Differences of Visual Culture Communication between China and Foreign Countries under the Background of Globalization

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Abstract: With the popularization of televisions and computers, electronic publications and the Internet, cross-border and cross-cultural communication is becoming more and more frequent. However, due to the influence of regions and customs, information is inevitably hindered in the stage of global communication. With regard to visual psychology and visual culture, the purpose is to let students understand the influence of visual psychology and visual culture on visual expression, the influence of social senses on artistic creation, and study the visual traditions of different cultures, such as China landscape paintings and western oil paintings. Students discuss the influence of cultural differences on visual expression by analyzing the visual expressions of different cultures, and design a cross-cultural artistic creation project in the stage of studying the visual traditions of different cultures. In the context of globalization, this paper makes a more scientific and rational analysis of the visual design elements in animation art design, studies the differences of visual culture communication between China and foreign countries, and based on this, demonstrates the unique realization methods and manifestations of animation art design in digital media art design.

1. Introduction

Based on the development and promotion of Internet media, people's lifestyles and communication methods have undergone tremendous changes. From plane to space, from static to dynamic, from reality to virtual, from video network to multi-sensory contact new media, cultural communication media is undergoing qualitative changes [1]. With the rapid development of science and technology and economy in the world, the life style and even the way of thinking of human beings have also changed, and a visual culture era has arrived. Nowadays, the survival experience of human beings is more visual and concrete than at any time in history [2]. People are in an era of extremely expanding image production, circulation and consumption, and in an unprecedented "world image era" with extremely rich image resources. Human visual culture not only refers to what human beings know and feel by visual sense, but also is closely related to how human beings know the world by visual sense [3]. Visual symbols have become "international language" and "bridge" in cross-cultural communication because of their concrete, vivid and representational characteristics. At the same time, it will also lead to misunderstanding and ambiguity in the stage of cross-cultural communication. Therefore, how to make full use of the advantages of visual symbols to avoid possible communication obstacles is of great significance to ensure the quality of cross-cultural communication [4].

Visual symbols have become the main element of cultural communication in the new media era, and the most prominent feature of new media is to use visual symbols as the medium of visual cultural information dissemination, and to show the stage of cultural communication by using the characteristics of immediacy, interactivity, resource sharing and information exchange of new media [5]. Visual symbols are the basic elements of information expression and cultural communication, which highlights the importance of visual symbols in the development of new media cultural communication. Compared with other traditional arts, every leap of animation art is shrouded in the dazzling aura of technological progress, and in today's society with economic globalization and technology as the guide, animation art with universal acceptance and great communication power has gradually become the main force in the field of cultural communication

in the stage of globalization [6]. At present, in the era of media convergence, animation symbols are intensifying their communication effectiveness by taking advertisements as the carrier, and animation advertisements have become an irresistible visual cultural phenomenon [7]. How to strengthen the cultural self-confidence of China animation, talk to the world with an open mind and practice cultural integration has become a problem that needs to be considered under the cross-cultural creation mode of animation [8]. Through the study of digital media, this paper clarifies the new forms and characteristics of visual communication in the new design environment; Under the background of globalization, this paper makes a more scientific and rational analysis of the visual design elements in animation art design, studies the differences of visual culture communication between China and foreign countries, and based on this, demonstrates the unique realization methods and manifestations of animation art design in digital media art design.

2. The Influence of Visual Symbols on Cultural Communication in the New Media Era

In the stage of cross-cultural communication, audiences in different cultural environments are influenced by individual factors and group factors, coupled with language communication barriers, and it is difficult to interpret all the texts of every country or nation. In the information age, the main way of information dissemination is the Internet, which is a new form of media communication. In the Internet environment, you can receive and disseminate messages anytime and anywhere by downloading social software. Computer interactivity is mainly two-way real-time information exchange, which is the result of computer executing instructions and running programs. The interaction under the network environment produces "virtual reality", which is an immersive interactive environment based on computable information. Visual symbol is a visual form that carries information, a form that language and symbols show through abstract concepts, a medium to convey information and communicate meaning through human visual senses, and also a carrier of culture [9]. In a certain sense, the modern cultural environment in which people live is constructed by various symbol systems through communication. Symbol is the material carrier of culture. Without the processing, bearing and communication of symbols, there would be no survival and change of culture. Relatively speaking, visual symbols can overcome this obstacle to a certain extent, far exceeding the amount of information conveyed by text and words in the same time and scope. The main forms of cultural communication in the new media environment are shown in Figure 1.
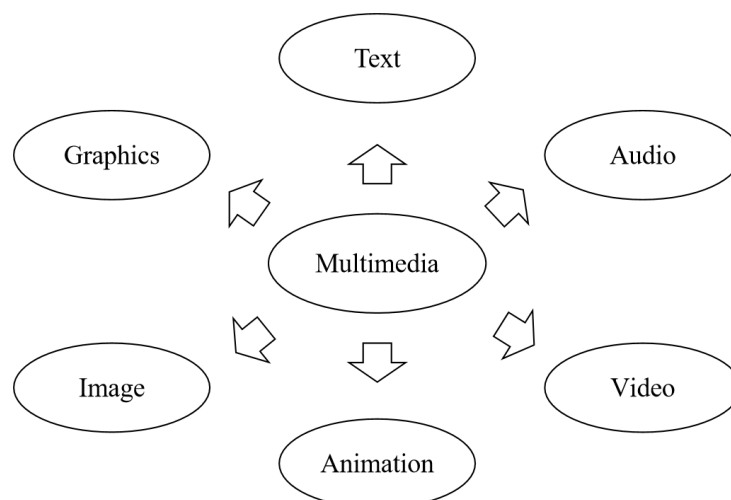

Fig.1 Main Forms of Cultural Communication in the New Media Environment

Visual symbol language is the expression form of cultural communication language, the basic display of cultural communication, and carries the information of cognition and thought. From the perspective of communication, visual symbols are not only information exchange behaviors, but also can bring people a strong visual impact. Digital new technology can also be used to convey more virtual information and promote the emotional exchange of ideas and consciousness [10]. The

creation of digital media communication symbols has also entered the era of digital art by making full use of new computer technology from the stage of video technology, and has also developed with the development of digital technology [11]. All new media have the function of information screening, and users can selectively receive the information released by new media, and realize information sharing in the circle where information is released, which makes the public use new media more selective and purposeful. Visual symbols can transcend the limitations of text communication and achieve accurate, comprehensive and multi-directional information transmission functions. For example, the pattern of the World Cup, the national flags and emblems of various countries, and the symbols of the United Nations are all in the form of visual symbols to spread cross-cultural information, and viewers can experience the meaning and emotion they carry according to different visual experiences.

3. Analysis of Animation Visual Elements under Cultural Differences

3.1 Life Representation of Animation Culture

Culture exists in all aspects of human life and has strong permeability. Culture is a spiritual existence of the essence of the whole nation by removing the coarse and selecting the fine from the various behaviors and ways of thinking of the whole nation after long-term precipitation and screening. Traditional language and cultural symbols are changing to visual cultural symbols centered on images or senses, which are affecting all aspects of our behavior and life all the time. The visual elements in animation works are abstract, concrete and physical. In a work, these different kinds of visual elements may be interspersed and combined in a certain picture. However, in the creative experience of many works, we can see that no matter what visual elements are used in the animation, the symbolic information presented in the works can be interpreted by the audience without obstacles.

In the era of visual culture, people's dependence on video is becoming more and more prominent. In the choice of information, because modern people are in an impetuous and tense fast-paced life, they tend to choose intuitive and vivid visual information. The diversified presentation of visual symbols has brought an irresistible influence on cultural communication, which has changed the way we obtain information and learn knowledge, and has penetrated into all aspects of society, culture, education and entertainment. At present, visual symbols are showing the most colorful forms of expression by using the latest digital media technology. In the expression and construction of animation visual elements, culture has a strong permeability, which naturally infiltrates into it and blooms with lasting color. The expression of animation is also a stage of interpretation of animation culture.

3.2 Cross-Cultural Interpretation of Animation Visual Elements

In the social contract of animation culture construction, we can read that cultural cognition and social identity play a vital role in people's understanding of animation connotation. Western traditional art creation is always closely linked with natural science. In painting, we make good use of light and shade to express the image and surface to express the shape, and form a set of scientific and rigorous creative methods to achieve the purpose of scientifically expressing the characteristics of the object. The further integration of new technologies, such as the virtual world formed by innovation, will accelerate the development of new media. And visual symbols will develop adaptively with the update of new technology. The infiltration and manifestation of animation visual elements comes from the observation and re-creation of life. As a free individual, people feel more free and stretched in aesthetic experience than at any time, and go beyond the form of physical and experiential beauty. Figure 2 shows the relationship between animation and art and national culture.
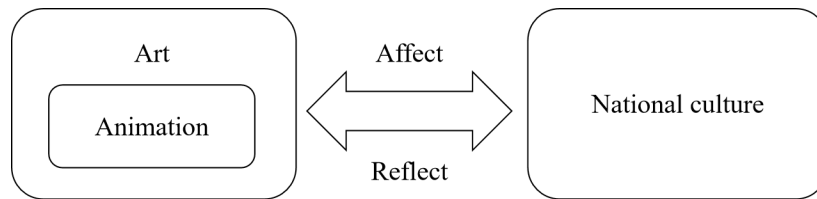
Fig.2 The Relationship between Animation, Art and National Culture

Visual symbols are symbols that express certain properties or phenomena of things. They are mainly based on specially designed graphics, and combine specific meanings, spiritual concepts and cultural characteristics to express their specific meanings through visual communication media. It is very important to pay attention to the selection of visual elements in animation. Finding the most typical, universal and beneficial visual elements to express the story can not only avoid unnecessary reading obstacles in the appreciation of the works, but also ensure the correct interpretation of the works in cross-culture and be accepted by audiences in different regional cultures to the greatest extent. The animation world language conveys the creator's life experience to the audience in a unique form, and shows a dream world through dreamy stories, life expressions and smart visual elements.

4. Realization Method and Expression Form of Animation Visual Design

As a form of expression of art, animation is influenced by a culture, but it also represents and reflects a culture. Compared with traditional graphic creativity, visual design using new media can attract the attention of the audience and effectively convey the information that needs to be conveyed. "Visual communication" has existed as an independent means of communication, and it has become a more expressive way of communication compared with other forms of communication. Visual communication makes form as important as content, and endows form with the existence value independent of content. The creation of visual elements of animation embodies the aesthetic ideal and appeal of our nation, especially the cultural connotation and spiritual characteristics of our nation. Due to the differences of national culture, it will directly affect the emotional expression and information transmission of animation visual elements. The emergence of every new media has created a new way of social life and social behavior. The form and value of visual communication in the era of reading pictures have long been independent and surpassed the value of content, which has deeply affected people's understanding and thinking habits. In fact, as a term with great communication connotation, the appearance of visual communication itself is a result of the enrichment of visual efficiency.

In the diversified development form of the industry in the new media era, we should not only pay attention to technological innovation, but also change the design thinking, in which the cultural content to be expressed is more and more extensive and the comprehensiveness of information transmission is getting stronger and stronger. In animation art design, the external expression of form refers to the overall expression of visual elements of points, lines, planes and bodies and their attributes such as shape, color, texture and size, while the internal structure refers to the visual perception brought by elements and attributes. With the advent of the new media era, designers are required to provide more novel design schemes. Only by incorporating more creative elements can designers attract people's attention better, and with the support of new media, the efficiency of information transmission can be improved. The expression of visual space in digital media is the comprehensive application of visual design elements in digital media art design, which embodies various possibilities that graphic images can be expressed in visual space through digital processing in digital media.

5. Conclusions

In the new media era, the traditional media has developed from plane printing to multimedia, and the visual symbols have changed from plane to 3D space. From single channel to interactive

information dissemination, the development of digital network technology has brought a brand-new multi-dimensional information era dominated by vision. Different people, different cultures and different levels of needs determine the basis for discussing visual elements. Every country and nation has its own unique cultural form and connotation. This unique personality will inevitably become an important source of national continuity and cohesion. The study of visual culture is not a simple study of images or images, but a study of visual representation practice and viewing practice. These practices not only play an extremely important role in the construction of visibility and subjectivity, but also have a function that can not be ignored in the presentation of viewing situations and viewing effects. The combination of national culture and visual culture meets the requirements of the development of the times, which will greatly show the uniqueness and innovation of national culture, enable national culture to carry forward its own advantages and push national culture to the world stage.

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