images and information on various online platforms for sharing and collection. When emergencies occur, the first to capture relevant footage is often not a TV station photojournalist but a member of the public present at the scene. This new phenomenon of universal photography has, to some extent, impacted the development of TV station photography journalist stations.

Second, as photography equipment and technology continue to advance, photographic quality has also improved. Although TV station photography journalist stations possess outstanding experience and relatively superior technical skills, the photographic talents of amateur enthusiasts among the public cannot be ignored. In the all-media era, people can share their photographic works through online platforms, which has stimulated the creative enthusiasm of photography enthusiasts. Simultaneously, citizens' social awareness and sense of responsibility have gradually strengthened, and under the advocacy of various social software, more and more people are participating in the process of sharing fresh events and documenting their surroundings via smartphones. In this context, TV station photography journalist stations face threats to both their profes-

sional capabilities and survival space.

Finally, in the fast-paced lifestyle mode, people hope to obtain more information from images while lowering their demands for photographic professionalism. This means the era when TV station photography journalist stations wielded professional “long guns and short cannons” for shooting has passed, replaced by casually captured mobile phone images. The number of photographic works has grown dramatically, and their dissemination scope has continuously expanded. Many images are acquired by audiences the moment they are posted but are quickly replaced by new images that become the new focus. Over time, the professionalism and standardization that TV station photography journalist stations possess are no longer competitive advantages, and their survival and development situation has become increasingly severe.[3]

Just as a coin has two different sides, photography journalist stations face unprecedented opportunities alongside numerous challenges. First, the creative quality of TV station photography journalist stations consistently ranks at the forefront of the media field. In the all-media era, everyone can become a creator and publisher of images, leading to a substantial increase in online visual content. However, audiences have limited time to consume information and prefer acquiring practical and interesting content rather than spending excessive time on worthless images. Consequently, the high-quality visual content created by TV station photography journalist stations better satisfies audiences' increasingly sophisticated information needs. In fierce industry competition, TV station photography journalist stations can leverage this advantage to maintain an invincible position and secure more opportunities for traditional media development.

Second, photography journalist stations now have space to exercise their creativity. If we view traditional media as a linear, two-dimensional communication form, the arrival of the all-media era has made the media field more three-dimensional and endowed it with prominent interactive features. TV station photography journalist stations can develop broader information dissemination platforms, free from constraints such as program schedules and television screen specifications. They can utilize superior photography technology to stimulate their creative vitality, forge closer relationships with audiences, create more comprehensive television programs, and enhance the station's competitiveness and social influence.[4]

3. The Integrated Development of TV Station Photography Journalist Stations and New Media in the All-Media Era

In the all-media era, the barriers between traditional media represented by television stations and new media have gradually been dismantled. Proactively narrowing the distance between traditional and new media can help traditional media escape their current developmental predicament, regulate the pace of development in the television media field, create a more stable media ecological

environment, and demonstrate the advantages of television media in information dissemination. As new media develops rapidly, photojournalists play an increasingly prominent role. Many must not only fulfill their regular duties but also undertake the responsibility of improving the quality of television media information dissemination, uncovering potential news stories, and enhancing the efficiency of television news communication. In future industry development, TV station photography journalist stations can draw upon the strengths of new media through the following approaches.

3.1 Creating New Media Development Patterns and Promoting Content Renewal and Improvement

Currently, most TV station photography journalist stations remain constrained by traditional management models, facing numerous developmental issues. However, in the all-media era, various new media technologies have gradually permeated daily life, subtly transforming the working methods of TV station photography journalist stations. Compared to obtaining news information through traditional television media, people increasingly prefer using mobile applications flexibly to access content anytime and anywhere. New media platforms offer more timely and efficient information dissemination, holding distinct advantages in information promotion. Traditional TV program production methods must undergo optimization and transformation to adapt to developmental changes in the media landscape under the new era. Conventional news arrangement formats struggle to meet audiences' increasingly sophisticated demands for news promotion. Only by giving sufficient attention to new media development and allowing it to penetrate the creative process of photography journalist stations can program quality and professional standards be improved. Observing the developmental patterns of the all-media era, we can see that what connects people is not only diversified media platforms but also high-quality information content. Therefore, the development of photography journalist stations should focus on creating connections between old and new media, treating TV photography journalist stations as the primary connection point to become an important medium for information dissemination and establish closer relationships with audiences to better serve them. Notably, serving audiences does not mean completely catering to them or blindly following trends in the photography field. Instead, it means flexibly leveraging the advantages of new media platforms to deliver high-quality images that other media platforms cannot capture or create to audiences more timely and efficiently, allowing them to experience the superior performance of television stations and enhancing overall information dissemination levels.[5]

3.2 Building a Complete TV Industry Chain and Enhancing Photographic Organization and Planning

Television stations are undisputed mainstream media in the media field. The arrival of the all-media era has transformed the original development environ-

ment of the media domain while simultaneously providing a solid foundation for integrated media resource development. The primary reason TV station photography journalist stations should actively integrate with new media is to promote comprehensive development levels of television stations and build a more stable media industry chain. Against the backdrop of rapidly developing computer networks, an increasing number of TV stations have gradually participated in the process of television networking. Television media and new media have already formed countless intangible connections, leading to substantial improvements in TV program quality and remarkable achievements in promoting TV program information on internet platforms. Television programs, represented by news shows, have made obvious progress in both quality and format. TV program production requires not only full utilization of internet technology but also flexible application of new media to collect information promptly and obtain valuable dissemination resources, thereby expanding the audience base and breaking the shackles of traditional communication systems.

In the traditional media era, the workflow of photography journalist stations had formed a stable pattern: journalists acquire news information, editors adjust it, television stations transmit it, and audiences receive it—this process remained virtually unchanged. However, in the all-media era, people demand higher information dissemination efficiency, and self-media platforms have successively created excellent programs and works, causing many former loyal TV audiences to shift to self-media platforms. TV station photography journalist stations should pool collective wisdom, taking responsibility not only for creating images but also for serving as planners. They should select creative themes based on the station's development positioning and audiences' information acquisition tendencies at different stages. Simultaneously, they should fully mobilize audience enthusiasm and participation, connecting audiences from around the world to demonstrate the creative advantages of user-generated content, which can then be incorporated into television program works. Regardless of the development context, the professional capabilities and outstanding industry experience of photography journalist stations remain competitive advantages for enhancing information creation value.

3.3 Fully Considering Audience Needs and Strengthening Visual Impact of Images

For television stations to achieve good development results, they must fully consider the practical needs of broad audiences, provide the public with desired information, and apply modern and scientific management methods that better align with people's psychological habits. Previously, TV station photography journalist stations and text journalists had clear divisions: photography stations handled shooting while others were responsible for writing copy and editing news, so photographers did not need to consider whether their images would match subsequent text. However, in the all-media era, photojournalists' scope of work has expanded. They bear not only the responsibility of recording images

but also the need to develop themselves into well-rounded professionals. They must flexibly employ diverse information presentation methods, shorten news production time, and promptly publish valuable content on new media platforms. To some extent, photography journalist stations must also assume the responsibilities of text journalists. Unlike photography enthusiasts and image publishers, TV station photography journalist stations need to consistently shoulder the duty of uncovering news information in their surroundings to better satisfy the information acquisition needs of the masses. TV station photography journalist stations should promptly transform their positioning, viewing themselves as audience service providers. They should flexibly utilize new media platforms to form closely connected information transmission networks with audiences, treating photographic creation and news dissemination as dialogues with audiences, focusing on enhancing audience experience, appropriately strengthening the visual impact of photographic works to capture audience attention, and enabling audiences to participate voluntarily in the information acquisition process. This better demonstrates the information dissemination advantages of television stations as representatives of traditional media and showcases the correctness of the decision to integrate TV station photography journalist stations with new media platforms.[6]

In summary, in the all-media era context, the daily operations of TV station photography journalist stations can no longer follow previous development models. Instead, they should adopt flexible thinking toward new media development, consolidate new media strengths, and compensate for their own shortcomings. While continuously improving their professional photography capabilities, TV station photography journalist stations should also actively promote media development, build a complete television industry chain, fully consider broad audience needs, and present more valuable information to audiences through diversified forms such as images and videos. In future development, TV station photography journalist stations must gradually expand connection points, organically unite the public, improve information dissemination efficiency, enhance their creative capabilities, strengthen the social influence of traditional media represented by television, win favor from more audiences, and facilitate the integrated development of old and new media.

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Note: Figure translations are in progress. See original paper for figures.

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