

Network Communication and Aesthetic Education of Art Works under the New Media Environment

Xuecen Zhao

Northeast Normal University, Changchun, Jilin 130024

Abstract: With the rapid development of society and the continuous innovation of new media technology, the influence of traditional art works and education effect are not obvious. The rapid development of new media technology has not only changed our way of life, but also brought new opportunities for the dissemination and education of art works. With the help of the diversified characteristics of new media, the network dissemination of art works has broken the regional and temporal restrictions of traditional communication, provided the audience with a more rich and free aesthetic experience, and also has a positive impact on the improvement of aesthetic education. This is an opportunity brought by The Times. We should actively make use of the advantages of new media to better spread the art works and better improve the audience aesthetic education of ^[1]. This paper will discuss the advantages of network communication of art works and the promotion effect of aesthetic education from the perspective of the current development situation of new media.

Keywords: New media environment; Art works; Network communication; Aesthetic education

Introduction :

Art works should not be the high spring snow in a small part of the population. With the help of The Times' advantages of new media technology, art works will be introduced to the people in a more convenient and free way, for everyone to browse and discuss. This is a great opportunity brought by The Times. For art practitioners, they should actively make use of the communication advantages of new media to help the audience improve their aesthetic quality, so as to promote the overall development of the art industry.

1. The concept of new media and the current development status

Compared with traditional media, new media makes use of digital technology, network technology, mobile communication technology and other emerging technologies, computers, mobile phones, digital TV and other emerging terminals to provide users as information and entertainment. New media has broken the temporal and regional restrictions of communication. Users can publish, query, receive the information they need, and communicate and interact with others anytime and anywhere. With 5G, the Internet, the continuous application of new technologies such as artificial intelligence, the form and function of new media also in continuous innovation, under the current new media technology application is mainly reflected in the present several mainstream platform, is given priority to with graphic spread little red book, public, give priority to with social WeChat, weibo, give priority to with short video, live B station, quickly, TikTok. In the new media environment, the network communication of art works needs to actively use the advantages of the above platforms to carry out more effective aesthetic education through different forms of expression.

2. The advantages of the network communication of art works in the new media environment

2.1 Provide diversified modes of transmission

The continuous optimization of the new media environment has provided unprecedented convenience for the dissemination of art works. TikTok. The rapid rise of Kuaishou, Xiaohongbook and video number has provided great convenience for the exhibition

and communication of art works. The creators of art works can not only share their works through pictures and videos, but also communicate with the audience through live broadcast on the platform. These platforms not only become a stage for creators to show their works, but also provide a place for audiences to appreciate and communicate. Here, the creator and the audience become one, the creator can also become the audience, the audience can also become the creator, everyone has the freedom to speak, the creator guides the audience for professional guidance in technology, the audience provides the creative inspiration for the creator ^[2]. Creators can freely share the stories and creative ideas behind the works, and the audience can also forward and like their favorite works anytime and anywhere to express their recognition of the creators.

2.2 Enrich the content of personalized communication

The inclusiveness of the new media environment enriches the dissemination content of art works. In the new media environment, the audience can not only enjoy the art works from domestic people on the Internet, but also enjoy the art works of the world's art masters, and feel the artistic charm under different cultural backgrounds. The emergence of new media not only facilitates the audience to understand the works of the art masters at home and abroad, but also becomes a stage for the minority artists to share their works. Here, everyone has the right to create, not if you are an artist, an art lover, or an ordinary Internet user, all your works have the opportunity to be known by the audience. New media provides equal opportunities for these works and provides the audience with more personalized content of works.

2.3 Form interactive communication and communication

In the traditional mode, the dissemination of art works is unidirectional, and the unidirectional communication is not conducive to the development of the art industry. In the new media environment, audiences can share their favorite art works on the platform at any time, and can also express their love for the works and express their opinions on the creator's social media account ^[3]. Creators can also communicate with the audience through online interaction at any time, share their creative inspiration and understand the emotional needs of the audience. With the sharing of the audience, the creators' works will be known by more people, which virtually expands the audience group of the art works and improves the development of the art industry. At the same time, with more audience participation, the creators' creative ideas will be extended to a higher level, and their professional technical level will be more improved. This interactive communication not only improves the audience's participation, but also enhances the audience's sense of identity and belonging to the art works.

3. The promotion of aesthetic education by the network dissemination of art works in the new media environment

3.1 Improved the aesthetic quality of the audience

With the rapid popularization of the Internet, the audience can more easily and quickly access to a variety of excellent works of art. In the process of appreciation, the audience can feel the artistic charm of the art works from all over the world, learn various artistic techniques, understand the stories behind these art works, and the audience's art quality has also been improved invisibly. For these works of art, some short video creators will be more profound analysis and interpretation, with the rapid spread of the short video, there will be more and more audience to watch the art works, understand the deeper meaning behind these works and work finishing point, the audience's art accomplishment also improved in intangible. The audience can also intuitively understand the creation connotation and artistic details of the art works through the network connection with the creators of the art works, so as to improve their art accomplishment.

3.2 Promoting the development of aesthetic education

The emergence of new media has broken the time and regional restrictions of art education. Domestic audiences can not only enjoy the excellent domestic art works through the Internet, but also enjoy the art works of foreign art masters through the network, realizing the world without leaving home. Visitors in some remote and economically underdeveloped areas can also have access to the same excellent art works and aesthetic education resources through the Internet and the urban audiences, and receive high-quality aesthetic education. Every audience can have access to equal art resources through the Internet and enjoy the same art education. Every audience can start their own art creation road. This kind of universal aesthetic education helps to improve the aesthetic quality and creative level of the whole nation.

3.3 Inspired the enthusiasm of the whole people for art creation

The emergence of new media not only provides the audience with the opportunity to appreciate the art works, but also popularizes the knowledge and development direction of art creation. The audience can learn the creation methods and skills of the art creators

through the analysis of the art works on the network, and can understand the deeper story and meaning behind the art works through the network connection with the art creators. Of course, art creators will be happy to share their works and live share their stories with the audience through the Internet^[4]. Through the Internet, art creators can better make their art works known to everyone, obtain the recognition and feedback of the audience, and then stimulate the creative inspiration and enthusiasm. This kind of interaction and communication is conducive to stimulating the creative enthusiasm and confidence of the art creators.

Conclusion

There is no doubt that art works in the new media environment will be better disseminated and aesthetic education will be better developed, but we should also always pay attention to the problems of excessive entertainment and commercialization in the process of communication. For the whole art industry, the advantages of the art work dissemination in the new media environment still outweigh the disadvantages. We should not worry too much about the problems in the network communication. With the progress of science and technology, it will be possible for us to be in the art works and truly feel the charm of the art works. We should hold a positive and optimistic attitude to look at the dissemination of the art works in the new media environment. With more excellent works of art flying into ordinary people's homes, aesthetic education has also been virtually higher promotion, each audience can form their own aesthetic system, feel the charm of art. I believe that in the near future, the audience will also have the opportunity to become art creators. Although the new media environment optimization for the spread of art provides unprecedented convenience, but how to make good use of new media spread classic, valuable art is a problem worth pondering, it is not only about the good art works can be effective spread, more about the audience's aesthetic education can get good promotion.

References:

- [1] Hu Qingqing. Network communication and aesthetic education of art works under the background of the new media era [J]. Research on Fine Arts Education Research, 2023, (17): 72-74.
- [2] Lei Jie. The influence of network communication on the development of fine arts [J]. Screen printing, 2024,(01):88-90. DOI:10.20084/j.cnki.1002-4867.2024.01.026.
- [3] Zhang. The dissemination of works of art in the Internet age [J]. Beauty and The Times (middle), 2021,(02):115-116. DOI:10.16129/j.cnki.mysdz. 2021.02.053.
- [4] Zhou Yi. Discussion on the popularization and dissemination methods of art aesthetics in the media era [J]. Tomorrow fashion, 2020, (21): 181-182.

About the author:

Xuecen Zhao (1999- -), female, born in Liaoyuan, Jilin province, master of fine arts of Northeast Normal University, aesthetic education teacher of Yanbian University Normal Branch, research direction: aesthetic education.