

# Analysis of New Media Art Types in Cross-Cultural Context

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**Abstract:** We are in the interaction of a diverse world and in the multi-cultural human communication. How to make ourselves a successful and efficient cross-cultural communicator is an unavoidable realistic challenge. Cross-cultural communication is a historical and cultural phenomenon that accompanies human growth, and it is also a way of life of modern people. More importantly, it has always been the internal driving force of cultural development. Nowadays, the application of cross-cultural context in visual arts has become the mainstream of communication. By analyzing the types of new media art in cross-cultural context, it is an important way to improve the quality and level of visual art to find a new way to show the creativity and cross-cultural communication of visual art.

## 1. Introduction

The significance of contemporary new media works is not only reflected in the physical form of one-way information output, but also created in the process of interacting with the audience, and the interactive form has become the main communication method between the creator and the audience[1]. In the era of traditional media, the survival of film and television creation can also depend on box office copyright, etc. Now people who want to watch movies no longer need to go to the cinema to buy tickets or spend money on CDs and videos. In the new media era when network resources are almost completely open, how to make film and television art “feed itself” is the biggest challenge that film and television art meets[2]. Especially in the context of the continuous enrichment of visual media and visual behavior, people's cognition, observation, analysis and feeling of objects have entered a new stage[3].

In the cross-cultural context, visual vocabulary and visual forms have become more varied and colorful. Judging from the current situation of new media art, there are three main types of new media art in cross-cultural context: new media image art, new media photography art and network multimedia art[4]. In these three categories, there are more specific divisions according to their different characteristics.

## 2. Cross-Cultural Communication in New Media Art

Nowadays, with the continuous development of economic globalization, the globalization of cultural exchange, integration, friction and conflict is getting closer and closer[5]. Whether we like it or not, this kind of communication is advancing with unprecedented depth and breadth. We are in the interaction of a diverse world and in the multi-cultural human communication. How to make ourselves a successful and efficient cross-cultural communicator is an unavoidable realistic challenge.

Cross-cultural communication refers to the mutual communication and interaction between social members in different cultural backgrounds and cultural contexts, which mainly involves the information communication and communication activities across countries under different cultural concepts, as well as the process of the flow, sharing, migration and infiltration of various localized and diversified cultural elements in the global society[6]. The change of human society is due to the communication and interaction of cross-cultural communication, which “links” people from different regions, different races and different countries and promotes the progress of the whole society and culture and the development of civilization.

In the process of cross-cultural communication, different cultures absorb each other, merge with each other and identify with each other, and finally tend to integrate and form a new cultural system. These concepts obviously cover a wide range, and emphasize the interactivity, complexity and systematicness of cross-cultural communication[7]. It can be said that the traditional tone of being unfamiliar with each other is gradually disappearing in the practice of modern cross-cultural communication. Correspondingly, the communication mode of traditional cross-cultural communication activities has also undergone new changes.

### **3. Analysis of New Media Art Types in Cross-Cultural Context**

#### **3.1 New Media Image Art**

The arrival of new things will inevitably have an impact on old things. Film and television art has entered the new media era from traditional media, and it has not had time to make reasonable and effective adjustments in all aspects[8]. In the environment of traditional media, the operation process of a film and television work from production to final release is complicated and tedious, which leads to the limitation of audience, which also makes film and television production bear great risks. New media has expanded distribution channels, and publicity and marketing are more diverse and effective than before. In the era of all-media, the audience's demands for information dissemination are different. Multi-source and cross-media have become the obvious characteristics of news consumption in today's media environment[9]. The new media tools that come in droves completely subvert the traditional way of dialogue between people and audiences in the news media.

If cross-cultural communication is inevitable for the progress and development of human society, then we should believe that it is necessary and worthwhile to learn to conduct successful cross-cultural communication. Nowadays, the communication and interaction of cross-cultural communication is or has become the mainstream of world development. In order to promote the sustainable development of cross-cultural communication and interaction and continuously reduce the uncertainty of both sides of cross-cultural communication in the process of information transmission, the in-depth investigation of its images can not be ignored. However, with the evolution of images in the image system, the era of modern images has arrived, especially the development of digital new media technology[10]. Until today, when images develop into a specific cultural form and increasingly become an important carrier of cross-cultural communication, it can be said that images at this time have already exceeded their inherent attributes.

The installation art makes the viewer live in a three-dimensional environment, and the new media images combine the concept of time with the installation art, that is, form a four-dimensional space concept and realize the combination of space and time. Artists will create works of art according to the local indoor and outdoor spatial structure of the exhibition hall, attach to the actual space, record, edit and shoot the real life, and then stimulate the viewer or disturb the thinking mode by exaggeration or alienation, so that the viewer can passively transform into active appreciation and thinking.

The traditional installation art expression form is material language, and it is immaterial language that uses electronic equipment to present virtual results, and immaterial language is necessary. The immanence of material language is expressed by using immaterial language attributes and then by enthusiastic expression forms. Only after the integration of the two can a complete image installation work of art be created. The initial stage of image installation art is from indoor to outdoor, from exhibition hall to giant square, and to the side of citizens. Interactive images are cutting-edge, not restricted by various art forms, and combine images, games, paintings, installations, sounds and other elements. Interactive image devices are not only in form, but also in cross-border biology, communication, beauty, genetics and other disciplines, combined with science and technology to create.

#### **3.2 New Media Photography Art**

Cross-cultural communication is a historical and cultural phenomenon that accompanies human

growth, and it is also a way of life of modern people. More importantly, it has always been the internal driving force of cultural development. Historically, there is a binary opposition between different cultures in the East and the West. It can be said that the process of oriental culture's commitment to getting rid of the shackles of western culture runs through the whole history of human culture. As we all know, as the center of human civilization, western culture has been developing continuously. With the risk society, the increasingly close relationship between countries under the background of globalization and the frequent occurrence of international hot events, the spread of media has gradually expanded to the international scope. International communication is becoming one of the main forms of mass communication.

As a carrier to reproduce the reality and spread information, photos' expressiveness and ideas are closely related to the photographer's own observation and understanding. Therefore, if photographers want to influence more people, they should spread what they "see" to more people. Newspapers, magazines, television and the Internet are all media that can carry picture content, and how to choose them depends on the content covered by the picture itself. Different media have different communication effects. The new media channel based on digital technology provides a broader platform and unlimited possibilities for the cross-cultural communication of new media photography.

In the new media era, technical means are more abundant, and the works embodied by photographers are both modern and personalized. Their photography concept is no longer to clone traditional excellent works, but to pursue personalized and unrepeatably artistic effects. Art comes from life, but it is also higher than life. In the new media era, photography technology pays more attention to reflecting social reality, and the artistic expression is greatly improved, which fully highlights the continuous innovation pursued by modern people in photography art, as well as the pressure venting and artistic interpretation through photography. With the rapid spread of new media, popular photographers have gradually broken through the traditional photographic thinking, and boldly presented modern society in the form of photography, contributing to the innovative development of photography. Moreover, photography in the new media era is no longer limited to digital cameras. At present, mobile phones and tablet computers are all called photography tools in people's daily lives, and the new media era is also the era of national photography.

The transmission of information in the outside world depends on a certain carrier, which is represented by various symbols. Symbol consists of concrete symbol elements and abstract inner meanings. Symbol elements include pronunciation of words, strokes, colors and lines of images, etc. These basic elements are reorganized and arranged to form a complex symbol world. In order to achieve the "shocking" effect, photographic pictures must work hard on the arrangement and combination of visual symbol elements, or use the collision of light and color, or use the outline of lines and shapes to form a strong impact on the audience, so as to enter the next link of "viewing". Therefore, the photo transmission process of new media photography is actually a very complicated "encoding-decoding" process. The photographic works that reach all parts of the world through the media can be used as a "password" to obtain a "decoding" of diverse and even relatively resistant audiences.

### **3.3 Network Multimedia Art**

As a new means of information exchange, network can expand and strengthen the communication and contact among artists, art institutions and appreciators. Through the Internet, art institutions can select and contact artists more extensively and quickly, and artists can also select and contact art institutions more extensively and quickly. With the rapid development of Internet, remote transmission of multimedia works of art has become a reality. With the help of digital technology, it is very convenient to make and edit digital images, and the works of art completed by artists are released through the network. At present, the popular view of network multimedia art refers to the form and process of artistic creation by using the new development of computer technology, especially the research results of information, communication, image and biological science.

Network multimedia art will further blur the boundary between so-called “art” and “non-art”. A lot of “network multimedia art” spread in the network now has a strong “game” component in it, no matter from its initial creative motivation or final presentation effect. The randomness of “interaction” and the indifference of “reproduction” in digital art will question our traditional “classicality” of art based on manual operation. It emphasizes the importance of users and consumers. In terms of art, personal expression and personal creativity have extended from the artist to the audience. People's requirements for artists are no longer to create moving content, but to design the environment, space and framework so that the audience can participate. At the same time, the intimate relationship between people in the interactive communication system and the interconnection between the central wisdom of the global internet mean the emergence of a new type of spirituality.

Effective cross-cultural communication means to minimize this misreading, that is, to achieve the minimization of misreading. At the same time, in the overall system of cross-cultural communication, cross-cultural communication ability is also the most constructive and plastic element. We can understand that the subject and object of cross-cultural communication are social members from different cultural systems, which are not only limited by the differences of their historical and cultural experiences, but also limited by the psychological deviation of modern cultural communication and acceptance, as well as the “intersubjectivity” and “cross-border” between the subject and object of cross-cultural communication, which inevitably leads to “misreading” in the process of cross-cultural communication. As an important variable to deeply consider Sino-foreign relations, it not only reflects China's great efforts to adapt to the trend of cross-cultural communication in the context of cultural diversity, but also successfully builds a bridge for the world to understand China.

With the help of the advantages of network and multimedia technology, network multimedia art exists objectively in the form of works and spreads on the network, which is real. The development of network and multimedia technology and the combination of interactive methods lead to the emergence of virtual reality. The works using network multimedia technology do not mean that they belong to network multimedia artistic creation, and a skilled painter may not be able to draw artistic works. This kind of interaction not only allows the audience to watch, but also can operate it by themselves, modify what they are not satisfied with, or redistribute and simulate it according to their wishes, so as to visualize their desired past, present or future. The interactivity of network multimedia art is incomparable with other art forms. Network multimedia art depends on a variety of media in the network, and the emergence of new media and technology will undoubtedly promote its development, while network multimedia art relies more on media than all kinds of art in the past.

#### **4. Conclusions**

Nowadays, with the continuous development of economic globalization, the globalization of cultural exchange, integration, friction and conflict is getting closer and closer. Whether we like it or not, this kind of communication is advancing with unprecedented depth and breadth. In the process of cross-cultural communication, different cultures absorb each other, merge with each other and identify with each other, and finally tend to integrate and form a new cultural system. In the cross-cultural context, visual vocabulary and visual forms have become more varied and colorful. Judging from the current situation of new media art, there are three main types of new media art in cross-cultural context: new media image art, new media photography art and network multimedia art. In these three categories, there are more specific divisions according to their different characteristics. Any art form will be marginalized after it develops to a certain stage, and it is this marginalization that brings greater possibilities to new media art. We look forward to greater space and greater possibilities for the development of new media art.

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