To Explore the Characteristics and Strategies of Visual Culture Communication from the Perspective of Integrated Media

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Abstract: 5G network development speed gradually accelerated, intelligent mobile terminal large-scale popularization, visual communication has a more solid technical support and guarantee, communication channels are more diversified, content is more abundant and diverse, for the audience, they can receive information in a more diversified way, visual style is news dissemination, but also more popular and favored by them, in the context of the era, traditional print media should keep up with the pace of development of the times, promote the development of visual communication, and play a "pioneer" role in media integration. With the rapid development of integrated media, visual culture communication has produced a variety of new characteristics, such as the main body of communication, compared with the past obvious changes, more and more interactive, etc. In the process of print media information dissemination, vision is a very important component, and it also plays a very important role in media integration. To promote the dissemination of visual culture from the perspective of integrated media, it is necessary to adopt a more scientific and reasonable strategy, this paper explores this, hoping to closely integrate integrated media and visual culture communication to obtain better communication effects, and also provide reference for relevant departments and personnel to help the further development of visual culture.

Keywords: Integrated Media; Visual Communication; Visual Culture

Introduction

After entering the 21st century, the rapid development of the Internet, the birth of new media and digital media, and the speed of development continues to accelerate, the demand for reading pictures and videos of the broad audience is increasing, the demand for visual information acquisition is gradually rising, and the advantages of visual culture communication activities have become more and more significant. In addition, coupled with the remarkable results achieved in the development of integrated media, the drawbacks of traditional cultural communication forms have gradually been exposed, and the space for the development of visual cultural communication has been expanding. Based on this, it is of certain practical significance to analyze the characteristics and strategies of visual culture communication from the perspective of integrated media.

1. The characteristics of visual culture communication from the perspective of integrated media

1.1 The subject of communication has changed

Media organizations and journalists play a major role in the traditional dissemination of information. However, with the development of integrated media, the main body of communication has become increasingly rich. In the context of the rapid development of self-media and new media platforms, in the process of communication, professional media institutions and news practitioners no longer occupy a dominant position, and the communication subjects are more diversified and the influence is getting stronger and stronger. First of all, from the perspective of the audience, with the help of the Internet, they can learn about cultural information and disseminate it anytime, anywhere, and everyone also has the right to create culturally related content. Secondly, with the diversification of communication subjects, the social roles of communication subjects themselves are also richer, and the status of communication is constantly improving. In addition to disseminating and producing cultural content, audiences can also comment or forward, thereby making cultural content richer and more colorful forms of communication.

1.2 Trends in interactivity and micro-communication

Interactivity is a major feature of multimedia design, which can compensate for many drawbacks of traditional media to a certain extent. In the context of the era of integrated media, the audience can fully interact with each other, they can also interact with the communicator, for the communicator, through interaction with the audience, you can timely understand the needs of the audience, obtain the feedback of the audience, on this basis, optimize and improve the communication content, or improve the form of communication. The interaction between audiences and audiences can further promote the dissemination of visual cultural information, in the process, different audiences can process the information to generate more innovative cultural elements. In addition, coupled with the advantages of integrated media, such as interactive animations and interactive short videos, the interaction between the audience and the content will be more real, making the audience feel immersed. At the same time, the trend of micro-communication is also more obvious. For example, some short and concise forms of communication are increasingly recognized by the audience, and replacing long stories with short films can save audience time, attract more audiences, and obtain better communication results [1].

2. The strategy of visual culture communication from the perspective of integrated media

2.1 Make visual stories resonate

For a specific society or nation, culture is all the attitudes, behaviors or concepts they hold, culture is not innate, but acquired, in the perspective of integrated media, to promote the spread of visual culture, it is necessary to tell a good story, so as to resonate with the broad audience. The presentation of cultural content by visual means should not only be limited to simple online, nor can it rely on spectator expression, stacking diversified elements and symbols, which not only cannot resonate with the audience, but may also cause their antipathy, resulting in the stickiness of cultural content being affected. From the perspective of the narrative of visual stories, the expression of characters' emotions is essential, and in the process of expressing emotions, it is necessary to ensure the authenticity of information and integrate cultural elements. First of all, if the story involves characters, it must go deep into the hearts of the audience, directly hit the audience's heart, let them personally experience the emotional changes of the characters, and effectively capture the scenes full of the real emotions of the characters [2]. Secondly, it is necessary to subdivide the story, investigate different cultural circles and groups, analyze their emotions for specific cultural content, and ensure that the visual narrative and audience psychology can achieve mutual fit, so as to obtain the maximum empathy effect. Finally, the white space of the visual story is also essential, and the appropriate white space can stimulate the audience's creative desire and improve their acceptance to a certain extent. From the perspective of form, visual stories need to be based on video, animation and pictures, but also need a small number of text assistance, it needs to be emphasized that resonance and unrestrained sensationalism cannot be confused, visual elements and means of expression must conform to the cultural connotation of the story to express.

2.2 Strengthen the expression of image information

News content not only includes text, but also involves a large amount of image information, the influence of visual communication, whether it can achieve the expected communication effect, all depend on whether the language description is in place, whether the video content expression is reasonable, etc. In order to make visual communication better, it is necessary to make every picture worth a thousand words as much as possible to ensure that the broad audience can efficiently obtain information in fragmented reading time. Therefore, it is necessary for relevant departments and personnel to actively learn photography and videography technology, improve photography capabilities, master diversified shooting methods, ensure the rationality of picture language organization, and present complex information through intuitive images to create good visual effects.

2.3 Rational use of new media

With the wide popularization and application of Internet interactive technology, the importance of Internet interactive technology for visual culture communication in the field of integrated media is also self-evident, whether it is online cultural symbols or cultural content, it has very obvious advantages, especially to promote the interaction between the audience and visual cultural content. As far as the current visual communication methods are concerned, a large number of new media combining virtual and real have emerged, such as 3D, 4D, AR/VR/MR, etc., and in the subsequent development process, it is necessary to rationally apply new media

technology to present cultural content on this basis. As far as 3D technology is concerned, by simulating the binocular effect, the introduction of stereoscopic imaging technology, is currently attracting much attention, and it is relatively easy to achieve the expected effect, with the promotion of this technology, coupled with the upgrade of 4D technology, the scope of application of information technology is becoming wider and wider [3]. However, the new media technology combining virtual and real has relatively high requirements for the venue, and the requirements of the new media technology for the full virtual immersive experience are relatively loose, and the virtual reality technology and the latest sensing technology are integrated with each other to give play to each other's common advantages, which can further promote human-computer interaction and improve the audience's sense of participation and experience. Therefore, it is necessary to actively build new media, and rationally apply new media technology to promote the reform and transformation and upgrading of traditional print media, such as establishing special news websites, developing independent APP, etc., promoting the transmission of pictures, animations or videos through professional platforms, obtaining better visual communication effects, and also highlighting communication advantages and promoting the development of corresponding fields and industries.

3. Conclusion

In summary, the visual culture communication methods are more diversified from the perspective of integrated media, which can deeply present the value and charm of traditional cultural content, and at the same time let more young audiences experience the value and significance of traditional culture. In the follow-up development process, in order to promote the dissemination of visual culture, relevant departments and personnel should actively combine the actual situation, respond to the call of national policies and follow the pace of development of the times, create a new media platform, rationally apply new media technology, and learn special photography and camera technology, etc., to fully explore and fully express the spiritual connotation of visual culture elements.

References

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