



Problems and Countermeasures of the Development of Media Art from the Perspective of Media Convergence

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Abstract: With the rapid development of society, the channels for people to understand information have gradually changed, at first through newspapers to collect and understand information, and later through radio and television to receive information, in today's society, people can obtain information through a variety of multimedia channels. With the development of the Internet, new media was born, based on the continuous extension and expansion of traditional media, independent of traditional media, and did not destroy the traditional media form. Both traditional media and new media play an important role in society, and integrating the two with each other is beneficial to the development of various industries. Based on this, this paper first expounds the meaning of media convergence, then analyzes the problems faced by the development of media art based on media convergence, and finally thinks about the countermeasures to solve them, hoping that relevant units and personnel can gain inspiration from them.

Keywords: media convergence, media arts, problems, solutions

1. Introduction

In the context of the widespread popularity and application of the Internet, more and more people think that the network is the key element of the media, understandably, in the development of the media, the network does play a vital role, it is precisely because of the role of the network, the birth of new media technology, new media technology makes information dissemination more convenient, faster, but also to ensure the timeliness of information. However, traditional media cannot be completely replaced by new media, which also has a certain role. Combined with the current environment, the people of our country have generally accepted the form of network dissemination and information, and the traditional media is gradually fading out of people's field of vision, which is not conducive to the overall development of society to a certain extent. For the development of media arts, it is not advisable to abandon either side, and only by integrating the two can we play a better role.

2. Briefly describe the concept of media convergence

The concept of media convergence has been changing with the development of society, at present, all sectors of society are also exploring the concept of media integration, initially media convergence refers to the radio and television and other equipment connected to each other, but with the rapid development of science and technology and gradually mature, the concept of media convergence has also been updated, according to the current mainstream opinions, there are two main forms of media convergence, one of them, media convergence refers to the integration and merger of cross-border areas of the media industry, so as to build a larger media company, lay a good foundation for media development, in order to cope with the current fierce environment. Second, there is no distinction between traditional media and new media, and both contribute to the development of the media industry.

3. Analysis of the development status of media art in the context of media convergence

3.1 Artistic worship dissolves

The worship characteristics of art itself are very distinct, and from the perspective of the audience, in the process of appreciating art, this characteristic will make the audience unconsciously produce a more respectful mentality. At the same time, all works of art are very unique, and their presentation is in kind, when appreciating artworks, people will always be infected or moved by them, and some will even have a worship mentality. However, with the rapid development of society, especially the cultural industry, the characteristics of art have gradually been dissolved. In particular, with the rapid

development and gradual maturity of new media technology, the media are becoming more and more rich and diverse, and many communication platforms have also penetrated into the lives of the masses. For the public, you can enjoy a variety of artworks without leaving home, such as through mobile phones, computers, etc., you can enjoy a large number of artworks in a short time, these artworks can come from home, and even from abroad, many mobile phone APP functions are gradually improving, the way to cause artworks no longer have a sense of mystery, or the mystery gradually disappears, and the audience will no longer have a certain worship of artworks. In addition, with the development of media convergence, even art products can also be mass-produced through assembly lines, and many people no longer recognize the value of artworks as much as they used to [1].

3.2 Media convergence brings entertainment to the value of art

The communication of artworks is an important form for the audience to feel the value, and the analysis of the value orientation of communication art shows that from the perspective of the audience, the artwork has great aesthetic value, and under the influence of this value, the audience will have a higher level of aesthetic experience, which helps to strengthen the audience's aesthetic literacy and enhance their aesthetic ability. For example, appreciating works of art can make people understand the methods of artistic creation, perceive the educational function of art, and also have a certain entertainment value. For example, when appreciating music, people will not only appreciate the entertainment value of art, but also feel a certain artistic color from it, and understand the relevant music creation methods and skills. However, with the rapid development of society, the commercial value of various industries has attracted great attention, especially media art. For example, movies, concerts, and dramas that are currently popular in society. With the advancement of media integration, the audience can learn about media art through various channels, which also makes the value of media art effectively exerted to a certain extent. In addition, a variety of media can show artistic performances, and the audience can perceive the value of art and experience the artistic atmosphere without having to participate in special exhibitions and activities. Not only that, but on the online platform, audiences can also communicate with each other, and over time, the barrier to entry for art has decreased.

4. The development strategy of media art in the context of media convergence

4.1 Create more high-quality media art works

In the context of the deepening of media integration, the development requirements of media art are also increasing, and high-quality content is more favored by the audience. High-quality artworks can be recognized by the audience, and can enhance the worship of art to a certain extent. If artistic creation is still an assembly line method, it can indeed bring some good feelings to users in the short term, but from a long-term development perspective, the impact is negative, and the artistic value of the artwork will no longer exist. In other words, in the context of media convergence, relevant departments can make reasonable use of new media technology to create and package media art on this basis, which can make the artwork more exquisite and vivid, so that the audience can experience the true value of the artwork, rather than just a temporary or visual experience [2].

4.2 The value of media art can be reflected through professional design

In the context of media convergence, in order to achieve the ideal development goal of media art, careful design is indispensable, and relevant professional teams should play their real role to create media art works of higher value. From the perspective of media designers, they must keep pace with the times, constantly learn new technologies and knowledge, improve their comprehensive literacy and ability, and fully grasp the internal laws of media art. In addition, we should also make reasonable use of modern technology, and design and package media art by giving full play to the role of technology, so as to make the content of media art more high-quality and better present the artistic value therein. In addition, the relevant departments also need to pay attention to the cultivation of professional media art talents, optimize and improve the existing training plan, constantly improve the content of talent training, effectively improve the work strength of all art personnel, and provide talent guarantee for improving the value of media arts.

4.3 Enhance the aesthetic level of the audience of media arts

In the context of the current era, people's ways to contact media art are more diverse and convenient, but this will lead to media art becoming "vegetarian", which is not conducive to the development of the industry. In order to change the above phenomenon, it is necessary to improve the aesthetic level and literacy of the audience, and only by ensuring that the audience can feel the media art with their hearts and experience the cultural value therein, can the audience's appreciation level and comprehensive literacy be improved. With the continuous improvement of the audience's appreciation level, the comprehensive literacy has also been strengthened, and the requirements for media art works will be higher, and they will

also start from the heart when appreciating media art works. Therefore, relevant personnel can conduct a comprehensive analysis of the audience's situation, understand the current aesthetic level development of the audience, and launch the corresponding works of art in a targeted manner, and push some background knowledge, creative methods and creative modes about the works while promoting the works, so as to create a better atmosphere for the audience to appreciate works of art, so as to enhance the audience's aesthetic awareness, enhance their aesthetic ability, and also make the artistic taste of media art rise and the value is higher.

5. Conclusion

All in all, media convergence has brought certain opportunities for the development of media arts. In order to promote the long-term and healthy development of media arts, it is necessary to adhere to the ideology of media integration, give full play to the advantages of media integration, use information technology scientifically, and rationally plan media arts, so as to lay a good foundation for promoting its sustainable development.

References

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