

Application of Traditional Chinese Painting Through Contemporary New Media Communication

Ke Meng^{1*}, Jie Xu², Yiming Liu³, Yang Sun⁴, Yiru Zhang⁵

1. Faculty of Social and Cultural Communications, Belarusian State University, Minsk 220030, Belarus.

2. Faculty of Journalism, Belarusian State University, Minsk 220004, Belarus.

3. Socio-Pedagogical Faculty, Brest State A.S. Pushkin University, Brest 250000, Belarus.

4. Faculty of Philosophy, Belarusian State University, Minsk 220004, Belarus.

5. School of Communication and film, Hong Kong Baptist University, Hong Kong 519085, China.

Abstract: The traditional painting role of recording history, depicting portraits, decorating the living environment, all these kinds of functions, are changing because the invention and creation of the technological era has not only revolutionized the needs of human life. It has also brought the demand for culture and fine arts into a new subject. This new subject is of course the test that the creators of art and culture in the world will face. New media art belongs to a new way of artistic expression, born in a new era, mainly with the help of the Internet and multimedia technology, at the same time as the development of digital technology. Compared to traditional art forms, the new media art that emerges today is very different from the past, in terms of artistic thinking, artistic aesthetics and artistic experience.

Keywords: Chinese Painting; New Media; Fifth Media; New Media Art; Communication

1. Introduction (Heading 1)

The creation of new media art has a certain inevitability. Because with the development of society and the progress of technology, people's needs in spiritual and cultural aspects have changed greatly, and the traditional art forms can no longer meet this demand. In this case, new media art came into being. Nowadays, the combination of new age art and new media art can present artworks in digital form. The organic combination of new media art and artworks can better inherit our traditional art culture and create a new art culture for better development.

2. Traditional culture, collision with modern media

The long-term development direction is to continue to protect and excavate traditional Chinese culture and to integrate and accept the best foreign art and culture, combining the two. This ensures the continuation and inheritance of traditional Chinese culture, while combining the best of foreign cultures to inherit and develop the unique elements of Chinese art.

Chinese contemporary art culture is developing, becoming increasingly diverse and inclusive, but as new media and online painting gradually replace traditional Chinese hand painting, problems are gradually revealed, and we rarely find the unique Chinese culture in the mass media. A large number of excellent ancient Chinese painting techniques, painting subjects and some traditional painting materials are also gradually dying out. Contemporary society can make full use of computer and digital technology to create new artworks, and our traditional culture has shown in practice that Chinese painting can be combined with new media, which also means a new chapter of keeping up with the times^[1].

2.1 The popularity of contemporary new media communication

The most distinctive feature of new media art is that creators can use digital technology to provide users with information and

services in the form of communication through channels such as computer networks, wireless communication networks, satellites, and terminals such as computers, cell phones, and digital televisions. Using its large capacity, real-time and interactivity, new media can cross geographical boundaries to eventually enable globalized media. Specifically, creators no longer use paper and pencil as before, but use hand-painted boards and various computer graphics software to create art. At the same time, the Internet allows people to enjoy the best artworks from around the world without leaving home^[3].

2.2 The application of new media in the communication of film and television

works

In recent years, the new development of the art industry in new media is also reflected in animation. China has given birth to a series of animated films such as "The Return of the Great Sage", "Big Fish Begonia" and "Nezha the Magic Child Descends", which have been well received by audiences and have provided a new direction for the development of China's art industry through the dissemination of new media.

Take "Big Fish Begonia" as an example, the traditional elements of Chinese architecture - Fujian Tulou, which is a unique building in Chinese culture and is known as the treasure of traditional Chinese dwellings, appear many times in the film. There is also a large number of Chinese red colors used in the film, making the film the peak of traditional Chinese art colors.

The costumes of the costume drama "Qing Ping Le" restore the culture and art of the Song Dynasty as much as possible, and by watching the drama, you can vividly feel the cultural atmosphere of that era. A painting appears at the beginning of the pilot film of the TV series, which is called the first masterpiece of calligraphy and painting in the Song Dynasty, "Journey to the Streams and Mountains", a silk ink brush painting created by Fan Kuan in the Northern Song Dynasty, now in the National Palace Museum in Taipei. This film and television drama also featured many ancient Chinese paintings, allowing viewers to understand that an important vehicle for Song Dynasty aesthetics was the art of painting and calligraphy.

China TV, Henan TV's "Wonderful Series" has excited netizens all over China as they give a high-tech veneer to the Chinese Middle Kingdom culture, traditional culture and Chinese trends through the screen, allowing dance, traditional costumes, and traditional art to be poetically linked. On the video screen, the fairies of Dunhua mural came to life, shuttling between the mountains and under the water, forming a beautiful scroll. Chinese traditional monumental culture Chinese traditional cultural heritage, such as qin, chess, calligraphy and painting, poetry and song, is turned into a more convenient and experiential integrated media product with the help of the ingenious program, which attracts global attention. The look of the program close to contemporary aesthetics and the new interpretation of national cultural symbols have completed an uplifting return of traditional Chinese culture.

2.3 New Media and Avatars

The hottest virtual character in China in 2021 is none other than Liuyin Xi. With the support of Jitterbug, the world's hottest app, the creative team's character appearance and story settings consciously lean on traditional Chinese culture, incorporating ancient Chinese style, traditional Chinese makeup, traditional spiritual stories, technology, cyberpunk and many other elements to show a very different model of short video. The dialogue and exchange between "Liuyi Xi" and the boy seems to show the communication mode between the virtual character and the real world in the future meta-universe, reflecting the sparks of the passionate collision between contemporary digital and traditional elements, and opening the imagination of users to build a rich Chinese colorful meta-universe with short videos^[4].

2.4 Dynamic traditional culture

In 2010 Shanghai World Expo, the creators combined new media art with the classic art work "Qingming Shanghe Tu". Through digital technology, the artist gave sound, image and background to "Qingming Shanghe Tu" to make it move, and made two scenes, day and night, to make it vibrantly present to the audience, allowing them to better experience the urban life of 1000 years ago. In this way, the classic painting is given a new life and increases its influence on the modern acceptance of traditional art^[2].

Traditional Chinese artworks are in a static state, and the use of new media art can transform traditional artworks from a static state to a dynamic state, providing a platform for audience groups to interact with the artworks. Among all forms of artistic expression, fine art has a very close relationship with people's daily life. The organic combination of new media art and fine art works can better inherit our traditional art culture and make it develop better^[5].

3.Conclusion

The art of traditional Chinese painting, increasingly, assumes an important role as the Chinese learn from Western culture while at the same time passing on 5,000 years of ancient civilization. Today's Chinese art creators are beginning to rediscover the creative resources for new art in their own civilization and history, but this time they are certainly more concerned with bringing heritage and innovation to their cultural heritage.

Compared to traditional art forms, the new media art that emerges today is very different from the past, in terms of artistic thinking, artistic aesthetics and artistic experience. The combination of new media and traditional art culture, in which a more segmented audience, the freedom of the public to receive and disseminate new content, the timeliness of information distribution, and diverse forms of artistic expression break down the barriers between traditional media in terms of geography, time of dissemination, and even between the disseminator and the recipient, and therefore allow for better dissemination of traditional Chinese art and cultural content.

Therefore, we find that, for art creators, it is important to show the characteristics of traditional art and culture while making it more modern and in demand, presenting more diverse and special art forms for the general public, so that monumental art works can show new vitality to meet the development of the times and the needs of the public.

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*corresponding author: Ke Meng