

Exploration and influence of symbolic language in Contemporary Art

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Abstract: with the rapid development of economy, art has gradually developed in the direction of marketization, and culture has also shown a diversified development trend. In China, contemporary Chinese art is a prosperous scene. More and more artists are used to recording the psychological state of people in a certain era with symbolic language. There is no doubt that the unique symbolic language that can be recognized is the key influencing factor for contemporary art to enjoy a high reputation and recognition in the world. This paper first briefly expounds the concepts of visual symbols and semiotics. Secondly, based on the study of symbolic language in contemporary art and the impact of symbolic language on contemporary art, it carries out an in-depth exploration around the application of visual symbols in art, in order to let more people have an in-depth and comprehensive understanding of the creative ideas of contemporary artists, Contribute to the innovative development of contemporary art.

Key words: contemporary art; Symbolic language; Influence introduction

Semiotics is the exploration of any cultural phenomenon. Art is one of the important components of human social and cultural phenomena, so the development of art must be closely related to social development. The most important thing in semiotics is to study the relationship between art and social life. The work of art itself is composed of symbols. Therefore, it is inevitable to apply various symbolic languages in artistic creation, and these symbolic languages will have a certain impact on people's lives. In contemporary art creation, artists are no longer satisfied with the use of traditional concrete symbols, but use abstract symbols instead of concrete symbols to make it a new formal language. Therefore, symbolic language has become a common phenomenon in contemporary art. It has not only become one of the sources of inspiration for contemporary artists, but also one of the most important means for them to understand the world and themselves.

1. The concept of visual symbol and Semiotics

1.1 Visual symbols

Visual symbols are closely related to vision. In short, they are related to what we see. The only visual information that is reflected in the mind is the information that we think is useful or important to some extent. In this case, visual symbols and signs bear important significance. In contemporary art, whether it is painting, installation or behavior, when an artist wants to express a certain idea or idea on canvas, in space or in a behavior, it may not be realized through narration, language or other means like film or stage play. In this case, the artist's thoughts and concepts can only be processed on the basis of the original. In other words, the original idea can be refined and simplified, and finally a visual information is presented, which can be recognized and accepted through visual experience. In short, the general meaning of visual symbols can be summarized as follows: visual symbols are a universal and representative visual representation, which can be identified from our visual experience and reflect the relevant information.

1.2 Semiotics

Semiotics is the study of symbols. It is the study of how to define and classify symbols. For semiotics, the most basic research object is the relationship between language and symbols. Because of the uniqueness of language, it is necessary to compare language with other things and find out the differences. Of course, there will be some differences between different kinds and natures of languages, but this difference should not be too large, otherwise it is not conducive to the study of language. Every language has its own unique parts, which together form a unified whole. For example, there are some differences between Chinese and English, but through the comparative study of the two languages, we can find that they have distinctive characteristics. In addition, it should also be noted that for semiotics, language is only the most basic and basic form of expression, and other forms and contents should be involved in the actual research process. For semiotics, it is a complex and dynamic process. Therefore, the interaction, transformation and integration of various factors should be fully considered in the research process.

Specifically, we need to pay attention to several points in the study of Semiotics: first, semiotics is a process of continuous development and progress. Therefore, in order to make it scientific and rigorous, we must master its development law and trend. Second, semiotics is a kind of relatively abstract knowledge, which requires in-depth study and discussion in order to have a deeper understanding of it. Thirdly, semiotics has strong inclusiveness and compatibility. Therefore, in the process of research, we should integrate and intersect different disciplines. Fourth, in the actual research process, we should also pay attention to the following points: first, we should carry out quantitative research; Second, we should pay attention to the combination of theory and practice; Third, we should pay attention to the connection with other disciplines; Fourth, objective evaluation and comparative analysis should be carried out.

2. Symbolic language in Contemporary Art

The development of contemporary art is closely related to social life. Artists no longer only seek inspiration from traditional culture, but use various symbolic languages to express their understanding of the world. These symbolic languages are mainly divided into two types:

the first is based on traditional culture, and the second is based on modern technology.

The first refers to the use of modern technology to transform traditional culture into a new formal language through understanding and research. For example, Chinese contemporary artist Xu Bing transformed it into abstract symbols by studying the “Tao” and “nothing” in Lao Tzu’s Tao Te Ching. At the same time, he also integrated Taoism in traditional Chinese art into contemporary art works, and transformed Taoism into abstract symbols with modern flavor through thinking and exploring the nature, universe and human inner world. After transforming the “Tao” in Lao Tzu’s Tao Te Ching into “nothing”, Xu Bing made a large-scale work “eternity · infinity” with it. This work enlarges and abstracts the “nothingness” in Lao Tzu’s Tao Te Ching, making it a symbol with the concept of time and space, which can exist forever and never disappear. When Xu Bing created this work, in addition to applying symbolic language, he also combined various scientific and technological means. He used precision instruments to study and analyze the “Tao” and “nothing” in the Tao Te Ching, and found that they all exist in mathematical form. After that, Xu Bing transformed “Tao” and “nothingness” into mathematical forms and then amplified and abstracted them, forming a symbol that can exist forever and never disappear.

The second refers to the use of modern scientific and technological means to study traditional culture. For example, Roscoe used computer technology to digitize the Tao Te Ching, making it a symbol that can be recognized and stored by computers and can be transmitted by computers and network systems. Roscoe got a feeling of “there is only one Roscoe in the universe” on the computer after digital processing.

3. The influence of symbolic language on Contemporary Art

In contemporary art, artists no longer just look for creative inspiration from life, but take life as the source of creation, and also a kind of thinking about themselves. Contemporary artists are not satisfied with the simple imitation of natural phenomena, but use various symbolic languages to express their inner feelings, so as to create works with unique aesthetic value and aesthetic interest. With the improvement of people’s living standards, people are no longer satisfied with the simple imitation of natural phenomena, but pay more attention to the relationship between art and life. Therefore, contemporary art also pays more attention to the reflection of social life in its works, so that its works have a stronger sense of the times and sociality. From this point of view, contemporary art pays more attention to the embodiment of humanistic care and humanistic spirit. In contemporary art, artists use various symbolic languages to express their emotions and inner world. This kind of emotion can not only make people more deeply experience the beauty of life, but also help people realize their own shortcomings. Through the application and innovation of symbolic language, the works are more artistic and ornamental.

The use of various symbolic languages in contemporary art also makes art works have a strong sense of the times and social significance. After reading a work, people will have a certain impression of the work and compare it with other works. After comparison, it will be found that there are some deficiencies in this work, resulting in a certain aesthetic gap. Therefore, artists will try to avoid using traditional symbolic language in artistic creation and apply abstract symbols to artistic creation. For example, artists often achieve their creative goals by changing and innovating the traditional symbolic language. They no longer focus on natural phenomena, but express their innermost feelings and understanding of social life through abstract symbols.

4. Application of visual symbols in art works

4.1 Extended application based on social and cultural background

Compared with works of art, works of art have their own specific social, historical and cultural backgrounds. Because these backgrounds cannot be fully reflected in works of art, it is difficult to get the recognition of visitors. The fundamental reason is that they do not have similar experience and experience, which ultimately makes it difficult for works of art to arouse the emotional resonance of visitors. Therefore, while taking the graphic language of works of art as the main theme of design, it is also necessary to skillfully link the works of art with the current social culture, so that the works of art can be understood and the products can be concerned, which is also an important direction suitable for research and development. For example, the “mengmengda” series of products developed by the National Palace Museum skillfully combine the serious and boring court portraits with the current fashion culture, playing a role of education and entertainment, while the noble emperor broke away from the traditional status restrictions and became a “net celebrity”. It is inevitable that this series of works of art will be popular and supported by many people.

4.2 Application based on interpretation of works

Contemporary art is often obscure, which not only provides visual stimulation, but also expresses the author’s metaphor and Reflection on contemporary society. This is the value of works of art, but it is difficult for ordinary audiences to understand its true meaning. At this moment, artists can properly guide the audience by creating derivatives. On the one hand, the audience can interpret the works and publicize the artist’s creative ideas; On the other hand, it can also achieve the purpose of public education. For example, in the exhibition “made by Milo - experience of dreamlike prints” held in Shanghai in 2015, the organizer extracted abstract images from Milo’s works, deconstructed them from the perspective of children, transformed them into monsters and elves, and created a series of artistic works to present to the public. This exhibition has outstanding interactive and participatory characteristics, and has been warmly welcomed by parents and children. They are also quite proactive in participating, which is helpful to understand the picture composition of the Surrealist master’s paintings.

4.3 Appreciate the charm of the works and the development and application of artistic conception

This method is usually applied in the process of transforming planar language into 3D products, especially in the aspects of “charm” and “artistic conception”, which is the essence of traditional Chinese aesthetics. This transformation process may be quite difficult and

arduous, because it is not only a simple planar replica, but should focus on the development and design of derivatives. When developing art works with both “artistic conception” and “verve”, the key is to understand the spirit of the work itself, which puts forward higher requirements for designers’ style and aesthetic consciousness. For example, the porcelain works series of famous Chinese painters developed by the China National Art Palace in Shanghai has got rid of the traditional method of printing patterns on porcelain. Instead, it uses modeling to highlight the artist’s personality. Although there is no trace of the artist’s painting, the modeling style has become unique to this person.

Epilogue

Contemporary art is a product of the times, the embodiment of human social progress, and has an important impact on the development of contemporary society. The application of symbolic language in contemporary art works is an important part of its content and form, the most direct way to express ideas and emotions, and one of the most important means for artists to understand the world and themselves. Therefore, we should pay attention to the role of symbolic language in the development of contemporary art works. Contemporary artists should insist on using their unique symbolic language to express their understanding of life and society, so as to make due contributions to human social civilization.

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