An Analysis of the Manifestation and the Social Impact of Communication and Art

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Abstract: Media is an important carrier of artistic creation and communication activities. Digital media art is a combination of technology and art and an inter-discipline in multiple fields. Driven by the media revolution, its artistic manifestation is gradually enriched. With the development of technology, traditional media is gradually disappearing from the public sight, and digital media has become a new artistic carrier. In the digital development of today, both artistic expression and material media are developing towards digital, breaking through the traditional art form and showing a brand-new life. Starting from the historical context of media development, this paper combs and discusses the artistic manifestation of media.

1. Preface

Artistic communication cannot be separated from multiple media. The traditional media are mainly newspapers, radio, television, etc. We also see the emergence of new media such as movies, mobile TV, and the Internet along with technological progress. In the digital age, these new media are closely bound up with people's lives and inject new vitality into the transmission of artistic information. From traditional media to today's digital media, the communication and external manifestation of art has undergone tremendous changes. Emerging media have penetrated our daily life, including the computer animation, online games, virtual reality, digital video, etc. In the process of continuous development of traditional art, some new problems have also taken place. [1]

2. Media development

2.1 Oral Communication Age

About 35,000 years ago, spoken language was widely used by humans in establishing their own language systems, organizing social relations, and communicative behaviors. However, in terms of specific communication behaviors, oral communication has limitation in time and space such as its scope, timeliness and accuracy of communication.

2.2 Literal Communication Age

Egypt first developed characters 4,000 years ago, and they were still hieroglyphics. With the development of human culture, the recording and writing of characters have gradually been developed, and the use of characters has greatly promoted the exchange and development of social economy, culture and politics.

2.3 Printing Communication Age

Before printing was invented, people insisted on using handwriting to communicate. In handwritten age, the cost of dissemination of characters was high and the efficiency was low, therefore most of the characters were used by the noble class. However, with the rise of printing and papermaking technology, printing communication has become more convenient and popular, and the audiences and the scope of communication have expanded with the cost reduction. The development of the printing has also led to the rapid development of advertising, newspapers and

other industries, expanding people's access to information, and bringing more content of knowledge and entertainment. And with the continuous development of transportation, communication and education industries, printing and communication played an increasingly important role in society at that time. [1]

2.4 The Internet Age

In 1838, the American inventor Morse invented the wire telegraph, which made people no longer need to wait for newspapers and printing of newspapers, and could rapidly deliver messages to farther places. The age of electronic communication reached its peak development with the advent of devices such as the telephone, the phonograph, the radio, and the television. Electronic communication brought about the dissemination of phonotape and vidiotape, and also promoted the birth of the computer. [2]

2.5 The advent of the Internet Age

The Internet communication first started with the advent of computers. In the 1960s and 1970s, the Internet came into being. In 1987, China established its first Internet mailbox and produced its first E-mail. Since then, the Internet has developed rapidly, gradually expanded to the world, and established an interconnected network all around the world, achieved global information sharing, which is the largest scale of information dissemination in history.

3. Artistic Expression of Digital Media

With the continuous reform of media, the artistic presentation of digital media has also changed. From the initial simple visual presentation to the later hearing, touch, smell and other forms, and it has made a breakthrough in the traditional understanding of art. Moreover, with the development of network technology, art is no longer just a one-way expression of artists and artworks. Digital media art is a combination of art and technology, which covers plastic arts, interactive design, computer language, computer graphics, information and communication technology. What it differs from traditional art is that it is integrated more with the current information technology, and it more relies on the media technology of the times to make innovations. [2]

3.1 The Formation of Printmaking

With the popularization of printing, the emergence of advertising industry, it brings new ideas to the visual design of advertising. Advertising no longer relies on traditional manual ways. A lot of manpower, material resources and time have been saved. With the help of mechanical printing, a lot of presswork and advertising artworks emerged. The most representative artist is Andy Warhol, the leading figure of Pop Art, who combined graphics with printing, and made use of screen printing to create an artwork. Andy Warhol's most representative works are Campbell's Soup Cans and Portraits of Marilyn Monroe.

3.2 Interactive Art

The birth of interactive art and the emergence of the electronic media age are inextricably linked. The earliest interactive art was created by NamJune Paik in the 1960s, and its name is Participation TV. Subsequently, he also created a large number of installation art works. [3] Besides, Nam June Paik's also adopted the way of interacting with readers in his Random Access. This work is glued to the wall with several recorders and the listeners could wear mobile recorders and walk around inside, playing various kinds of music. Subsequently, he also created a large number of installation art works. [3]

NamJune Paik's interactive art has brought new inspiration to digital media creators, making them realize that art is not simply a material form, but an unpredictable form. They can create the final form of expression through unknowable interaction with the audience.

3.3 Technical Form of Special effect

With the widespread application of the Internet and computers, the ways for people to receive and transmit information are also increasing. The way of creation in digital media art also produces the expression of special effects, which first appeared in the field of film and film production.

The main way of film creation is photography, editing, painting, etc. in the traditional film industry. Its effect performance is mainly two-dimensional, but with the continuous progress of computer technology and the development of special effects, 3D films have gradually emerged in the film industry. Compared with traditional movies, special effects movies create the movies with ornamental value by using computer technology and visual technology. Take 3D Industrial Light and Magic and Pixar Animation Studio as example, they have made technological innovations in the film field time after time, bringing epoch-making artworks to the film industry.

3.4 Virtual World

Today, with the dissemination of network technology, computer technology is gradually becoming a new way of artistic creation, especially in the spatial presentation of art works. Today, with the spread of network technology, computer technology is gradually becoming a new way of artistic creation, especially in the spatial presentation of art works. Computer technology combines artistic works with computer technology to create virtual space works. Through the computer, it can simulate a space similar to reality. The sound, vision, touch we can feel are close to reality. [4]

Jeffery Shaw, a pioneer of new media art, completed his own Virtual Museum in 1991. In this work, artists can project their paintings onto a virtual space, and viewers simply sit in front of a screen and change their angle by turning their heads to enjoy the entire gallery. Jeffery Shaw's works break the boundaries of time and space and make the gallery have more ductility. Jeffery Shaw breaks the single expression form of traditional art and integrates it with new media to provide a brand new spatial experience for artistic creation. The biggest feature of virtual works is that people can have a more immersive experience in an environment that is close to reality, so as to improve the interaction of the works, make readers experience their own participation in the process of appreciating, thus increasing the imagination of creation. [3]

4. The Impact of New Media on Art Communication

Art creation in the digital age is an artistic expression that combines traditional media and new media. Movie and television is a new art form, and the influence of digital film on it is noticeable. Today, the games are mostly broadcast through high-definition digital signals. Such high-definition can make people have an immersive feeling, improve the audience's acceptance of art works and broaden their creative ideas. The influence of HD (HighDigita1) high-definition digital TV on art is, in short, from 4:3 to 16:9. Therefore, the art form which regards high-definition TV as medium must comply with digital format and new demand. The development of photography reflects the impact of advances in science and technology on art forms. From the film camera to digital camera, it has changed a lot. [5]

From black and white photography to color photography, the aesthetic consciousness of people has been greatly changed. In the early days of color photography, people regarded color photography as a new photographic art, and most people saw it as an art. It's just like the awkward situation that color and sound films encounter in the new areas of art. Black and white silent films were also considered as a work of art at that time. However, the ornamental value of colorful sound films exceeds greatly black and white films. Therefore, colorful sound films go on the way of art. With the popularization of digital technology, photographic technology has stepped into the era of CCD and CMOS. People can complete photographic art without film or contacting chemicals. Digital photography is a new type of photographic art with many advantages. In this way, it does not need media such as film and photographic paper, but can make a record of these information through a digital camera, and then convert these data into digital signals and send them to the computer. Today, if only the majority of photography uses the easy simple technology of

photography and post-production, can they own the opportunity to create excellent works. DV, although is nothing new, the best proof. DV is the abbreviation of Digital Video, which brings artists and listeners into a brand new era. With the development of digital video technology, DV has given birth to a new generation of filmmakers. Digital Film Since the advent of Star Wars: Episode I - The Phantom Menace, digital film has entered the public sight, and artists have been attracted by the digital perfect frames. DV makes more and more artists directly devote to photography. Traditional movie and television production cost much and requires high-end, broadcast equipment, and post-production equipment, which made many artists cower. Today, due to high-definition digital cameras and digital non-linear editing of digital technology, all the data can be stored in the computer as well as being copied and pasted at will. In particular, the emergence of high-definition DVD players makes the image quality of DVD comparable to that of movies. Crazy Stone with the low cost and high box office is a typical example of DV film. More artists are joining the art field due to DV camera. Like photography and brushes, DV is a means to document the progress of art. Besides, digital media, such as the Internet and mobile phones, have also produced a series of new art forms, such as network video, MP3/WAV, network literature and art, etc. Similarly, as a means of communication, the mobile phone is not simple communication any longer. With the rapid development of electronic technology, its function is combined with photography, music, photography and other functions, making artistic creation more convenient and close to the public. The storage of mobile phones and the function of the Internet provide a new platform for art communication, and its coverage is out of reach for other media.

5. Summary

The development of media has gone through several difficult and fruitful periods, and we have witnessed the progress of art, technology and culture. In the constant changeable era, the way of art creation must change. As the creator of digital media, we must grasp the pulse of the era, accept the influence of new technology, learn to think, keep pace with the times, find artistic manifestation in accordance with the characteristics of the era, and create fine works that complies with the trend of the era and the public appreciation.

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