

The Cross Media Nature of Art and the Cross Media Construction Analysis of Art Theory

Wuxian Yin

Hunan University of Technology, Hunan, Changsha 410000, China

Abstract: *Art is the main body of art production and appreciation, serving as a bridge between artists and viewers. Together with artists and art connoisseurs, it constructs the coordinates of world art practice and research, breaking the implementation of the work oriented theory in other fields in the context of turning to and cross media, fully demonstrating the interconnectivity between art and enriching the research on art theory, This provides a basis for the cross media construction of art theory. This article explores the existence and transformation of art media from a sociological perspective, analyzes the cross media attributes of art, and explores the theoretical cross media construction model of art, providing reference for relevant research scholars.*

Keywords: Art; Cross media; structure.

1. INTRODUCTION

The theoretical research of art has always been controversial in its corresponding fields, such as the conflict between meta-art studies and genre art studies, the boundary dispute between the theory of art studies and different disciplines such as art philosophy and literary theory, and the interpretation and construction of the theoretical knowledge system of art studies with Chinese characteristics. However, this cannot hinder people's enthusiasm for the practice and research of art's cross media nature. The "Pink" series of impurities in ELLE captured and compared the backs of little girls wearing pink clothes in different countries and cultural backgrounds, explaining the different interpretations of the common clothing color element "pink" in different media. Hot TV dramas. The delicate portrayal and presentation of Beijing Opera art in "The Sides Are Not Red with Haitang" has attracted many viewers, and it is also a manifestation of the cross media nature of art. It can be seen that the cross media nature of art has penetrated into every aspect of people's lives. Therefore, even if there is continuous controversy in related fields, it is still necessary to analyze the cross media nature of art and the cross media construction of art theory, To promote research in related fields.

2. THE EXISTENCE AND TRANSFORMATION OF ART MEDIA

2.1 The Value of Art Media from a Sociological Perspective

The development of modern art research is greatly influenced by the four elements theory of American art theorist M1 Abrams, that is, each work of art always involves several elements of the work, the artist who creates the work, the person who appreciates the work, and the world (environment, media). However, this view is controversial among critics, who often define the category of art works through one of these elements, And propose four criteria for evaluating artistic works: practicality, expressiveness, imitation, and objective evaluation, which undoubtedly places artistic works in a static research, with a strong sense of "work centeredness". From a sociological perspective, art is jointly constructed by artists and other members of the art field. Although it cannot touch the entire society, it is still influenced by the individual values of art contacts and their social class cognition, leading to its shaping and dissemination under various norms and concepts. Therefore, it can be said that its medium has always existed and has its particularity - breaking through the text centered theory, Establishing connections between different forms of art is precisely because of this, which endows artists with the ability to "shape according to things", and at the same time, it provides a legal basis for the separation of art, allowing different categories of art to reflect differences.

2.2 Breakthrough and Transformation of Art Media

Taking "minimalism" as an example, this art form breaks through the constraints of a single medium of art. Generally speaking, material objects have their own unique media, which is also a limitation, because the effects conveyed by different media cannot be mixed, but minimalism is to make different artistic media Mediation has achieved communication and integration. Jude's 1969 work "Untitled" consists only of a dozen boxes of the same size hanging on the wall. On the one hand, it ensures the function of the frame for painting, which is an extension of the three-dimensional space presentation of the sculpture. On the other hand, it does not continue the simplicity of the painting plane base and its internal composition, allowing for the appropriate fusion of naturalistic and anthropomorphic images. Secondly, the medium of art breaks through the uniqueness of symbolic media, allowing viewers to turn their gaze away from the screen and directly experience the three-dimensional (three-dimensional) context of art. Together, people and works construct the spatial theater of art, extending the artistic effect infinitely. Finally, the art media broke through the unity of the shape of the work. For example, minimalism is a negation of

modern structuralism, which tends to de-materialize the material. It can be seen that art media is groundbreaking, and its transformation is also fully reflected in the example of minimalism. What is cross media? It is an artistic phenomenon where matter lies between time and space, and the Romantic poet Kolehjin applied this term to his literary creations to metaphorically express the pursuit of artistic effects in other fields in some content and form of his works.

3. ANALYSIS OF THE CROSS MEDIA ATTRIBUTE OF ART

3.1 Reflection of Relationship Attributes

Firstly, the cross media nature of art is not an absolute attribute of all artistic works, it presents a relationship. In the practice of cross media art, the cross media nature of art is reflected in the intersection and fusion between two or more media. In a broad sense, people define this attribute as the path of transcendence achieved by all classical art, which is based on the recognition of art crossing media. It immediately acknowledges that any art has a cross media nature and tends towards an idealized and polyphonic art form [3]. However, in a narrow sense, the nature of art's transcendence of media only refers to the phenomenon of different texts such as images, sounds, and words switching and intertextuality in contemporary art, especially in the form of avant-garde art. The cross media nature of art often occurs between different art media, with painting and sculpture art, poetry and music art being widely used. Of course, cross media phenomena often occur between these types of art, which precisely indicates that this nature of art belongs to a certain relational attribute. Michel once made the following statement about this attribute of art, stating that art is not singular, almost all of which integrate text and images. All media in this field cross media, including different language backgrounds, communication channels, and sensory cognition, which can be regarded as a summary of the cross media nature of art.

3.2 Research Theory and Methods

The research theories and even methods in the field of discipline mainly focus on the study of the dynamic transformation relationship between different media in the production and transmission process of cross media art. In the broad definition of the concept, any work of art is cross media, so any work can be used for cross media research. The supporting concept of this viewpoint is that the cross media nature of art can be reflected in typological research between different texts, involving content such as adaptation or reshaping between texts, such as intertextuality between film and television works and traditional theatrical works, and the construction of new artistic entities by multiple media elements. At the same time, it is also reflected in the study of virtual cross media in single media texts and comprehensive media texts. Therefore, it can be said that cross media is an important method and theory in the field of art research. Narrowly defining the cross media nature of art only involves the integration and transformation between two or more artistic media, which can be subdivided into diachronic (a type of artistic work crossing the medium along the timeline) cross media and synchronic (a concentration of artistic works crossing the medium for mutual integration and transformation) cross media. The characteristics of diachronic cross media include the circulation and transformation of texts across different media in the history of art development, while the characteristics of synchronic cross media involve the integration of art in production and dissemination. Both are used for the study of cross media, indicating its essence as a research method.

4. THE CROSS MEDIA ARCHITECTURE OF ART THEORY

4.1 Overview of ideas

By sorting out and analyzing the cross media nature of art, the cross media architecture of art theory also has a basic theoretical basis. Its construction ideas can be divided into the following points: firstly, solving the problem of cross media art ontology; secondly, solving the problem of cross media nature of various types of art; thirdly, solving the relevant problems of basic theories in art cross media research; fourthly, solving the problem of constructing cross media art theory knowledge, The fifth is to solve the problems in the comparison of literature studies across artistic theories. The research on the ontology of art is to highlight the media dimension of art, explore the cross media phenomena and internal logic within various categories of art, and identify the commonalities between media diversity and differences. The cross media issues of various categories of art should be studied from the perspective of artistic texts at a micro level, in order to identify the unique characteristics of each category of art medium and its evolution patterns in the cross media process, so as to break down the barriers between art, philosophy, and aesthetics. The basic theoretical issue in cross media research is to combine the academic history and corresponding theories of art cross media modal relationships and media ecology research, and extract methods for constructing a theoretical framework of art studies from them. The research on the construction of knowledge is to integrate the knowledge of cross media art history, critical history, and disciplinary research, and establish a basic system framework. The final issue of research is the literature foundation that supports the construction of a cross media framework for art theory.

4.2 Structure and Method

Under the above approach, the research on the cross media construction of art theory can revolve around "cross media research of various arts (research history and background)", "basic issues of art cross media (proposing problems)", "cross media construction of art theory (analyzing the principles of cross media art based on experience and refining and summarizing other related research paradigms and theories)", "cross media art literature and resource collection and construction of Lu Lun (Literature research) and several other sub topics were launched. From the perspective of methodology, from the text to discourse analysis, theoretical construction and literature comparison, the four word topic can be said to complement each other, which is more conducive to the formation of the theoretical system of systematic art. This theory can not only correct the inherent discipline research methods and thinking paths, but also enable the theory to have a strong explanatory power in the era of the Internet information explosion in the era of the prevalence of digital art phenomenon. The research can ultimately analyze the four knowledge paradigms of art theory's cross media nature (representation, artistic style, ideographic mode, etc.) and their historical evolution patterns, thereby promoting the simultaneous construction and improvement of comprehensive cross media art.

5. CONCLUSION

The theory of art is a field of knowledge research full of tension, and the diversity of art and the diversity of producers of this argument both affect the form of art theory, making the establishment of its concepts and research methods also have diverse characteristics. Relevant personnel should establish a cooperative negotiation mechanism to improve the theoretical discipline of art studies, which lies between aesthetics and the theory of art categories. This will further clarify the corresponding problem awareness, research objects, research resources, and paths, and enable this huge academic research work to be carried out in a systematic manner. The cross media nature of art is a good starting point for the theoretical research of art studies to be improved. In the context of cross media transformation, it upholds the good media orientation of art and breaks the barriers. The inherent theory of "work oriented theory" enhances the integration of art, further expands the theoretical research field of art, and provides sufficient basis for the cross-border construction of art theory.

REFERENCES

- [1] Wang Shuai. Beyond Daily Sensory Experience - Cross Media Art Practice [J]. Art Work, 2021 (05): 41-45
- [2] Liu Mohang, Zhou Zhuo. Analysis of the Cross Media Communication Mode of Beijing Opera Art -- Taking the TV drama "The Sides Are Not Red with Haitang" as an Example [J]. Journal of Beijing Institute of Printing, 2021,29 (09): 23-26
- [3] Zhou Jiwu. The Cross Media Nature of Art and the Cross Media Construction of Art Theory [J]. Jianghai Academic Journal, 2020 (02): 210-218
- [4] Zhou Jiwu. The Cross media Construction of Art Theory [J]. industrial engineering Design, 2021,3 (04): 79-89