

Analysis of "Subject Consciousness" of Photography Objects in the Background of New Media

Ziyan Chen

Fine Arts School, Hangzhou Normal University, Hangzhou, 310002, China

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Abstract: Subjective consciousness plays an important role in photography, especially in the context of new media. This article analyzes the connotation and extension of subjective consciousness in photography, analyzes the theoretical and practical significance of subjective consciousness in photography, and finally proposes to enhance photography four measures of subjective consciousness.

1. Introduction

In the history of photography in China, the subjective consciousness has been missing, which has a negative impact on China's news photography. With the awakening of subject consciousness, it has also had a positive impact on the development and change of news photography in China. In photography, how photographers decide the choice of the elements to be photographed, how to make the subject prominent, and how to capture the typical moment of the subject have become important issues facing the photographer. Especially with the development of the Internet, there has been a huge impact on news photography. How to better reflect the subject consciousness and reflect the value in the complicated photographic images is particularly difficult and precious. This article is divided into three main parts. The first part explains what the subject consciousness is, the second part analyzes the theoretical and practical significance of photography by the awakening of the subject consciousness, and the third part proposes whether to strengthen the subject consciousness.

2. Analysis of subjective consciousness

The so-called subject consciousness means that the photographer must always clarify a carrier of the creative theme expression during the shooting process, and establish and make the subject stand out. Subjective consciousness refers to the self-awareness of self-consciousness and self-worth of the subject of photography. It is a comprehensive expression of participation, emotion, and thinking. This consciousness effect, in the process of completing photography topics, often manifests as the collision between the subject and the object, the unity of consciousness and existence, the integration of emotion and reason, and the attempt to get rid of certain social fashions and social trends. He deliberately pursues and embodies the subject's knowledge and understanding of the subject, and pays more attention to personal understanding, personal thinking, and personal emotion in the topic. In another sense, the emphasis on subject consciousness also includes the subject's self-control, self-denial, self-transformation, self-transcendence, self-reinforcement of personality, and self-improvement of style. The art of photography has more distinct objectivity than other arts. For a long time, people have paid great attention to and emphasized the objective and documentary nature of photography, but there has also been another tendency, namely, negation of subjectivity, neglect of the role of consciousness, and underestimation of the role of subjective consciousness in photography. As a result, many people intentionally or unintentionally cling to the pillars of documentary and ignore it.

In theory, first of all, the subjective consciousness reflects the active thinking of the subject, and it is a variable consciousness that incorporates subjective participation and choice, which determines that it is largely different from the old thinking mode. This requires emphasizing

multi-path thinking that is, observing the subject from many different angles, in order to accumulate a large amount of visual information, so as to make a great choice among the ever-changing and complicated. This is positivity and contrived thinking. Secondly, the subject consciousness pays attention to the author's rational knowledge. The strengthening of the subject consciousness guarantees the objective and realistic image advantage of thematic photography, and at the same time opens up the deep structure of its rational thinking. In addition, the awakening of subject consciousness will undoubtedly strengthen the emotional color of thematic photography.

3. The significance of "subject awareness" of photography in the context of new media

3.1 The role of subjective consciousness in news photography

Subjective consciousness plays a prominent role in news photography, which can be analyzed separately from several basic connotations.

The first is to maintain independence. Independence and autonomy in subjective consciousness can enable photographers to clearly understand their subjective position in the practice relationship of news photography, value their independence and autonomy, value independent thinking, not blindly follow, not believable, and do not follow the wave of social and political alienation. The empirical nature of photography requires journalists to strengthen the necessary independence.

The second is to enhance the sense of responsibility and mission. The final consciousness of the role consciousness in the subject consciousness is the sense of responsibility and mission. It enables photographers to keep their responsibilities and missions in mind at all times, to set their eyes sharply on the best point to expose reality, and to be good at viewing and expressing their subjects with a historical perspective, improving the sociality and sense of history of their works. In this way, on the one hand, it can greatly strengthen the social function of news photography, on the other hand, it can also make news photography have a strong sense of history.

The third is to give play to subjective initiative. The subject is inevitably active, but this kind of initiative will be difficult to exert due to the subject's unconsciousness or external pressure. This requires strengthening the subject's consciousness. Generally speaking, photographers with strong subjective consciousness will consciously exert their subjective initiative. In addition, active consciousness can improve the ability to foresee typical moments. Subjective initiative also allows photographers to maintain the vitality of their thinking during interviews and shoots, select unique angles, tap into the depth of the subject, and constantly innovate in expression techniques, thereby improving the quality of news photography.

The fourth is to improve self-cultivation. The spirit of introspection in subjective consciousness can enable photographers to consciously understand the characteristics of their occupations, strengthen the idea of "marching from the practice subject to the understanding of the subject", and help to bring many understandings of news photography from the technical operation level Raise the level of ideas and improve your theoretical level. At the same time, it can also help photographers recognize their own professional characteristics, cultivate the professional ethics and literacy required for news photography, and enhance their self-discipline ability.

3.2 Practical Significance of Subjective Awakening

3.2.1 Strong subjective consciousness produced independent subject knowledge.

Understanding the subject matter is the first step in the success of thematic photography. On the whole, it is restricted by the influence of time and space in a specific historical period. In some areas, it is restricted by specific and specific living environment. Only by possessing a macro-level grasp of the spirit of the times and a high-level rational thinking on specific things, so that the subjective consciousness can fully exert its counter-action, can it have a more comprehensive and accurate understanding of the present affairs and the heart. For a long time, we have problems such as starting from simple qualitative, sticking to abstract policy concepts, pursuing advanced conclusions, embracing predetermined topics, and fulfilling predetermined plans. As a subject, you must have a strong subjective consciousness to consciously examine objective objects, and mobilize

various accumulations, and quickly make analysis from one side to the other and grasp the essence of things. The awakening of subjective consciousness is conducive to the development of initiative. After overcoming the passive coping, the active role will inevitably bring positive and effective actions.

3.2.2 Stronger subjective consciousness helps to generate unique momentary choices.

Photography is a momentary art. In a sense, whoever captures the moment will retain history. The awakening of subjective consciousness helps to break through traditional ideas and habitual thinking, and to create multiple dimensions and capture the best moments. The awakening of subjective consciousness in specific situations helps to shift from one-way thinking to two-way thinking, from the masses to the leadership, from the phenomenon to the essence. Successful photography should be the accumulation of a series of choices under a strong subjective consciousness. Of course, the positive role of subjective consciousness is limited after all. Existence determines consciousness, and it is impossible for any initiative to play, and it should not go beyond objective existence and be smart. Emphasizing the subjective consciousness to an inappropriate degree can only bring about reversal.

3.2.3 Strong subjective consciousness can produce unique artistic expression.

The diversity of expression forms is the impact and negation of singularization, similarity, formulation, and conceptualization. It is also the vitality of thematic photography. The awakening of subjective consciousness is first reflected in the awakening of photographers' aesthetic consciousness. This aesthetic consciousness is not a general representation of natural beauty or native beauty, but includes an autonomous consciousness formed by a personality hobby, life experience, environmental impact, and cultural education system. In the process of shooting a subject, photographers consciously or unconsciously play this role of their own aesthetic consciousness, use it to observe the object, create an image, and complete the expression of the theme. This is the positive role of subjective consciousness in thematic performance.

4. Enhance subject awareness

4.1 Give full play to the subjective initiative of journalists

The subjective initiative of the subject is the soul of the subjective consciousness. Correctly exerting the subjective initiative of the subject is the main connotation of the use of subjective consciousness. The subjective initiative of journalists is flexible in all aspects of news photography. Photojournalists show vivid expressions of subjective initiative applications. Specifically, there are links such as active planning of reports before the interview and shooting, active foresight of typical moments, and so on. We must carefully plan at different links and stages, improve the predictability in advance, and deepen the theme of the report, so that we can achieve unexpected results.

4.2 Strengthen historical mission

The application of the photographer's subjective consciousness is prominently manifested in the enhancement of his sense of social responsibility and historical mission. Journalists should consciously devote their sense of responsibility and mission to news photography and photos, so that the audience can understand the social significance and historical value of photos, and give full play to the powerful social functions of news photography. . It is necessary to eulogize the truth, goodness and beauty, to propagate positively and to reject bad propaganda, to play a supervisory role in social news, and to reflect on current affairs, which reflects the sense of social responsibility and historical mission of journalists.

4.3 Enhance independence

The application of subjective consciousness in news photography first manifests in the enhancement of independence and autonomy. It includes the enhancement of the independence of news photography and the enhancement of the independence of photojournalists. To scientifically

grasp the independence of news photography is to properly handle the relationship between the party spirit and independence of news photography. We must abandon the misunderstanding that mentioning "subject consciousness" is an independent one. On the contrary, the special role of news photography should be used to enrich and reflect the principles of party spirit, cultivate the character of independent thinking, more actively discover news with their own eyes, study society with their own minds, and have their own thinking and grasp of the content. Insights. It is also necessary to improve the ability to use exclusive vision to "grasp the news" and train individual soldiers to fight.

4.4 It is also necessary to establish a positive spirit

The high intensity and difficulty of news photography work, the uniqueness of the angle when shooting, and the strong exclusivity when competing, determine that the enterprising spirit is of great significance to news photography. It is necessary to improve the ability to "snap shots" and maintain a strong sense of competition. At the same time, we must pay attention to the shaping of the humanistic spirit. The application of the photographer's subjective consciousness also includes the importance of people. The importance of people is also a major foreign news photography Characteristics. It is the awakening of subjective consciousness that enables photographers to recognize the subjective status of human beings, thereby respecting the person as the subject, attaching importance to people-oriented, and forming a human-centered idea. This is not only reflected in respect for the subjective status of the photographer It is also reflected in respect for the awakening of the audience's subject consciousness.

5. Conclusion

The subjective consciousness in photography has an important role in photography, and it is theoretically helpful to achieve breakthroughs in photography concepts. In practice, it promotes photography objects, themes, and artistic expressions. Therefore, in order to better highlight the practical value and theoretical significance of photography, it is necessary to enhance subjective initiative, strengthen the subjective awareness of photographers and photography subjects, and play a role in enhancing the value of social functions.

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