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The Impact of the Internet on Art Dissemination: Postprint

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Abstract

In the context of “Internet Plus”, all facets of society inevitably experience deep internet participation, and the internet’s role in social innovation and progress is becoming increasingly significant. The relationship between art and communication has likewise been unavoidably impacted under this background. Transformed art should circumvent drawbacks while continuously expanding its influence within culture and society.

Full Text

The Impact of the Internet on Art Dissemination

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Abstract

Under the “Internet Plus” background, all aspects of society inevitably involve deep participation of the internet, which plays an increasingly important role in social innovation and progress. The relationship between art and dissemination has also inevitably been impacted under this context. Transformed art should avoid disadvantages and continuously expand its influence in culture and society. “Internet Plus” background art dissemination enables more people to participate in the cultural construction activities of socialist modernization, thereby continuously filling mainstream culture with contemporary consciousness and modes of thinking, so that today’s mainstream culture can both guide the public and truly embody the people’s consciousness.

Keywords: Internet Plus; art dissemination; reform

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1. Art Dissemination

As Professor Peng Jixiang of Peking University points out, dissemination is an inherent attribute and fundamental characteristic of culture. He understands art from both narrow and broad perspectives: narrowly defined art refers only to artistic forms other than literature, while broadly defined art also includes literature as a linguistic art [2]. Art dissemination refers to the process by which artistic information breaks through temporal and spatial constraints to be received or known by audiences. It is both a process and a system. The continuous development of modern technology and economy has driven the evolution of art dissemination from primitive methods to today's multimedia integrated approaches. Art and dissemination are inseparable; emerging art forms in different periods often have corresponding dissemination methods serving them. As modern technology advances, dissemination tools are constantly updated, dissemination technology becomes increasingly sophisticated, and dissemination theory continues to expand and deepen. Art itself also matures and diversifies through this process. The close connection between dissemination and art is evident.

2. Transformations in Art Dissemination Under the “Internet Plus” Background

“Internet Plus” has brought significant transformations to art dissemination, primarily manifested in the following aspects:

2.1 Impact on Art Dissemination Networks Previously, personal transmission was an extremely important method in art dissemination, where performers conveyed ideology and culture to audiences through their own performances. Today, art reaches every corner of society and enters all aspects of people's lives through mass media. High-tech dissemination methods and tools enable art to widely and deeply benefit various groups in society, which is greatly beneficial for both art itself and people's spiritual lives.

2.2 The Growing Importance of Dissemination for Art Under the “Internet Plus” background, with rapidly evolving dissemination tools, art dissemination has been stimulated with more possibilities. In the “Internet Plus” era, the power and influence of mass media are enormous, even considered the infrastructure of the new society. Previously, after being created, art served only as collection and personal appreciation, rarely meeting the masses; nowadays, art has begun to step out of the ivory tower to be recognized and accepted by the broad populace, giving people opportunities to access more suitable artistic

forms. Consequently, art has gained greater vitality. Art dissemination has added the function of serving mainstream culture, which is mainly reflected in several aspects:

First, art dissemination provides methods and means for the publicity and promotion of mainstream culture. For example, when promoting “new democratic civilization,” art forms such as street poetry, yangge opera, recitation poetry, and blackboard newspapers successfully disseminated new ideas and moral concepts to the public due to their grassroots nature. After liberation, these dissemination activities also played important roles in the central government’s work of promoting Mandarin and simplified characters. These activities not only improved public education levels but also deeply rooted spiritual concepts such as safeguarding national unity and ethnic solidarity in people’s hearts.

Second, art dissemination makes mainstream culture more adaptable to modern social development. Art is a distillation of life, embodying the aesthetic achievements of individuals or nations. Art always absorbs new consciousness in dissemination, generating new meanings and realms. Under the “Internet Plus” background, mass media must not only maintain information dissemination functions but also use its advantages to guide public opinion in line with mainstream social ideology and promote the spread of public opinion that conforms to mainstream culture.

2.3 Creation of New Dissemination Media Through “Internet Plus” and High Technology The combination of “Internet Plus” and high technology has created more media for art dissemination and made art more vivid during transmission. In the near future, art information dissemination can further break through temporal and spatial limitations to be displayed to broader audiences. With the diversification of dissemination carriers and continuous expansion and improvement of functions, art can achieve more extensive and lasting dissemination.

2.4 More Precise Art Dissemination The core of internet thinking is user thinking; users’ feelings and experiences with products directly affect product optimization and improvement. In a sense, users actually participate in the production process. In artistic creation, creators stimulate new inspiration through communication with audiences. User thinking promotes more precise art dissemination.

3. Advantages and Disadvantages of These Transformations

The transformations brought by “Internet Plus” are a double-edged sword for art dissemination.

From a beneficial perspective, first, “Internet Plus” transforms and re-presents previous art, thereby achieving the re-creation of artistic value and catalyzing new art forms. Second, the development of “Internet Plus” and science and

technology makes art dissemination methods increasingly accessible, enabling art to benefit more people and enriching their spiritual lives. Third, under the “Internet Plus” background, culture and art have embarked on an industrialization development path, which can not only stimulate higher-level consumption demand and promote China’s economic growth but also further advance China’s cultural industry.

However, ubiquitous and pervasive internet dissemination has gradually led art in an unfavorable direction. On the surface, after the enrichment of dissemination media, the public can freely choose their preferred media and content; in reality, media control remains in the hands of a few, and what the masses see and hear has already been predetermined. Furthermore, many things re-defined as “art” have been hyped by the public as art when they are actually the dregs of art, which is extremely detrimental to rectifying public aesthetics. Additionally, the use of technology has gradually eroded the aesthetic sense of art. French scholar Jean Baudrillard proposed the concept of the “simulacrum era” in his book *Symbolic Exchange and Death*, arguing that art dies in the process of simulation and unlimited reproduction [3].

4. Strategies for Development

Under the “Internet Plus” background, art dissemination should always maintain its original function of promoting art popularization without destroying the beauty of art itself. To better serve art with modern dissemination technology, we should clarify boundaries, think clearly, and enable art dissemination to achieve comprehensive development and progress in the “Internet Plus” context.

4.1 Emphasizing Marketing Efforts The art production process has become increasingly mature, and marketing of artworks has become more important. Various types of art products in today’s society inevitably face the crucial 环节 of marketing. Event marketing—or hype marketing—is just one of many marketing methods. Nowadays, with diverse art production and the internet reaching everywhere to maximize audience contact, hype marketing relying on the internet has become increasingly common in art dissemination, promotion, and publicity.

Appropriate event marketing benefits art promotion. Many art-related public accounts developed through the internet, such as “Gu Ye,” use popular methods to explain masterpieces while promoting offline museums and art exhibitions. While doing sufficient marketing, they also give the public the freedom to choose art and opportunities to elevate their spiritual and cultural levels, driving consumption upgrades. Some art communities, such as the 798 Art District, have successfully become well-known gathering places for young people through marketing that leverages internet convenience. The degree of attention from news media and discussion heat on social media directly impact art and art-related activities.

4.2 Increasing Financial Investment Marketing can create momentum for art, attracting more public attention. Investing substantial funds in publicity is an undeniable trend under the current “Internet Plus” background. Art dissemination, through mature planning, uses media to cater to audience psychology for building momentum, competing for netizens’ attention. While prompting netizens to watch art activities, it also leverages consumers’ own dissemination power to expand the influence of art activities. Not only must substantial funds be invested in art itself, but also in the publicity and promotion of art activities, enabling art to advance vigorously after marketing hype.

4.3 Strengthening National Art Education In addition to cultivating professional talent, we must also cultivate consumers with art consumption demand. For professional talent cultivation, we can encourage the development of more communities like the 798 Art District and increase funding for university art groups. For cultivating qualified art consumers, modern art creation should, like other cultural forms, emphasize cultural connotation and ideological content. By continuously improving work quality and striving for excellence in creation, art can achieve a win-win situation in both economic and social effects. When art works can devote more funds and energy to strengthening originality and exploration, the future of art will be bright.

4.4 The Primacy of Artistic Value and Quality Although value presentation requires effective packaging and careful planning, art hype needs to grasp a degree: being responsible to the audience by producing high-quality art products and strictly controlling all links; being responsible to consumers. This constitutes a healthy ecological environment that the art industry should have. The core elements of modern art development must cooperate with more sophisticated marketing communication to maximize art’s commercial value; hype marketing of art under the premise of ensuring artwork quality can promote sound and rapid art development.

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