

# Study on the Optimization Strategy of News Camera in the All-Media Age

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**Abstract:** With the development of the era of all-media information, it has brought new developments to all walks of life, and it has brought more opportunities and challenges to the current environment and various industries. Among them, as the voice of the people, the news camera also seeks new development directions under this situation. In order to change the traditional camera photography concept and form, and strive to cater to the trend of social development, we have made further exploration and efforts. This paper analyzes the development status of news camera in the era of all-media, and discusses the direction of news camera quality and its influencing factors, and develops effective optimization strategies for reference.

## 1. Introduction

The all-media era has brought new blood and vitality to news cameras, and the rapid development of new video and digital technologies has also brought a revolutionary drive to traditional news cameras, and the constant optimization of news cameras is also extremely important.

## 2. Development status of news photography in the era of all media

With the rapid development of all-media informationization and digital technology, mainstream media and camera facilities are becoming more and more popular, and a large number of non-professional news photographers are emerging, resulting in uneven quality of news cameras. The development of news cameras has brought more influencing factors.

In the development process of modern society, the arrival of the era of all-media information makes professionalism less important, and the main body of news camera is undergoing tremendous changes. The emergence of a large number of non-professional news cameras has also brought more uncertainty to the development of current news cameras. The major newspapers and magazines have reduced the demand for professional news cameras, relying more on the exclusiveness and quality of non-professional news cameras, which indirectly poses greater challenges to the quality of news camera works.

The arrival of the era of all-media information has brought more development opportunities. The development of information technology has expanded the way and means of news circulation. News cameras tend to be presented in the form of professional pictures, videos, texts, etc., which adds more color and appeal to information. Breaking the unity of news and camera in the past, the change in approach and form has highlighted the immediacy of news, increased the sense of communication, and made news cameras more trend-oriented. Throughout the development of the news media, traditional single reports and forms of communication will continue to be used, lacking a sense of innovation, unable to obtain greater propaganda, giving the masses a certain degree of attraction and popularity, and allowing the masses to question the quality of news cameras. .

The arrival of the all-media era has brought a fast-paced lifestyle. People often lose interest in reading large-scale texts. News cameras have emerged as the times require, and the diversity of forms of communication has also put forward higher requirements for the development of news cameras. In the current society, the spread of news cameras is no longer limited to traditional TV reports. The emergence of more video software, social software, and news software has made the development of news cameras face more forms of transformation.

### **3. The development of news camera quality in the era of the whole media**

The importance of news camera is reflected in the influence of news reports in the public mind. Excellent news camera not only plays a role in supporting the news report, but also determines the viewing value and social influence of the incident report. It can be seen that a large part of the dissemination and effectiveness of a news is influenced by the quality of news cameras, and the arrival of the era of all-media information has brought more challenges to the quality of news cameras. In this regard, you can explain from the following aspects:

The all-media era is an era model in which information technology and digitalization are combined. Under this model, the way people accept information is more inclined to be faster and fragmented [1]. A contagious, vivid, and themed news camera can attract more audiences and bring a more effective viewing experience than the length of the text. The requirements of the quality of news camera in the all-media era are reflected in humanistic care, focusing on the psychological experience and acceptance of the audience, and spreading the report closer to real life from multiple channels, so as to increase the practical significance of news camera.

In the era of all-media, the spread of news camera works is not limited to traditional TV, and it is more inclined to spread the Internet. The development of the Internet has also brought more vitality to the news camera, and the news camera works have been more publicized. More high-quality, high-value, true-to-life, and reliable news camera works have received widespread attention and gained considerable social influence. This requires news photographers to understand the immediacy of information, and to increase the visibility of news camera works through the packaging and dissemination of multi-channel communication channels.

In the era of the whole media, the work of news camera is based on facts, expressing facts and expressing their own opinions. The ultimate goal is to become the voice of the times [2]. It abandons the singularity of traditional news camera work, making news camera works closer to real life and catering to public psychology. Here, not only news camera workers are required to have excellent camera technology, to grasp people's points of interest, but also to combine their own years of professional experience to judge the cause and effect of this event, in order to enhance the voice of the news camera.

### **4. The factors affecting the quality of news cameras in the era of all media**

In the era of all media, the influencing factors of news camera quality mainly come from two aspects. First, it is the main body of news camera, which is based on the work attitude and work enthusiasm of journalists themselves. Second, it is brought by the era of all-media information. Objective impact.

The news camera works are done by people. As a main factor, the work attitude and work enthusiasm of news camera workers are a key factor affecting the quality of news photography. Whether it is based on facts, whether it can play the instantness of news camera, whether it can analyze the mood of respondents in the report, and capture the close-up of valuable lenses depends on whether the news photographer has a passion for this job. heart. In addition, work ability and camera technology are also subjective factors that affect the quality of camera works.

In the era of all media, it reflects the speed of information, the development of science and technology, and the universalization of news. There are three main aspects: First, news camera has been developed for the whole people. More exclusive reports of non-professional news photographers are favored by major newspapers and news companies. The rapid development of mobile Internet has made information lose the value of professional reports. With social influence. Second, the rapid development of science and technology has lost the original attention to the development of traditional TV news camera and technology, and has severely squeezed the living space of traditional news cameras. Third, the communication channels and the changes in the viewing experience have made the masses the mainstay of the times, and people are more inclined to the color and speed of news.

The development of information technology not only brought about the progress of the times, but

also broke the monopoly of TV news camera personnel in the field of photography and photography. The development of the whole people is the popularization of mobile devices, the portableness of camera equipment, and the non-professional development of camera technology. In modern society, the reports of exclusive news are mostly from the public, and this is also the reason. The spread of news has become more and more popular, and a mobile phone has changed the cumbersome program of news camera. Let the journalists have not yet arrived at the first scene, the masses have already known the occurrence and progress of the incident through other non-professional information dissemination, so that the news camera has lost the value and social influence of professional reports.

The realistic and image of 3D technology, the breadth of drone technology, and the rapid and direct micro-video have caused great impact on traditional news cameras. This also makes the development of traditional news camera lose its original attention and living space.

With the progress and development of the times, the whole media has brought a fast pace, and more people have undergone fundamental changes in the choice of reading news and information. People are more inclined to have pictures and texts, video commentary and other reading methods that can immediately attract attention and interest, which also puts higher demands on news cameras.

## **5. The optimization strategy of news camera in the era of all media**

In the era of all media, the development of news cameras is not only reflected in the improvement of the quality of the works, but also in the photographers of the camera works. For the optimization of news camera, to do this work from different angles, we can work hard in the following aspects:

The combination of news camera and internet can effectively realize the unity of news information, and give full play to the official and professional nature of news camera and the immediacy and extensiveness of Internet information dissemination. In the era of all-media, the dissemination of information has put forward very demanding requirements from all aspects. This is also the inevitable trend of the combination of TV news camera and Internet new media communication. Therefore, the news camera works can be interspersed in various video websites, news websites and social networking sites, etc., to achieve a two-pronged approach, to increase the effective combination of multi-channel reporting of information and TV news camera, and to text, video, graphic and so on. Various forms, expand the effect of communication, and increase the immediacy and visibility of news cameras.

In the all-media environment, journalists not only assume the role of the presenter of the facts, but should also give people a positive image and bear the voice of the times. This requires journalists not only to improve their professional camera technology, but also to have certain experience and basic knowledge of things, to ensure true, objective and rational reporting of news events, in order to achieve the social impact of news camera communication. Force [3].

The improvement of the professional skills of the cameraman is also the requirement for higher quality pictures and images. In the era of the whole media, the masses have stricter requirements on image quality and images. This requires photographers to improve their professional and professional skills in the process of continuous development, and present a high-quality picture and viewing experience for the public. The improvement of professional skills is the familiarity of the camera equipment, the use of freedom, steady and win. Including three aspects: First, the "stable" of the camera equipment is the basic requirement for picture quality. The unstable position of the camera will cause the lens to shake, the picture quality is poor, and the masses will have psychological rejection and affect the viewing experience. For the camera worker, there are three requirements for "stable". The lines of the basic shooting picture are horizontal and vertical, and there is a need to steadily adjust when the lens is shaken. The center of the picture is positioned before shooting. Second, to ensure the authenticity of the shooting picture, the golden ratio of the composition of the picture and the distinctive theme, can not be overexposed. Third, in order to capture the real character scene, we must ensure the accuracy of the shooting angle of the aircraft,

to account for the relationship between the characters, to reflect the state of the characters and the process of the event.

In the era of all-media, the emergence of non-professional news photographers has brought opportunities and challenges. Although the quality of news camera works has been more questioned, it has also increased the coverage and number of exclusive news in the new era. Effectiveness. Professional and non-professional have their own advantages. What the society needs now is the integration of development, taking its essence to its dross, realizing the effective combination and integration of news camera resources, in response to the demands of the mass media for news cameras in the all-media environment, and optimizing development. Strategy to achieve sustainable development of news camera.

In addition to following the development rules and skills requirements of the news camera, it is necessary to take the pace of the development of the times as the basis for innovation, to cater to the public psychology, to meet the requirements of the news camera in the all-media era, and to make the news camera works more acceptable and loved. Innovation is the driving force of the development of the times. Innovation comes from imagination and constant experiment. In the works of news camera, it is even more inseparable from the unification of imagination, innovation consciousness and technology [4]. First of all, it is necessary to clarify the theme of the news, design a reasonable and attractive lens language, grasp the audience psychology, and let them have a psychological resonance, in order to show a better communication effect. Secondly, in the imagination and design of the lens language, combined with professional knowledge, the perfect fit with the news content, further highlighting the camera theme and enhancing the appeal of news content [5]. Cater to the development of the times, timely adjust innovative shooting techniques, increase the performance and spread of the lens.

## **6. Conclusion**

In the all-media era, the development of news cameras has ushered in even greater challenges, but challenges have also brought opportunities. Only by effectively integrating various channels and forms of communication can we promote the survival and development of news cameras. This requires not only the integration of news cameras and the times, but also the new situation, breaking the rules, adapting to new developments, and requiring journalists to respond to the challenges of development with more professional skills.

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