New Media Art as Expressive Language—Artistic Abstraction, Illusion, Emotion

Yang GENGA, Xiao-Xuan DUB,* and An-Qi ZHAOC

Linggong Road, Ganjingzi District, Dalian City, Liaoning Province, P.R.C., 116024, China
a gengyang00@hotmail.com, bduxiaoxuanzi@163.com, czhaoanqi.dl@163.com

*Corresponding author

Keywords: New media art, Susan Lange, Emotion.

Abstract. The advent of the digital age has given us a new interpretation of the definition of art. Artists try to use works with new media features to create. In the course of their continuous development, there has been an over-emphasis on sensory special effects caused by technology, leading people The art of new media art is essentially questionable. This article explores the relationship between artistic abstraction, illusion and emotion in new media art based on Susan Lange's theory of artistic symbols. Exploring the artistic characteristics of the new media art itself can also bring artistic perception to the viewer and stimulate emotions.

Introduction

In the history of art development, E.H.·Gombrich said, "the history of art changes in the process of setting up Wen Hehe's problem solving in the fixed situation." [1] Therefore, the artist should create a new artistic spirit and social status in line with the art form. Art develops and expands the form of extension in this pluralistic society, but the spiritual core that expresses itself to the masses is unchangeable. If we must find an art form representing contemporary society, then it is the new media art. The new media art refers to the art of other media using the traditional media accident since the 20th century, including photography, movies, electronic devices and so on. Futurism in the 20th century, Dopodism, especially pop-art and concept art with great influence on Duchamp, and interactive media art such as integrated action, stage, painting, music and body advocated by the Art of Wave Art are both new Media art lays a solid foundation for artistic practice. Marcel Duchamp's "spring" of Dadaism entered the museum in a gesture of breaking the rules and re-examining the traditional definitions, and people started to have a new understanding and definition of what art was and artists also had a new Experimental direction. Pau Nam Pope's Pope John Paul II drove through Fifth Avenue in New York short film is considered the first video art, knocking on the door of the video art. Andy Warhol is also one of the first artists to use a camcorder. His video work is in the same line as a pop-art style. With the repetition of illusions and the constant change of the same illusion, his video "Empire State Building" alone for the United States landmark architectural Empire (1964) for a long 8-hour fixed-position shooting. The development of science and technology will be the new media art from the early "video art" to the "digital art" stage, video art from the very beginning single-screen to multi-screen to multimedia playback, this time the new media art from "simple" to "complex". After entering the nineties, the invention and popularization of computer technology and laser projection technology have provided a fertile ground for new media art. The form of expression has been constantly innovated and developed. The combination of three-dimensional virtuality, video animation, digital sensing, interactive games, etc. New technologies show different forms of art. The rapid development of science and technology gives viewers multiple sensory experiences and a broader representation of works of art. One of the most obvious aspects of the revolution that art brings to art is to make art ubiquitous and omnipotent and to give artists and subjects unlimited possibilities. [2]
At the same time as the new media art is flourishing, its uncertainty and over-emphasis on the exquisite effects of science and technology present the increasingly inferior feelings of the artworks to the viewers. The viewer is dazzled by dazzling technological effects rather than exploring the work Own artistic spirit and emotional core. The meaning of life means that it can not be perceived by the viewer. Instead, it is overstretched by scientific and technological means and there is a huge gap between the work and the viewer. Such works are doomed to failure. Technology, media and means should all be the art carriers that every artist should properly utilize, and his thoughts and imagination as well as emotions should start from people. Well-known philosopher and symbolic aesthetics representative Susan Lange in her artistic symbolism works of art is characterized by the universal human emotions, and artistic symbols of human emotions must be expressive. In the new era, science and technology should inject new vitality into art. Multimedia art uses the technology to organize multiple forms through abstract thinking, thereby giving the works multiple illusions. The audience feels the multi-layered artistic spirit when immersed in the works.

**Art Abstraction in New Media Art**

Abstraction, as a scientific method, is contrary to art in the sense of the traditional theoretical system. Abstraction is based on the concept as the starting point. The illusion is based on perceived or imaginary things. In short, the abstract and the concept belong to science. Illusions and feelings are classified as artistic categories. German Expressionist Auguste Macker once said: "The art of witnessing is not to scientifically mimic and examine the organic elements of the natural forms, but to create an abbreviated form through the proper symbolism." [3] Susan Lange broke through the traditional shackles, she believes that abstraction is essential for any kind of relationship, and even any way of thinking will lead to the formation of the concept. In Lange's theory of abstraction, there are two types of abstraction: artistic abstraction and scientific abstraction. Whether it is art or science, the activities they are devoted to are always activities in which abstract elements are strongly exposed. The purpose they are expressed in is also the same - that is, to create more and more effective symbols. [4] The two types of differences lie in the steps that are taken and the starting point for intuitive activity. Scientific abstraction is a generalized abstraction, while artistic abstraction is an abstraction of a concrete appearance and contains emotions. The purpose of art is to gain insight and understanding of the nature of emotions, and understanding needs abstract expressions. Lange has said that "all real art is abstract" [5] The artist's task is to create symbols, and symbols need to be abstracted. The more abstraction involved in the process of symbol creation, the farther the function of symbols becomes from the tradition. The more the meaning of the forms is presented, which performed.

The first phase is the "treatment" of the prototype, which is also a special way of imitation. The artist learns from the prototype that it is detached from reality and can be imagined and mastered in people's perception and construction. To the whole, through the abstract treatment to simplify the appearance, providing can be observed by the emotions, triggering some kind of emotional feelings, this abstraction is the combination of imagination and visual simplification. For example, when watching the original frescoes, they should be abstract in an independent time and space. They should not study the original prototype, the author's intention of creation and the practical significance of the work itself. By presenting the graphic in imagination, the whole graphic succinct illusion attracts the viewer, abstracting a primitive beauty from the crude, simplified animal or human form. According to the overall color, light, scene and so on in the imagination to create a "natural respect and reverence for life," the illusion, touched the viewer's feelings, but also contained in the mural "expression of form." The work of art has become a form with the "meaning of life."

The second stage is the way of transformation. When people try their best to get some emotional meaning through imitative means, they will go beyond the scope of imitation completely. Emotions come out in an indirect way and obtain the abstract effect. [6] The mode of conversion is based on
imitation, but goes beyond imitation to have the emotional meaning to create a new form in a rational but ingenious way.

Living Digital Forest and Future Park is a Japanese team Teamlab Pei Beijing in the Chinese audience to bring a unique fantasy tour, the use of computer programs to create a fantasy virtual sea will be placed in which the viewer to generate real-time interaction. Every move of the audience - whether it is close gaze, reach out or walk on the flowers - will affect the birth of flowers, bloom and withered. The moment when each of the works meets with each one will have only the opportunity of the moment. This Zen-oriented transformation is the flowering of flowers. The action of the viewer is the key to the whole work, and the whole transformation becomes more vivid and thought-provoking. At this moment, the emotion changes from a direct imitation to an indirect implicit expression. The author transforms the representation provided by the prototype into the plastic material of the artwork, and uses another perceptual structure to deal with the original appearance to obtain an abstract effect. It is a subtle form.

The third stage is a metaphor that metaphor is the most advanced rational ability mankind ever possessed - abstract thinking - so the natural means on which to proceed. [7] It is possible to narrate and name in terms of language after long-term thinking and imagination of abstract concepts. To express a completely new concept is obviously impossible to have a name, and a common way of expressing a new concept is to find something that can be used as its natural symbol, and use this symbol to represent it. This is a logic as a reflection of space on the emotional space, the gradual departure of the meaning from the illusion of the shell, the concept of independence became a comprehension by people, abstraction formed. NamJune Paik's installation, "Electronic Highway: Alaska, and Hawaii", created in 1995, uses abstract materials to abstract concepts. The entire installation was piled up by a television set into a map of the United States with neon lines and steel scaffolding. The illusions on the television screen were constantly changing. Each picture implied the impression of Bai Nanghua on various states in the United States. For the United States, each state gives a new form of symbolic symbol, using each one to symbolize a symbol of a concept, and when all these illusions are brought together, the concepts and intentions the artist is trying to express become more and more obvious. Metaphor is more vivid than the transformation and the "handling" of the prototype, and more profound and revealing than direct statements.

Multiple Illusion in New Media Art

In the new media art, the work of an artist seems to be a "novelty creation" in the eyes of the public. Artists rely on new technologies to represent the art world after all. Art is not created by artists, What? Also rely on what to connect the feelings between the viewer and the work? In Lange's view, the artist's creation is a perceptual illusion. When we look at a picture, we do not believe that the thing in the painting is the real person, an apple or a house, and we simply do not beyond the visual grasp of space to reason, but directly to see what we see as an illusion, we neither recognize nor deny the painting is real, we just treat it as a pure between the perceived form and the viewer to create a kind of independent existence and a certain form of space. In the new media art, the mixed application of multiple fantasies is a diversified mix of illusions on the one hand, and a hybrid application of multimedia on the other hand. Multi-dimensional combination to create a multi-phantom space. The basic illusion of other art types emerged in a genre of art, which Lange calls a second-level illusion. Each of the large art genres has its own basic illusion, and it is precisely because of the illusion that art is divided into different categories. Like sculptures create an active volume, music creates illusory time series and more. The basic illusion and the second-level illusion are the relationship between leadership and assimilation. It can be said that the basic illusion determines the essence of the symbol, the second-level illusion provides the possibility and is assimilated into the basic illusion to provide the artist with a more flexible and rich form. And two or more levels merge with each other to form a specific form in which all the other factors no longer stand alone, but are fused and assimilated into the basic illusion to a new form of presentation.
Bill Viola, the master of international video installations, Inverted Birth, tells the story of birth and tells the story of five stages in which one regained his awakening after experiencing a huge turning point. In front of the works, we not only feel the basic illusion of the movement of the illusion, but also the time - the real time of the audience and the reincarnation of the life in the video. We can directly see the emotion and the form of life that the artwork needs to express in the virtual space. During the time when the viewer puts his work into the works, the movement of the illusion as the basic illusion, space, light, time and the like all arouses the viewer's emotions. In Bill Viola's work, the basic illusion is the illusory space created by the moving illusions in the video. The space formed here is merely an independent space that is visualized by the color, shape and dynamics of the illusion. During the time when viewers devoted themselves to the works, all the elements in the works constitute the emotional exchange between people and illusions. Due to assimilation, space, time, music, and movement are perceived as factors that can be perceived, are integrated into the illusions and illusions, and are presented in more dimensions of perception. The viewer acquires the form of emotion from a variety of ways and achieves the interaction between the artwork and the viewer constitutes a complete four-dimensional work.

**Emotional Factors in New Media Art**

Conscious life activities directly distinguish between humans and animals. [8] It is indisputable that symbolic thinking and behavior are the most representative features of human life and that the full development of human culture depends on these conditions. [9] Lange accepted his teacher Cassirer divides the symbols into linguistic symbols and artistic symbols, further clarifies the form of the symbolic system and divides all the symbols into inference systems and symbolic systems. Those tasks that are difficult to accomplish in words - the task of presenting the essence and structure of emotions and emotional activity - can all be supplemented by the symbols of reasoning to the limitations of reasoning symbols - the emotional parts that can not be described. [10] Art as a special symbol of the symbol has its own special meaning, and this means that the emotion. "Art is the symbolic creation of human emotions." [11] In Lange's book Art Issues, Lang explained emotions: "Emotions are any of a variety of stimuli that are perceived in any way, as sensory stimuli or intrinsic tensions, pain, emotions, or intentions, these are the gist of the mind, and among the most primitive representations it is the first to emerge and constitutes the gist of psychology." Lange's feelings refer to emotions in the broadest sense. From low-grade muscles to complex emotions and thoughts, anything that can be felt. What artists show is not their own emotions, but the universal emotions of human beings he recognizes. The artistic symbols show the intrinsic essence of human emotions. Art, once detached from the narrow self-emotion, shows the universality of mankind the emotional form, it will become a sign that can express meaning. Art is not the creation of pure form, but the creation of "meaning", which is the inner life of art. Emotional and physical infrastructure have similarities, and human emotional activity also has the form of life. Perception of emotion is also an art consciousness, a manifestation of "the meaning of life," capable of producing an insight or epic ability to the essence of art. The emotional expression in art embodies the dynamic forms and processes of life movement. The growth and rhythm of the organism all contain the emotional life. The art form is the objectification and objectification of the human inner world of life. Human emotions condense in the art form, which is the inner basis of the art form. [12] Emotion is the motive force for the creation of the art symbol, the content of the art illusion, and also has the meaning of life through the form of emotion and art.

A dynamic surrealist sculpture by David Cerny, the famous Czech avant-sculptor, stands in Prague, Czech Republic. From this point of view, Cherni has created a Kraft card that is distorted and constantly changing in form. During the wave-shaped movement of steel plate, he constantly abstracted the image of entangled twist in the ever-changing appearance to express his constant tangled reflection, self-doubtful life. Works in the form of life, in the rhythm of the movement, the growth of change, etc., contains implicit emotions. The emotion in the works is by no means the
author's self-expression, but the universal emotion of human beings he recognizes. The artistic symbols show the intrinsic essence of human emotions. Once art divides from the narrow self-emotion, it shows human beings the universal form of emotion will become a sign of expression.

**Summary**

The abstraction of art is the decisive factor in the success and creation of illusion. In the context of the new era, the artistic abstraction of the new media is no longer the imitation and repetition of the past, but the abstract logic of blending the rational and the sensual. The illusion of artistic abstraction has become the symbol of human emotions. The basic fantasy in the new media art supports the core of the whole basic work. Multiple illusions bring the subjective experience, life patterns, perceptions, emotions and emotions that can be represented in it to provide rich, flexible and broad freedom of creation and freedom of expression. The technical effects used in the new media art are constantly changing, but the essence of man's creation is the same. Art is, after all, the symbol of universal human feelings in the future. The artists use unique techniques to correspond with the human senses, enabling the viewer to exchange emotions during the process of participating in the artwork, and at the same time arousing the audience's aesthetic judgment and arousing the aesthetic imagination is the participant's personal experience in the aesthetic process. Some kind of design work is concerned about the feelings.

**Acknowledgement**

We are grateful for the grant sponsored by the Chinese Education Department (14YJCZH037), the National Social Science Foundation (15CXW024), and the Humanistic and Social Science Program operated by Liaoning Province (L13CWJ021).

**References**


