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

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Abstract: The current media environment is based on media convergence as the way forward. All industries can put forward the concept of "Internet plus", and also symbolizes the close integration of traditional media and the Internet. In order to adapt to the information age, traditional media must put forward new strategies according to the new situation, which is also an important reason for the emergence of all media. The emergence of all media not only realizes the effective integration of traditional media and new media, but also brings great challenges and changes to radio and television news editors, which is also the change that news editors must make according to the changes of the times. This paper analyzes the challenges and turning points faced by news editors in the all media environment, and puts forward some countermeasures for news editors' reference and exchange.

1. Introduction

In recent years, with the rapid development of science and technology, mobile Internet has become an indispensable necessity in people's daily life, especially the popularity of mobile technology products such as tablet computers and smart phones. People have been used to these modern science and technology in life, and under its influence, people continue to obtain information from radio and television news. News editors play an important role in this new information channel. The change of access to information not only further improves the work requirements of news editors, but also changes the work concept of news editors. In the all media environment, the control of news editors over news information dissemination has been greatly weakened, and the audience's habit of contacting the media has also changed. The current communication is dominated by the audience and users. In order to deal with this change, the workflow of news editors has gradually changed.

2. Turning Points and Challenges Faced by News Editors in the all Media Environment

The emergence of all media is mainly the integration of contemporary media. Medium integration refers to the continuous trend of media integration, and all media is the intermediary in the process of medium integration. With the penetration of "Internet +" into all walks of life, the trend of medium integration is becoming more and more rapid. The continuous concentration of media to the Internet, especially the popularity of contemporary mobile devices, makes the traditional radio and television media have more communication platforms and can be applied to mobile clients, which faces new challenges for radio and television editors.

2.1. News editors lose their dominance

In the past, radio and television news editors mainly edited and extracted information, so they are also known as "information gatekeepers". The traditional workflow is that news editors review and modify the extracted information before transmitting it to the audience. With the rapid development of we media, micro-blog, Wechat and other information spread very fast. The dominant position of radio and television in news communication has weakened, especially the wide popularization of network technology and the initial use of 5g network technology. No matter who can use this extremely fast network speed for video upload or information transmission, radio and television is

no longer the only channel for people to obtain news information. Even radio and television news editors need to use the audience's mobile video as an information source. Of course, the disadvantage of we media communication is that there are many versions of news communication, the authenticity is relatively weak, and it is easy to cause public opinion panic*(2019,SU Ling,B Yang).*

2.2. The medium of communication has changed

At present, the way viewers receive information has changed from single screen to multi screen. The channels that domestic and foreign audiences choose to receive information have turned to networking. Network communication includes radio, television, newspapers and other media, which constitutes all media. In the context of the Internet, the news communication of radio and television stations needs to change, even subversive change. If we only maintained one level in the past, radio and television stations would lag behind other media. This requires radio and television to break barriers and realize the integration with multiple media. Otherwise, it is difficult to have good development in the all media era. Some visionary media have realized the importance of integration with the Internet. For example, both mango TV and CCTV have their own mobile clients.

The traditional radio and television workflow first needs to formulate specific information reporting policies, determine the final scheme and communication type of news programs, coordinate the time arrangement of news programs, organize the sequence of reporting information, then select the information content and further process it, and finally audit the programs. After passing the audit, the programs will be transmitted to the audience's vision. In the all media environment, some news media can conduct real-time monitoring when news programs are broadcast to understand the program's attention and ratings, which is helpful for the next news editing. At present, many radio and television programs can be watched through computers or mobile phones, and the content can be deleted according to the preferences of network viewers and users. Therefore, as a traditional media, the workflow of radio and television news editors has also changed. Some programs also collect netizens' opinions at the front of the workflow. Through big data collection, they can understand the preferences of contemporary online audiences for information, and capture and select the news that the audience is interested in.
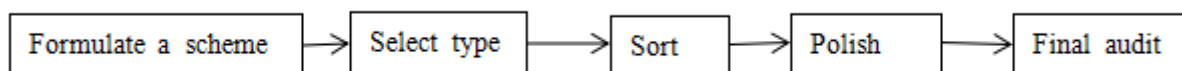
The process is shown in Figure 1:

Formulate a scheme → Select type → Sort → Polish → Final audit

Figure 1 Workflow of traditional news photography.

3. Strategies to Meet the Challenges of all Media Environment

3.1. Radio and television news editors change the current audience consciousness

In the traditional media environment, radio and television news editors have an absolute dominant position, which makes it easier to control the direction of public opinion. However, in the all media environment, this dominant position has changed greatly, and the relationship between news editors and audiences has also changed, which is also a great challenge brought by the transformation of traditional media to all media. In order to cope with these changes and challenges, radio and television news editors must change their audience consciousness.

First of all, radio and television news editors should realize that they should actively serve the audience, such as thinking from the perspective of the audience and providing information according to the needs of the audience, so as to meet the audience's requirements for information acquisition.

Secondly, in the process of information editing, news editors should allow the audience to participate. When some important information is disseminated, they can set a theme on the Internet so that the network name has the right to vote independently. In order to support higher-level radio and television information, relevant units can increase production efforts.

Finally, we should consider the audience's habit of obtaining information. In the information age,

people choose multiple screens, and everyone has different habits of choosing media. When pushing information, the audience can choose Custom preferences and choose the information the audience likes.

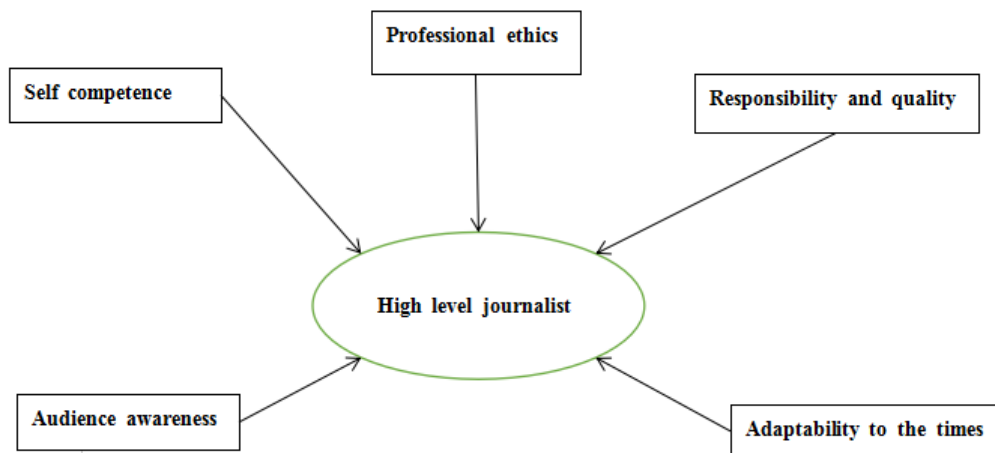The composition of senior journalists is shown in Figure 2:

Figure 2 The working ability of high-level journalists.

3.2. Transformation and orientation of radio and television news editors

The all media era will bring great challenges to the working process of radio and television news editors. In addition to changing the production process, radio and television news editors should also pay attention to the impact of contemporary fragmented reading on radio and television news. Radio and television news editors need to change their traditional positioning and clarify their roles. In the process of transformation, they can solve the problems in the process of transformation by adjusting their production concept.

First, the traditional radio and television news editors are mainly engaged in behind the scenes work. In the all media era, the public has the right to freedom of speech. Radio and television editors need to shift from behind the scenes work to public speech control. In addition to mining and editing information, contemporary radio and television news editors should also enter the audience's sight from behind the scenes, coordinate the audience in the network environment, strengthen the interaction and contact with the audience, check the comments put forward by the audience, guide the audience through radio and television, and then control the direction of public opinion*(2019,Mao Wenyu)*.

Second, the role of news editors should change from information control to the promotion of information products. At present, with the opening of information, news editors have been unable to control the flow of information, and simple information inspection or audit is not suitable for the all media era. Therefore, news editors can guide the audience to develop in a positive direction, standardize the audience's speech in the media, and constantly improve the audience's ability to judge the authenticity of information.

Third, news editors should learn to operate in the all media era. The sustainable development of contemporary media must be managed by relevant personnel. For example, news editors should learn to improve the popularity of the media through marketing and have certain planning ability.

3.3. Strengthen the training of radio and Television News Talents

The main responsibility of radio and television news editors is to mine and filter information, and finally select the transmitted information. Not everyone is qualified for the job of news editor. In the all media environment, there is competition among various media, including the competition caused by the demand for news talents. The emergence of new media technology is further subordinate to traditional news, resulting in a certain lack of ethics. In the all media era, news editors need to obtain and edit information resources. Therefore, news editors play an important role in radio and television news communication, and their own quality has a certain impact on social

information communication. In the process of recruiting talents, radio and television news departments should formulate measurement standards, raise the threshold, and select news editors who can control public opinion and control wrong public opinion. In the context of all media, people's free public opinion can spread rapidly, so wrong information can also spread on the network. How to choose the right information and purify the information dissemination environment needs relevant high-quality journalists. Some news has certain sensitivity. News editors must master the scale of information dissemination and strictly control the dissemination of information in order to meet political requirements and be accepted by the audience.

4. Conclusion

Radio and television news editors should strictly abide by relevant professional ethics standards. Only in this way can we do a solid job in journalism and guide the correct direction of public opinion. News is very important to human development. It is a social cause that serves all members of the whole society. Radio and television news editors should have a sense of social responsibility and service consciousness, further strengthen their functions, objectively and truly reflect the news, serve the audience wholeheartedly, and promote the development of radio and television journalism. At the same time, radio and television news editors should strengthen self-discipline, constantly improve their own quality and provide the public with correct news information.

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