The Practice and Application of New Media Art Design in the Mongolian Culture Communication

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Abstract: In the past three decades, the accelerated development of science and technology has brought more possibilities to the development of new media art. Interactive installation art is one of the new topics in the field of new media art design. It has the characteristics of openness, participation, and affinity, which enables the audience to integrate into the works and experience the theme through the interaction with the works. At present, some domestic artists draw on a lot of foreign creative ideas and methods, focus on the study of new media technology, and fail to effectively transform and apply the installation art to cultural communication, so that the works are more like a pile of technology and materials. This paper focuses on the possibility of combining Mongolian culture and new media interactive devices, analyzes the existing creation conditions, and summarizes the effective means of new media art creation for cultural communication through the interactive relationship between new media art works and the audience. Through the practice and research in this field, the development direction and application scenarios of new media art installation are summarized and discussed.

Keywords: New Media; Art; Design; Mongolian Culture

Foreword

In today's era of information explosion, there are many ways to realize the diversification of information, easy to read of information content, personalized information needs of audiences and high-speed network information transmission. From the perspective of cultural inheritance, it is necessary to study and apply the cultural exchange mode and effective methods in Inner Mongolia.[1] "Belt and Road" is a very important development opportunity for Inner Mongolia ethnic culture. Relying on the Mongolian culture, in-depth investigation of the Internet, the most representative Mongolian cultural heritage, through the most popular social media communication mode in recent years, the Mongolian culture spread more extensive and rapid. In recent years, cultural brand has become one of the indispensable communication strategies in the construction and development of Inner Mongolia Autonomous Region. Therefore, how to promote the development and dissemination of Mongolian culture, how to combine it, and how to innovate the dissemination mode of Mongolian culture have become the most urgent problems to be solved.

1. An Overview of the Mongolian culture

The Mongols are a traditional life group in northern China. In their early days, they lived in tribal form, stationed on the grasslands and rivers, and migrated with the war and seasons. The Mongolian people have a long history. Since the unification of the Yuan Dynasty, the Mongols established their own country, and since then, the northern Mongolian people first opened a new chapter of historical development. The uniqueness of the Mongolian culture is inseparable from its unique historical environment. Inner Mongolia area has plateau, plain, hills, desert, gobi and other areas not suitable for crop growth, so the local people to hunt, nomadic, the development of animal husbandry. The Mongolian people are famous for hunting and grazing, and at the same time, they have created some Mongolian characteristic buildings that we see now, such as "Mongolian bag", folk craft "saddle", "Mongolian robe" and so on. Today, our country with the world, more and more young people focus on foreign festivals, but ignore the traditional culture of ethnic minorities, which also leads to the disappearance of traditional literature, some ethnic music, dance, architecture, folk stories, crafts, gradually disappear, many traditional festivals, ceremony, also gradually abandoned, minority culture is the continuation of our Chinese national culture, the speed of global development to a certain extent, developed the national heritage, also affected many

minority culture has not been effective inheritance. Through the Mongolian culture spread, on the one hand is conducive to social progress and development, China as a multi-ethnic country, the harmonious development between various nationalities is the premise of building a harmonious society, in my country, minority cultural heritage inheritance and mining has become one of the urgent need to solve society, for the traditional ethnic

minorities in China Chemical development and China's social construction have a certain positive role.

2. Characteristics of new media art design

Unlike traditional media lies in many forms of new media art, work show is usually accepted by the audience, through the audience's facial features and movement space, through the sound and light work demonstration effect and let the audience involved in the work, digital media art is based on digital technology, new media can be the perfect combination of technology and art, in the process of new media art creation, imagination and experiment become the key element to decision work success. Usually we common new media art presentation way mainly using video, computer, network, digital technology, the latest technology, through video and interactive equipment, virtual equipment, network technology, multimedia technology, animation games, video advertising, digital art design, digital illustration, film and television special effects, DV, digital photography, APP. Characteristics of new media art design summary:

(1) Digitization

New media is called new media because it is largely closely integrated with computers. New media art image is also developed with the help of new media and microelectronics technology, producing the image algorithm and is interactive art,

expansion To the field of electronic equipment, it has produced the birth of real-time interactive devices.

(2) Statute of limitations

The art design of new media also has the characteristics of time, which comes from the characteristics of film. Its film is called the seventh art. After the combination of film and new media, it is not only the one-dimensional nature of time. Usually we say that in the process of creating art works, whether it is music or songs or dance, showing art works, pictures, etc., everything put forward needs to be completed in a limited time, and new media works can skillfully combine tradition

and modern works, it is this characteristic,It lets us see how new media forms are produced and how they appear in the public view bit by bit.

3. Problems arising from the Mongolian culture in the new media platforms

The convergence with new media must have a gradual process. As far as the status quo is concerned, the following problems exist in the communication content and communication mode of Mongolian culture in many new media platforms.

3.1 The communication content is monotonous

In terms of communication content, most of the content shared and disseminated on new media platforms is repetitive or the same content, and few new content is shared on the platform. Old content is difficult to attract the attention and interest of the audience, and even may choose to give up the attention to the platform. Thirdly, the content of communication is mostly simple and understandable articles or videos. In order to understand the culture of a nation, history is indispensable. The lack of historical content makes the dissemination of Mongolian culture only stay on the surface, without further inheritance, development and innovation.

3.2 Small audience group

Most of the mainstream new media platforms are social networking platforms such as Wechat and Weibo. This kind of media is characterized by strong interactivity and insignificant audience group characteristics. Therefore, when spreading the Mongolian culture on such media platforms, the corresponding audience can not be the audience with effective feedback at all, so the communication effect has little effect. Take the few Mongolian social software as an example, such software has a narrow market, a small audience, technology does not solve the problem of adapting to all kinds of mobile phone systems, technology has also become a part of the development of the traditional national culture.

4. Development and innovation of Mongolian culture in new media platforms

4.1 Inspiration and development

In order to be effectively inherited, under the background of new media, it must take the public as the center, meet the needs of the audience, expand the audience and produce new communication content. The expansion and dissemination of national traditional culture is of great significance to the long-term development of national culture and the cultivation of national consciousness. Especially for the spread and immersion of the young groups, to the national culture and even the

national hair The exhibition has a profound impact.[4]

4.2 Countermeasures and innovation

All cultures have their own characteristics, and the development of The Times also promotes the national culture out of the right path suitable for their own development. National culture has rich and profound internal characteristics, and has its own development system and form of expression. The development and creation of traditional folk culture not only depends on the spontaneous dissemination and feedback of the receiver, but also needs to actively promote the depth of new media and traditional media Fusion, choose the right direction of development.

4.3 Investment mode of cultural communication

At present, the dissemination of Mongolian culture mainly depends on the government's investment. To have further dissemination, social resources must be used Jin, forming a brand-new mode of national culture communication.

4.3 Extend the value chain of cultural resources

In the past, the external dissemination of Mongolian culture largely depended on media publicity and reporting. With the expansion of the domestic tourism market and the cultural industry, the social and economic value of cultural resources through commercial transportation has become a new economic growth point. Therefore, the value chain of Inner Mongolia ethnic cultural resources can be expanded, and new communication characteristics should be considered, such as audio-visual transformation with advanced audio-visual media technology; using 3D digital applications and other multi-dimensional applications for data exchange. In the data technology extension and number According to the use, the relevant cultural materials can be combined to expand the internal value chain of Mongolian cultural resources.

Epilogue

To sum up, spreading the traditional national culture and national spirit through the platform of new media can break the limitation of time and space, and obtain simple ways to realize and promote it. Looking forward to the future of new media and national culture inheritance, it is necessary to combine the communication of new media platform with the actual situation, and start from the communication platform to the needs of real life, so that the audience can have the opportunity

to have in-depth contact with ethnic culture Let the Mongolian culture go further and further on the road of inheritance and development.

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