

Research on the Characteristics of Art Appreciation in the Context of Visual Culture

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Abstract: In the context of visual culture with more emphasis on pictures or images, art appreciation will inevitably show unique characteristics and content while gaining a broader space for development and a new development environment. As the artistic connotation and humanistic connotation of art appreciation, its essential meaning is to master the emotion and meaning of art works, improve people's aesthetic level and artistic needs. In the context of visual culture, art appreciation will pay more attention to the visual elements in art works, which will directly affect the composition and development of art appreciation characteristics. On the basis of discussing the connotation of visual culture context, this paper deeply explores the content and characteristics of art appreciation, hoping to help the development of art appreciation.

Keywords: Visual culture context; Art appreciation; Characteristic

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Art appreciation refers to the unique interpretation and annotation of art works from the perspective of practical life experience, aesthetic consciousness, aesthetic cognition, visual perception and cultural literacy after the connoisseur comes into contact with art works. In essence, it is the process of appreciation and evaluation of art works by connoisseurs. In the process of art appreciation, the connoisseur will feel, explore, taste, analyze and associate the art works from multiple levels, which will lead to the integration and linkage of the connoisseur's aesthetic knowledge and aesthetic ability, which can deeply cultivate the connoisseur's aesthetic level and artistic sentiment, strengthen the connoisseur's ideological and cultural understanding and aesthetic ability, and at the same time, it is also the process of the connoisseur's re creation of art works on another level. In the context of visual culture, art appreciation is bound to show unique characteristics, which will highlight the visual elements in art works and be more conducive to the improvement of the connoisseurs' visual perception.

1. Connotation of visual cultural context

The essence of visual culture is to stimulate people's sensory experience most intuitively through visual elements, so as to have a direct impact on people's deep-seated qualities such as thinking form, value concept and code of conduct. It belongs to the contemporary new cultural form, and the basic elements of visual culture include visual images, pictures or images. Mainly reflected in television, film, advertising, dance, image design and art works and other things. Visual cultural context highlights the importance and dominant position of images in cultural and information expression, strengthens the role of cultural transmission of images, and takes words as the guidance and accessory of images. In recent years, visual culture has ushered in excellent development environment and opportunities. On the one hand, the complicated and information explosion social environment has given image elements more powerful development advantages, promoted the birth and rapid development of visual culture, and created an excellent external environment for the comprehensive penetration of visual culture context. On the other hand, people are naturally curious and eager to explore vivid and rich images, and images naturally attract people's attention and favor, which also proves that the prevalence of visual culture is inevitable and developable no matter from the perspective of historical development or modern environment. First, in the modern environment, visual culture can display images more intuitively and vividly with the technical advantages of new media, which is more conducive to the formation of visual culture context^[1]. Second, in the consumer society, culture is bound to improve its leisure, enjoyment and pleasure according to social needs. As a visual culture that can directly give people visual enjoyment, it is bound to embark on a bright development path in the consumer society. Third, in the modern art environment, aesthetics also tends to be entertaining and popular. Emerging art categories emerge in endlessly. The aesthetics of popular culture is no longer limited to classic art works and traditional art aesthetics. The places of artistic activities are no longer limited to elegant places, but transferred to social public places, which provides an excellent external environment for the formation of visual culture context. The visual culture context produced in this external environment will strengthen the connection between the external image form and the internal artistic thought, and pay attention to the expression of the spirit of art works with intuitive image elements. Therefore, in the visual culture context, art appreciation emphasizes the appreciation of the essence and land acquisition of Art works through visual elements. Under the continuous penetration and influence of visual culture in the artistic aesthetic environment, art appreciation will focus on the extension of visual images to the connotation of works, understanding the visual aesthetic feeling on the basis of understanding the art itself, and analyzing the cultural connotation and spiritual power behind the visual elements.

2. The content of art appreciation in the context of visual culture

2.1 Appreciation of the contents of art works

Art appreciation is essentially an art aesthetic activity that can improve the aesthetic level and artistic enjoyment of the connoisseurs. Therefore, its basic core content is to appreciate the performance content of art works, analyze the content of art works from multiple literary perspectives, extend the content of art works through scene display, and comprehend and explore the aesthetic feeling of the content of art works. From the perspective of work creation, most of the art works have distinct interests and themes, or show natural scenery, or reflect life, or express inner loneliness, or show romantic beauty, or sing praises to heroes, or criticize facts. By appreciating the content of the art works, the connoisseurs can more directly connect with the author and feel the ideological and cultural connotation behind the art, Experience the emotion and attitude behind the visual elements of art ^[2].

In the traditional art content appreciation, the focus is on the analysis of the work content and thought. The connoisseur will express his understanding of the author's experience, temperament, painting style and work art idea in the form of text narration, which belongs to the text type appreciation. The main feature of this way of appreciation is to take the content of works as the blueprint, evaluate and appreciate the content beauty of art works through in-depth analysis of the theme of art works, construction of scenes with words, exploration of creative style, etc. In the context of visual culture, the content appreciation of art works will get rid of the limitations of creation techniques and technical skills. It emphasizes that the connoisseur can understand the humanistic spirit of the work content through visual images, more emphasizes the ideological connotation expressed behind the visual elements, and pays more attention to exploring and analyzing the content expression and form of the works, which has higher depth and more profound connotation. Therefore, the form of appreciation of the content of art works in the context of visual culture is bound to be significantly different from the form of literary art appreciation. The connoisseur will contact the soul of art works in the convenient environment created by visual culture, feel the inside story of the content of works, and appreciate the mystery of art content.

2.2 Appreciation of art works techniques

Another element of art appreciation is the appreciation of work techniques, especially in the traditional form of appreciation, which pays more attention to understanding the style and thought of art works through the theory of art techniques. Connoisseurs will improve their appreciation level by appreciating creative techniques, and grasping the internal connection between creative techniques and image building is also more conducive to connoisseurs' understanding and feeling of art works. Therefore, the connoisseurs will understand and appreciate the color, stroke, ink method, knife method, perspective and anatomy of art works ^[3]. But in the context of visual culture has weakened the appreciating the importance of the art techniques, and more emphasis on outside in the art spirit and the connotation of image comprehension, pay more attention to art show, this requires appreciators should contact the creation background and the cultural elements of art, on the basis of the understanding of art creation technique, art appreciation should also be connected with political, social, economic and other elements.

It can be seen that in the context of visual culture, the appreciation of fine arts pays more attention to the connotation, but not to the skills, so the arrival of the world culture era is the creation of fine arts techniques appreciation environment and status quo has been fully improved. Connoisseurs, in addition to appreciate the creation techniques of art works in the process, but also with the characteristics and content of visual culture context, combined with the creation techniques of art works to make a correct appreciation.

3. Characteristics of art appreciation in the context of visual culture

3.1 The unity of appreciation subject and object

In the process of art appreciation, there are two kinds of behavior variables of the connoisseur, one is the subject of appreciation, the other is the object of appreciation. These two behavior variables are inseparable. The so-called subject of appreciation refers to the connoisseur himself, while the object of appreciation represents the literary works. In the process of art appreciation, different emotional ups and downs are reflected, complex psychological activities and diversified expression methods are highlighted. Whether the appreciation subject or the appreciation subject wants to re-create for the aesthetic appreciation of art, it is necessary to ensure a high degree of spiritual and emotional coincidence between the audience and the work. The degree of reconciliation between the two sides is closely related to the construction subject and object of art appreciation. Therefore, in terms of the characteristics of art appreciation in the creative system, the construction subject and the construction subject have unified characteristics.

3.2 The unity of perceptual knowledge and rational knowledge

Under normal circumstances, we will analyze and summarize the perceptual cognition and rational cognition in art appreciation into two different meanings. One is the unity between the perceptual cognition produced by the connoisseur under the influence of the thinking mode and the rational cognition that the work wants to express. The other is that in the process of art appreciation, the connoisseur's own emotional factors and rational factors have been unified through their own thinking. Generally speaking, the true meaning to be expressed by an art work can be identified as a unity between sensibility or rationality after emotional resonance is formed between the two works and the connoisseur ^[4].

3.3 The unity of difference and commonness

In the appreciation of works of art, due to different aesthetic objects, the experience of beauty will be different, and this difference will lead to completely different aesthetic feelings of the connoisseur, which is difference. In other words, in the face of the same aesthetic object, due to their own literary accomplishment, knowledge and experience, aesthetic ability and moral concept of the subjective conditions of the influence of aesthetic feelings are also very different. Of course, even if the same person faces the same introduction, the emotional experience will be very different if they are in different places and have different emotions. Visible on the same piece of aesthetic object of appreciation, different era, different regions of different national estate will lead to appreciate differences, this is just refuse, while the so-called commonality is in the process of appreciation, but because of the difference, but the difference of aesthetic factors, influence each other mutual penetration between each other, in the face of one kind of aesthetic object, It produces similar aesthetic feelings. Therefore, when these aesthetic subjects in different times, different nationalities and different

classes introduce similar activities, we call them common.

3.4 The unity of aesthetic experience and aesthetic re-creation

In general, a work of art must inherit the artist's emotion and desire. If the connoisseur wants to appreciate and comb the work completely, he will experience the work of art with full emotion and wholehearted investment. Especially the emotion contained in the works, so the spirit itself has gradually formed its own emotional identification mode and experience in the long-term appreciation process. After continuous practice, the ability to understand, imagine and feel the works will be continuously improved. Therefore, the subconscious will implement, re-create and re-evaluate the artistic works, so as to realize the unity between aesthetic experience and aesthetic re-creation ^[5].

3.5 The unity of restriction and initiative

Artists have the absolute authority to choose their artistic images and emotional experiences in the process of creation. In fact, this kind of expression will have certain restrictions on the experience exchange of the connoisseur, but when the connoisseur appreciates the work, it is not a single and passive acceptance of the rendering of the work, but often a positive attitude to enrich the artistic image, so as to re-create the work of art.

3.6 The unity of enjoyment and judgment

In the process of appreciation, in addition to the implementation of re-creation of art works, it is also a kind of enjoyment of aesthetic vision. In this process, connoisseurs will experience the deep meaning of works through a series of psychological activities. From the perspective of the side, this progress process in addition to itself is to improve aesthetic knowledge and restrictions, Besides hobbies, it also directly or indirectly allows the promotion to receive relevant art education ^[6].

3.7 The unity of education and entertainment

The education and entertainment referred to in the appreciation process of art works is that the connoisseur will enter the activity itself as a spiritual entertainment, in the process of on-site works, the connoisseur will constantly improve themselves, receive education in a subtle way, and realize edutainment. And education itself just decides that the connoisseur must establish an inevitable relationship between moral and knowledge aesthetic ability and aesthetic taste during the appreciation of art activities, which is the fundamental premise of realizing art education.

4. Conclusion

To sum up, in the process of social development, world culture has become a necessary trend, which can not only improve the environmental atmosphere of art appreciation, put forward a series of requirements for art appreciation activities, but also sublimate the actual value of art works. In the context of visual culture, art appreciation truly realizes the organic combination of rational and perceptual thinking in terms of characteristics, and promotes the popularization of public aesthetics, the organic integration of differences and similarities. Therefore, in combination with the relevant characteristics of art appreciation, art appreciation activities should be carried out in the context of world culture to promote the aesthetic level of connoisseurs, further deepen their own cultural literacy and emotional experience of art, and highlight the cultural value of art works.

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