

## An Analysis of the Impact of New Media Technologies on Traditional Photographic Concepts (Postprint)

**Authors:** Zhang Yanhao

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

With the continuous growth of the national economy and ongoing innovation in science and technology, the development of new media technology in China has achieved a qualitative leap. As a crucial priority in the development of modern photographic art, new media technology is an indispensable key link, directly related to the establishment of innovative concepts among modern photographic artists and the improvement of photographic content, and can effectively promote the stable and sustainable development of China's photographic art industry. Therefore, this paper will further analyze and discuss the impact of new media technology on traditional photographic concepts, aiming to fully leverage the important role of new media technology in modern photographic art.

### Full Text

## An Analysis of the Impact of New Media Technology on Traditional Photography Concepts

**Abstract:** With the continuous growth of the national economy and ongoing innovation in science and technology, new media technology in China has achieved a qualitative leap. As a crucial element in the development of modern photography art, new media technology plays an indispensable role, directly influencing the establishment of innovative concepts among photography professionals and the refinement of photographic content, thereby effectively promoting the stable and sustainable development of China's photographic art industry. This paper further analyzes and explores the impact of new media technology on traditional photography concepts, aiming to fully leverage the important role of new media technology in modern photographic art.

**Keywords:** new media technology; traditional photography; concepts; impact  
**CLC Number:** J05

**Document Code:** A

**Article ID:** 1671-0134(2017)06-115-02

**DOI:** 10.19483/j.cnki.11-4653/n.2017.06.039

---

## 1. Characteristics of Photographic Art Under New Media Technology

New media technology primarily employs digital technology, representing a revolution in the development of photographic art that has successfully transformed the traditional chemical imaging process into an entirely new physical imaging process. The characteristics of modern photographic art under new media technology mainly include the following aspects.

**1.1 Scientific and Advanced Post-Processing Technology** In traditional photographic art, post-production work was typically conducted in antiquated darkrooms with relatively primitive image processing capabilities. Under new media technology, image processing after shooting has become far more sophisticated. Photographers can simply use professional image processing software to perform beautification work on each photograph, resulting in richer image colors and significantly improved overall photo quality. Moreover, processed photos can be saved with a single click, substantially enhancing work efficiency [?].

**1.2 Advantages of Digital Camera Applications** In traditional photographic art, photographers had to rely on film to capture images. However, with the continuous development of modern science and technology, photographic equipment has become increasingly advanced. The emergence of digital cameras has realized a major reform in photographic history. By utilizing advanced technologies such as sensors and microprocessors, digital cameras are no longer constrained by traditional shooting techniques. Modern digital cameras feature two main characteristics. The first is the explicit feature of instant playback, allowing users to immediately review their shots. If the overall effect is unsatisfactory, they can delete the image and reposition themselves to improve their technique. Additionally, digital cameras are equipped not only with optical viewfinders but also with LCD display viewfinding. When photographers notice significant discrepancies in optical framing, they can use the LCD screen to observe the subject. Furthermore, digital cameras incorporate two important shooting functions: white balance and exposure compensation. White balance serves to make captured images brighter and more realistic, functioning similarly to traditional camera filters, while exposure compensation refers to the optimization and adjustment of exposure effects, effectively achieving precise exposure control during shooting and enabling photographers to obtain satisfactory results.

**1.3 Digital Management** Under new media technology, the preservation and daily management of photographs in photographic art primarily rely on the management of negatives and prints. In traditional photographic art, photography teams consumed substantial manpower and financial resources in the daily management of negatives. New media technology features advanced digital scanning capabilities, enabling scientific management of numerous photographs. This greatly facilitates photographers' access to their images while ensuring the quality of captured photographs.

**1.4 Mutual Promotion of Photography and New Media Technology** As is well known, contemporary internet applications possess numerous inherent advantages, such as interactivity and openness. Communication among photography enthusiasts is no longer limited to traditional face-to-face interaction; instead, they can access outstanding photographic works online anytime according to their needs. Photographers can establish communication groups for real-time exchanges on network platforms or sell their excellent photographic works. Based on the continuous development of internet technology, photographic art has become increasingly globalized, allowing photographers from various countries to share their works and draw inspiration from others' creations, thereby enriching their own artistic vision. Currently, numerous photography-related websites have been established on the internet, with uploaded photographs providing important materials for the journalism industry. Moreover, the establishment of new global websites can effectively promote mutual exchange and cooperation among photographers worldwide, fostering harmonious and stable development across the entire industry [?].

## **2. Main Impacts of New Media Technology on Traditional Photography Concepts**

**2.1 Changes in Perspective Positioning** Modern photography under new media technology primarily employs network-based dissemination and hyper-text methods, effectively combining the spatial and temporal dimensions of the photographic process and utilizing various advanced processing techniques in post-production to maximize photographers' efficiency. Consequently, many photography artists have begun shifting from the traditional third-person perspective to a first-person perspective. For instance, thrilling and dangerous scenes in movies are often filmed from a first-person visual perspective [?]. Although these scenes appear brief to audiences, the actual perspective conversion process requires substantial manpower and resources. Additionally, some first-person perspective cameras have emerged in the market, such as small cameras worn on the head, enabling first-person visual angles and allowing photography enthusiasts to personally participate in the shooting subject. All these developments exert certain influences on traditional photography concepts.

**2.2 Changes in Photographic Techniques and Methods** The modern photographic art industry has effectively integrated new media technology with

photographic techniques. The new photographic technology offers several advantages: first, it enables rapid photo development within a short time, significantly saving photographers' working hours and improving daily efficiency; second, it provides superior visual experiences. Photography enthusiasts can obtain new products by leveraging human visual superimposition effects. This has achieved optimization and transformation of traditional photographic techniques. Naturally, photographers' application of new media technology, particularly in flash technology, requires them to possess strong abilities in controlling lighting ratios, color temperature, and light angles on-site using flash. Only by fully mastering these skills can photographers become qualified professionals.

**2.3 Popularization of Photographic Art** It is widely acknowledged that in traditional photographic technology, post-processing optimization of photographs required relatively complex procedures that ordinary photography enthusiasts found difficult to perform. Therefore, to capture attractive, beautified photographs, people had to rely on professional photographers to meet their needs. Under new media technology, the integration of advanced technology with photography has greatly promoted the popularization of modern photographic technology. In traditional photography concepts, photographic art was widely regarded as a high-end art form that deepened reality, making it difficult for ordinary people to engage with or master. However, with the continuous development of new media technology, photography enthusiasts can achieve close communication with each other. Learning photographic techniques is no longer limited to real-life situations; people can access advanced shooting experiences anytime on network platforms and participate in various photography competitions or exhibitions in daily life. Photographic art has become increasingly popularized, and people no longer feel intimidated by photographic technology.

**2.4 Modern Photographic Art Education** Against the backdrop of new media technology's vigorous development, modern photographic art has become increasingly popularized and has evolved into a professional educational culture integrated into university classrooms. Students can choose photography majors according to their interests and needs, thereby learning new photographic art knowledge, culture, and skills to achieve self-improvement in photographic art. University photography teachers can fully leverage the role of new media technology in teaching to help students establish new photographic concepts and fully recognize the importance of new media technology. For example, when teaching color-related knowledge in photography, teachers can use the university's new media technology to effectively expand color structure diagrams and apply them in practical photography, stimulating students' innovative thinking and achieving the goal of expanding their photographic art concepts.

**2.5 Personalized Expression Forms of New Photographic Art** As new media technology is widely applied in the photographic art industry, an increasing number of photographers have begun pursuing personalized development in

their work, no longer confined to traditional frameworks. The personalized expression form of new photographic art is something others cannot effectively imitate; it represents a unique signature of the photographer's personal style. This personalized expression form is subtly transforming artistic concepts throughout the photography field. In traditional photographic art, the content primarily expressed the objective existence of external objects. In contrast, modern photographic art under new media technology expresses photographers' unique perspectives on the objective existence of external objects. Each photographer can reflect their different viewpoints when shooting the same subject. For instance, documentary photography under new media technology can not only fully display various objectively existing external objects but also emphasizes each photographer's genuine feelings about these objects deep in their hearts. Photographers can integrate their rich emotions into the shooting process, making their artistic works more personally distinctive and effectively enhancing the appeal and 感染力 of their works.

### 3. Conclusion

In summary, the application of new media technology has brought tremendous changes to the traditional photography field. Photographers increasingly pursue personalized expression forms in their work, and photographic art has become increasingly popularized. Everyone can learn and master various new photographic techniques and methods through the internet. New photographic technology has also freed itself from dependence on chemistry and optics, effectively expanding photographers' artistic concepts.

**References:** [1] Xu Guoke. Research on the Impact of New Media Technology on Photographic Art Concepts [J]. Popular Literature and Art, 2013(18): 167-168.

[2] Hu Yifan. The Reappearance of Photographic "Aura" in the New Media Era [J]. Kaifeng: Henan University, 2013(03): 54-56.

[3] Ya Chen. The Impact of New Media Technology on Photographic Art Concepts [J]. Private Science and Technology, 2016(04): 24-26.

**(Author Affiliation: School of Fine Arts, Hangzhou Normal University)**

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

*Source: ChinaXiv — Machine translation. Verify with original.*