

An Investigation into the Influence of Media Convergence on the Development of the Photography Sector

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Abstract. The research examines the influence of media convergence on the development of the photographic industry. This analysis explores the rapid, simplified, and cost-effective evolution of photography, the impact on consumers and design, the appearance of novel photographers, and the potential challenges and obstacles associated with the rise of media in the photography sector. The research elucidates the impact of media convergence on the digital era, which is constantly inundated with content vying for individuals' attention. Media convergence has several advantages, such as the immediate availability of real-time material and news, the capacity for content providers to specifically target their desired audience through tailored content, the opportunity for the audience to also become content creators, and the cost-effectiveness of digital marketing, making it inexpensive and advantageous. The study examines the impact of media convergence on camera kinds, photograph types, and photographer profiles. The website design has been modified to enhance quick and effortless consumption by a public that is constantly bombarded with news, aiding them in selecting the information they prefer and desire.

Keywords: Media Convergence; photography industry; print media; influence and evolution.

1. Introduction

As technology advances, evolution accelerates. Evolution has been an integral aspect of every industry, including photography. Nevertheless, the phenomenon of media convergence has had a significant influence on the development of photography. Media convergence refers to the merging of different forms of mass media, such as the internet, print media, new media, conventional media, and broadcast media, together with interactive and portable technology, through digital media platforms [1]. This results in the integration of three key elements: Content, Communication, and Computing, all facilitated by technology. An illustrative instance of media convergence is the smartphone, which integrates various forms of media such as print media (news apps and e-books), new media (internet and broadcast media including radio, music apps, and streaming websites), into a single device that serves multiple functions, ranging from texting and calling to videography, gaming, and photography. Some common instances of media convergence are smartphones combining features such as music, camera, books, and internet access. Additionally, online radio combines internet and traditional radio, while news websites, apps, and e-books merge digital technology with traditional paperbacks. Media convergence has been shown to have a significant impact on the digital era, which is constantly loaded with content vying for people's attention. Media convergence has several advantages, such as the immediate availability of real-time material and news, the capacity for content providers to specifically target their desired audience through tailored content, the opportunity for the audience to also become content creators, and the cost-effectiveness of digital marketing, making it both inexpensive and advantageous.

The photography sector significantly influences the success of a firm by providing tangible evidence of media attention and news dissemination. Videos and photographs provide evidence and visually illustrate specific points [2]. Cellphones receive and display filtered pictures and images on a daily basis. Televisions present large moving visuals, while PCs constantly cycle through downloaded internet images and pictures.

During times of economic hardship and the increasing need for quick web access, print media is facing challenges in terms of competition and survival. A key strategy employed by magazines and newspapers to enhance their media is the use of visually appealing product photography and design. Nevertheless, as society's need for well-presented, easily understood, and thoroughly processed information grows, photography has begun to assume a unique position in terms of how it is captured, arranged, and incorporated into print media today.

Media convergence has impacted not just the variety of cameras being used, but also the types of photographs being shot and the photographers capturing them. The page layout has been modified to enhance rapid and effortless consumption by a public bombarded with constant news, aiding them in selecting preferred and desired information. Consequently, technical advancements and societal shifts in the demand for immediate news have given rise to a distinct and unprecedented category of journalists. However, design and photography remain the dominant factors that today drive the appeal of print media, as these areas are what initially engage and captivate readers.

The article will assess the influence of media convergence on the development of the photographic industry. This analysis explores the accelerated, simplified, and more affordable nature of photography, the impact on customers and design, the creation of new and distinctive photographers, and the potential challenges and obstacles associated with the rise of media in the photography industry. The research can also be applied practically in the photography industry, namely in print media, by examining the digital transition that has occurred in recent years and analyzing how photography may evolve in the future.

2. Literature Review

The concept of media convergence has been previously examined and analyzed. Nevertheless, the distinct impact on the photography sector and its challenges in this digital age are not particularly remarkable. Several studies have been conducted on the subject of transitioning in the photographic industry through media convergence.

"Photographers Note Digital's Advantages, Disadvantages," by Zoe and Shahira Fahmy explores the impact of media convergence and technological integration on news photography. The article discusses how technology, both directly and indirectly, affects the results of photographic [3]. The study focuses on the process of digital replacement in film, examining its reduced time requirements, lower production costs, and improved ease of sharing. However, the study also identifies several downsides associated with this technological evolution.

John Feather's article, "Access, Convergence and Print on Demand," examines how the convergence of information was driven not only by the integration of digital technologies, but also by the fact that these technologies provide a universal and user-friendly skill set for clients to create, utilize, and apply digital photography. This breakdown of traditional barriers has occurred between different information professions and between public service providers and private sector suppliers [4].

The Economist's piece titled "Develop or die" is crucial for studying Kodak's financial status during a significant transitional period in its history. The composition also integrates many corporations such as Agfa and Fuji Photo Film. The article delves into the challenges that Kodak encountered in attempting to reduce its reliance on film and instead embrace digital technologies [5]. The company's statistics provide quantitative data that may be used to assess their successes and failures. These statistics also offer a framework for understanding the growth of digital technology through media convergence. The article discusses the tactics employed by both Fuji and Kodak to navigate the transition from analog to digital, highlighting the significance of monitoring this shift.

Dave Evensen's article compares the financial aspects and overall quality of current camera technologies. The article goes beyond a mere analysis of cost and discussion, focusing instead on how images are integrated into newspapers and how advancements in photo technology have influenced the final output [6]. Moreover, it specifically examines financial factors related to

transitions, with a particular emphasis on examining newspapers to understand how media convergence and digitalization have enhanced news products. This analysis is driven by the primary goal of understanding the transition process.

The essay titled "Analog to digital: The indexical function of photographic images" by Corey Dzenko explores the influence of new media. It focuses on the concept that "the medium is the message." This paper is a valuable resource [7]. It refers to the medium's ability to influence and shape human culture by introducing shifts, speed, patterns, and scale to human affairs. It assesses the extent to which the physical connection to reality enables photography to serve as an essential visual documentation tool.

3. An Overview of the History and Development of Photography and Its Integration into Print Media Design

Undoubtedly, the New York Daily Graphic was the pioneering newspaper to publish a photograph in 1880. However, the Associated Press originated as a news picture service. However, it took another century for news pictures to become prevalent in the industry. Prior to that time, maps were the exclusive choice for print media images, although they were rarely used. The integration of images has a significant impact on the current design practices in photography [8]. However, photography did not always play a prominent role on a single page; the concept of a more impactful design did not emerge until the mid-1990s.



Figure 1. Illustrates the progression of photography in print media

Publick Occurrences, the inaugural newspaper in America, had expansive and profound text columns, minimal artwork, and the absence of headlines. There was a lack of photographs. Following the Revolutionary War, newspapers began to appear and incorporate design elements such as narrower columns and prominent headings [8]. Nevertheless, photography had not yet gained prominence. In addition, the newspapers of the 19th century were similar, whereas by 1900, the headlines had become larger and the page layout had been organized into distinct sections.

During the 1920s, the growth of print media created favorable conditions for the flourishing of photography. As a result, several tabloids emerged, with photography becoming the main attraction for attracting customers, rather than just headlines.

By the 1960s, a significant chunk of the design trends in photography had been established. These developments included larger images, more sophisticated headline typography, a shift towards using six column pages, and the use of white gutters between columns instead of rules [8]. The prevalence of full-color printing presses in the 1980s led to the emergence of a new competition between photography and print media (see Figure 1).

4. The Impact of Media Convergence on The Evolution of The Photographic Business

The convergence of media has facilitated a more accessible, cost-effective, and expeditious approach to photography. However, the industry initially hesitated to transition their gear to digital cameras because the early models did not produce high-quality print photographs, especially when converting color images to black and white [8]. However, with the advancement of technology and the convergence of media, there emerged a movement towards transitioning to the digital arena. This trend was driven by the economic benefits of long-term savings and the ability to transport content more quickly and efficiently [8]. This was highly profitable, particularly for an industry such as photography that is heavily influenced by expenses.

Currently, the technical design of digital cameras does not include any mechanical processes, enabling for photography to be completely automatic. Color has become the standard as a result of improved print press quality. The industry is now entirely computerized, resulting in a flawless procedure that takes only a few minutes instead of the previous hours [8]. It has facilitated greater innovation and originality in the design process, significantly reducing the time required. Empirical data indicates that digital cameras with a thirty-five-millimeter format have now reached a level of price and quality that is on par with their film counterparts [8]. While digital cameras can indeed be more expensive than analog cameras, they do not require additional expenses for film, extensive labor, and chemicals. Photographs may be efficiently processed and subsequently published in fields, resulting in cost savings for operating a photo department. This is particularly beneficial since it reduces expenses related to chemicals and allows publications to allocate more dollars into writing.

Media convergence enables immediate publication, impacting the integration of several mediums within the industry and the way clients gather information. Undoubtedly, clients require expedited access to information. They require the information by the end of the day instead of waiting for a whole week. Convenience has been improved as the shooters can now easily determine their engagement status. Thus, anyone who fails to adopt the new technologies associated with media convergence in photography can be considered irrational. It is necessary to promptly adopt and implement a system that effectively addresses the existing threats. Currently, films are often integrated into the creation of art since the process is essential in art and the focus is not solely on the final result [8]. The one area where film cannot surpass digital is in the use of medium or large cameras designed to capture larger negatives, allowing for greater information storage and the creation of larger prints. This technology has not yet seen any significant development.

Michael Koretzky states that there is a recent trend where skilled photographers are now being assigned larger projects, while reporters are being assigned smaller projects. He argues that media convergence has transformed the photography industry into what he refers to as a 'developing country.' In the past, analog film enabled the existence of both elite photographers and others with more modest skills. Media convergence has led to the emergence of a group of skilled photographers who have the ability to capture photographs, but rely solely on the auto focus feature [8]. Top-tier newspapers seek photographers who possess a comprehensive understanding of the technical features of a camera. Despite advancements in technology, high-level photography still relies on this expertise, rendering the middle ground obsolete. However, high-quality material is still accessible, thus although the main page may appear unchanged, the content within contains lower-quality work.

Photojournalism was one of the professional degree programs that required education and abilities, as it involved a time-consuming process and the use of expensive equipment. Nevertheless, the digital cameras have eradicated this particular set of skills within the profession. Not every person who has access to a camera possesses the ability to capture images. As a result, traditional photographers have been compelled to pursue specialization. Moreover, there is a contrast between the general public's ability to snap photos and their lack of appreciation for high-end images, resulting in their inability to afford them [8]. This illustrates the challenge faced by the business in achieving a delicate equilibrium between financial investment and upholding quality standards when assigning photographers (see Figure 2).

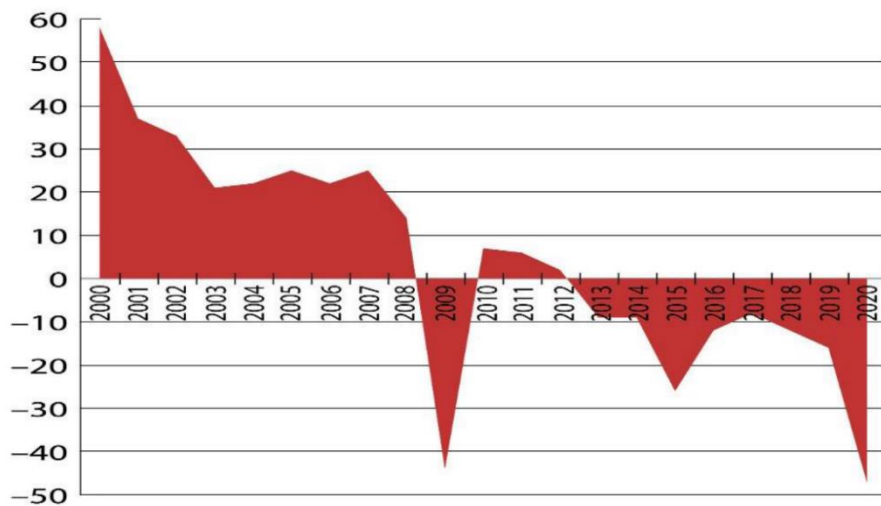


Figure 2. Illustrates the phenomenon of media convergence in the print media sector and provides an overview of the general trends in the photography business

Wilson argues that educating photographers in the present day is challenging compared to earlier years, as students now learn to handle cameras proficiently before delving into the technical aspects. Currently, employers do not prioritize education and training as the majority of the images they demand do not necessitate specialized skills [8]. This has encompassed several manifestations of citizen journalism, particularly the one that emerged from a multitude of individuals who contributed content in the form of images and videos to CNN's iReport platform following the Fort Hood shooting on November 5, 2009, as documented in the Fort Hood shooting iReport (see Figure 3).



Figure 3. Photograph depicting the aftermath of the shootings at Fort Hood

Moreover, it is a regular practice to provide journalists with cross-training opportunities to assume roles as reporters, presenters, and photographers in the field. The Iraq invasion by the American military in 2003 was closely observed by numerous journalists who resided, covered, and accompanied the soldiers during their operations. Many of these journalists were sought after by their employers to produce multiplatform media. Some professions require reporters to possess their own SLR camera and other necessary equipment, which is a fast-growing phenomenon. Regardless of whether journalists have formal training in these abilities, they are expected to possess the necessary information and tools to incorporate them, or else they are instructed not to use them. Undoubtedly, inside the photography sector, no individual would ever like to revert to the past methods of operation [8]. It provides journalists with a greater range of instruments to properly carry out their profession.

The neglect of a photographer's skill and the disregard for basic rules of journalism can have a negative impact on specialized magazines. The photojournalism industry is being adversely affected by uneducated and unskilled photographers who use low-quality equipment to shoot from a distance. Photographers have undermined the simplest method of distinguishing readers from their publication. Images are inserted into the paper and absorbed [8]. However, as Koretzky points out, while there

may be a decrease in the standard of photography, individuals who use technology correctly will thrive in ways that would have been unimaginable without technology [8].

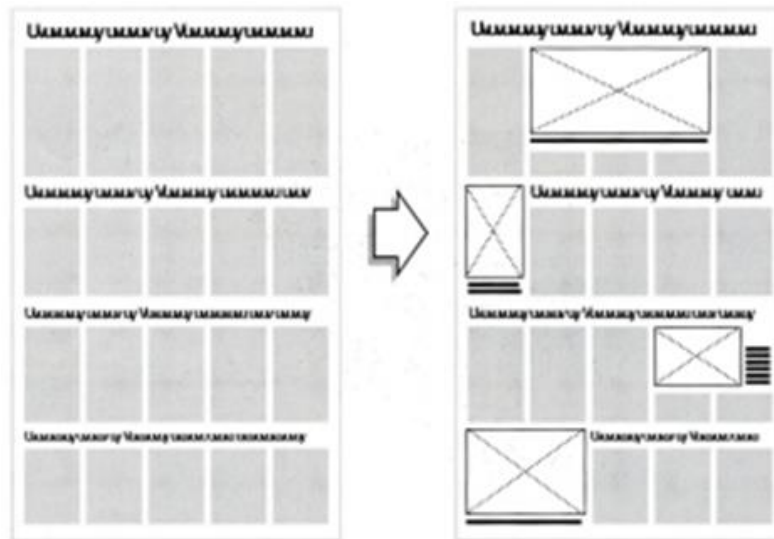


Figure 4. Displays the process of transitioning in photography

Consider enhancing a dull page by incorporating captivating artwork and other techniques such as jumping or cutting between different stories to reduce the amount of text and make it more visually engaging. Although the initial page may appear neatly organized and aesthetically pleasing, it lacks vitality and fails to create a welcoming atmosphere. The designer requires a stimulus to captivate the visitor and draw them into the particular page. The main method of accomplishing this is through the utilization of maps, infographics, engravings, and artistic representations [8]. According to Harrower, the majority of readers skim through a text until they encounter something that compels them to stop. In addition, the use of charts, maps, and images captivates readers' interest and enhances the effective delivery of information (see Figure 4).

Arrange and harmonize artwork in a less perplexing way. By reducing the size of the photo placement, there is a decrease in confusion and the page achieves a more balanced composition when the art is distributed evenly. Exercising caution while aligning headlines is crucial, as it can significantly contribute to the confusion of a specific layout. The use of story separation results in a more organized and streamlined structure [8]. The second layout features an unedited version of the story, allowing readers to have a more convenient and efficient reading experience. This layout can be viewed alongside the main story.

Given that the first page does not necessarily have to have a dominant image, as there are conflicting priorities. As a result, the page contains an excessive amount of text, which fails to persuade the readers. The second page features a prominent visual image that captures the reader's attention and provides them with a central focal point that they can interpret. Designers have the opportunity to determine the type of content and the specific areas on a page where users are directed to focus their attention and navigate to [8]. In order to capture attention and attract reading, pages must feature a prominent image, which is crucial for achieving success.

5. Conclusion

Ultimately, media convergence has significantly influenced the development of the photographic industry. The research demonstrates that media convergence has facilitated greater ingenuity and originality in the design process, significantly reducing the time required. The report asserts that media convergence enables immediate publication, influencing the integration of several mediums within the sector and the way clients gather information. The study reveals that media convergence has transformed the photography business into a state comparable to that of a developing country.

Previously, analog film enabled the existence of both elite photographers and those with mediocre skills. The results indicate that the designer requires a stimulus to captivate the visitor and engage them with the particular page. The main method of accomplishing this is through the utilization of maps, infographics, engravings, and artistic representations. Research indicates that daily publications began to appear and use design elements such as narrower columns and headers. Nevertheless, photography had not yet gained prominence. The research findings indicate that the 1920s facilitated the flourishing of photography in print media, resulting in the emergence of several tabloids. During this time, photography, rather than headlines, became the primary method of attracting clients. The study's findings confirm that media convergence has had a significant impact on the growth of the photography industry, particularly in the current period of greater digitization.

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