Beyond the Aesthetics: Digital Aesthetics and Leisure and Entertainment Economy

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Abstract. Changes in the global industrial structure and consumption habits are beginning to lead people to pay attention to the combination of digital technology and leisure and entertainment economy. The breakthrough of the new form of digital aesthetics further promotes the development of leisure and entertainment economy. Based on this background, this study analyzes the value of leisure and entertainment as well as the role of consumption economy and cultural economy. Finally, this paper analyzes the combination of digital aesthetics and leisure and entertainment economy has become the development trend of leisure and entertainment, which demonstrates the perfect combination of digital aesthetics and leisure economy. The content industry, which uses digital technology to add value to industries such as culture, leisure and entertainment and creativity, has become the new mainstream of profit making.

Introduction

Due to the changes in the global industrial structure and consumption habits, the traditional lifestyle has also changed, and a new type of consumerism has quietly emerged and gradually replaced the original consumption pattern in the human society. In the face of this changing trend, different people have different interpretations, but there is no doubt that the era of the industrial revolution has passed, and human business activities have transformed cultural resources into consumer leisure and entertainment products based on personal experience[1]. Under the impetus of the orientation of leisure and entertainment, more and more products and services are to provide entertainment function, or combined with recreational activities, and even the leisure entertainment products directly into the life, and life together, make the appearance of leisure entertainment industry gradually rise, in ear speed across the globe, quickly became the promoters of the new world economy.

According to The Dutch historian Johan Hasinger, leisure and recreation play an important role in the development of society. He points out that Homo Lindens are as important as Homo Sapiens and a Homo Faber. Human beings have developed at a high level in the art of recreation. Hasinger points out that all cultures develop from recreation, that is, through the process of recreation, human society expresses its interpretation of life and the world[2]. All the important elements of human life, including language, dance, music, drama, etc., are derived from recreation. Social life itself is a complicated game of mistaken identity. It is no exaggeration to say that everyone lives in the leisure and entertainment industry, points out Tom Peters, an industry consultant.

In the future, the development of leisure and entertainment will be more diverse and changeable. Films have gradually lost their early advantages, and consumers' choices have also changed in various ways[3]. The purpose of consumption is no longer a single result, but more multifunctional feedback. In order to satisfy the sovereignty of consumers, so that economic activities can play a full role, to strengthen the ubiquitous leisure and entertainment.
In 2002 Douglas McGray, an American journalist, presented his theory on how to measure the world economy. He advocates replacing GNC (Gross National Product) with GNP (Gross National Product) as a measure of economic growth. GNC is the "cool" aspect of a culture. An American economist, Galbraith, also used a similar concept to propose the index of Gross National merit, which emphasizes invisible value. This indicator of invisible value is important mainly because people are now more interested in things like recreation and knowledge than in tangible things. Leisure and entertainment is the most important cultural value for modern consumers, regardless of the pleasure in the form of leisure and entertainment, or the content of leisure and entertainment. As a result, the growth of the leisure and entertainment industry has brought intense competition to the global media and accelerated expansion of the national economy. With this development, more and more leisure and entertainment products have been introduced into the market to meet people's needs.

In his book Competitive Advantage, Michael E. Porter also pointed out that enterprises can create profits through the connection of various value activities. The so-called value activities refer to all kinds of material and technical activities that enterprises must carry out in the process of creating valuable products for customers. However, with the development of re-ethicization and re-culture of contemporary economy, the creation of Profit requires more attention to human factors in economy[4].

Under the concept of the supremacy of consumer sovereignty, all kinds of leisure and entertainment industries emphasize consumer awareness and observe the market demand to produce finished products for consumers to achieve economic benefits. Therefore, at this time, technology has become more and more centered on an emotional economic model, instead of focusing on the rational calculation of traditional economics such as function and price, it has turned to focus on resonating with consumers' emotions, generating memorable experiences for customers, and realizing the aesthetic value of users' creation of a realistic self[5]. Commodities are no longer just about quality, function and price, but are increasingly oriented towards emotional value. On the surface, the emotional economy is a better province, because it is not limited by the limited scarcity of resources and can be infinitely large and deep. But deep down, the emotional economy is the hardest job, because it must resonate with consumers in an emotional way.

Therefore, this paper focuses on leisure entertainment and economy beyond aesthetic value to explore the effective combination of leisure entertainment value and economic value.

The Value of Entertainment

It is Interesting

In a world of information explosion, apart from decompression, people go further to decompress their mind to relieve their boredom. Through joy, you can get some breathing and relaxing space and time in your life and liberate yourself from the ordinary and depressing modern life. There is too much evidence to suggest that laughter and cheerfulness are of great benefit to health and work, and that recreation lies in relieving mental stress and escaping to an imaginary space to satisfy inner fantasies and desires[6]. In the age of sensibility, both at work and at home, leisure and entertainment are required. Leisure and entertainment begin to establish a relationship with a sense of empathy, to think about, guide and lure customers' needs. In a certain degree, it is to establish emotional connection and meet the emotional needs of the audience.
It is Lovely and Attractive

One of the core values of leisure is that it gives you access to other things you might want, and attention is always a priority. Attention can trigger consumers' desire to buy, and these noticed commodities thus become hot products under the boom. The effect of hot commodities is both cumulative and permeable, and they become the basic driving force of the economy[7]. Today, all leisure and entertainment products are in pursuit of the time and attention of fickle consumers. If more leisure and entertainment products can be sold through more channels, then the leisure and entertainment industry and the industries it touches can be combined into a new power structure.

Customer/Experience Matters

The most important factor in leisure products is to pay attention to the audience's emotions and create interaction with the audience, so that the audience can absorb and immerse into the participants. Important, so the leisure entertainment products based on special subject matter source of materials is very wide, can create material from the rich cultural treasures[8], such as fables, fairy tales, best-selling, traditional drama, folk legends, history, or events, even the life intravenous drip on record, let real and fantasy, the contradiction between the reality and true management become the artistic creation is not the dry fountain forever.

The Popular Brand

Leisure and entertainment is the main way to strengthen consumer experience to build a brand, but also the most important way, through the process of leisure and entertainment for consumers to build the attachment to the brand emotion, to achieve the degree of spiritual sharing. So the public know a brand and care about the development of a brand. In other words, the brand needs to be able to earn trust, strengthen customer loyalty and develop noble concepts so that it can gain a foothold in an increasingly crowded market. The old notion of brand identity, which describes the characteristics of a product, has given way[9]. Nowadays, branding is an expression of lifestyle. At this point, the brand should become the representative of the enterprise, and can attract people to participate; The wider the range of emotions and hearts a brand can capture in a particular cultural value, the more likely it will be popularized, because if the leisure and entertainment industry has deep cultural values, expectations, desires and needs, the concept behind the brand can cross the whole culture.

The Economic Value

Economic entities are regarded as want-driven actors whose activities in production must be mechanically regulated through market equilibrium or central control to promote the development of productivity. With the transformation of economic concepts from a focus on the production of material goods to a focus on the quality of service economy, people in economic activities must attach great importance to the daily life of labor, such as the aesthetic and cultural dimensions of production, business activities and consumption activities[10]. In the digital age, with the improvement of the quality of workers and the improvement of labor efficiency requirements, people's cultural expectations of enterprises are also on the rise.

Consumer Economy

A commodity has no meaning unless it is consumed. Only through consumption can a commodity show its social significance. According to Marxist political economy, consumption is only regarded
as a factor in the capital cycle, that is, consumption is only understood as an economic process. However, such a view ignores and misunderstands the social practice of cultural production and consumption. That is to say, this approach ignores the cultural implications of consumption because in the real world, consumption is already embedded in cultural, aesthetic and symbolic processes[7]. Consumption is not only an economic process, but also a cultural process. Consumption and production are not separate and distinct processes, but intertwined. In other words, consumption is a social activity that combines economic and cultural, and consumption is shaped by both socio-cultural and materialistic economic processes.

**Cultural Economy**

Thorstein Veblen points out that a major characteristic of consumption is that the symbolic aspect of consumption has more social and cultural significance than the material or utility aspect. Therefore, the cultural connotation revealed by leisure and entertainment consumption is of great significance. Leisure and entertainment, as a special mode on the cultural level, plays a fundamental role in highlighting new media culture. Leisure and entertainment is not a tool to depict the social background, because it is itself a social background. It tells cultural stories through leisure and entertainment methods and time, and shows the development of local economy through cultural stories to attract tourists. Leisure and entertainment are closely integrated with culture, reflecting the trend of mutual penetration between culture and economy[4]. Technology brings technology, reproduction and commercialization to cultural products, which not only encourages consumers to experience products more deeply, but also creates new sales opportunities under the development of replacing the old forms. In the concept of culture and social philosophy, the economy belongs to the field of culture. In fact, a large number of important economic actions are determined by culture, and they are marked by culture. People's consumption decisions and investment decisions always have cultural and religious tendencies. Under the framework of economization, they are depicted by symbolic or physical commodity transactions, thus creating a kind of cultural materialism.

**Digital Aesthetics and Leisure and Entertainment Economy**

In the digital era, leisure and entertainment has been completely separated from the physical level. In the leisure and entertainment industry, successful brand expansion, operation and marketing strategies, as well as successful R&D on the technical level, and the combination of emerging technologies and arts have laid a solid foundation for the development of this industry. For example, in the form of 3D digital animation film will of animation art originality, through technical assistance is entertainment has realized the image of the revolution, aesthetics, change people's perception of traditional aesthetics, create belongs to own a set of characteristic aesthetics, make animation not only become film digital tools, more become the wealth of the global business profit[5]. At present, although many leisure and entertainment enterprises incorporate more effects and realistic elements of leisure and entertainment in the traditional framework, they are neither castles in the air nor completely new, basically maintaining the main-flow values. Therefore, the combination of digital aesthetics and leisure and entertainment economy has become a trend in the development of leisure and entertainment.

**Conclusion**

In the face of the new situation of highly industrialized economy, the former mode of production based on large-scale manufacturing is gradually losing its advantages under the challenge of
neighboring countries. In addition to the development in the direction of science and technology, China is bound to establish a production organization that is more suitable to the contemporary mode and deepen the economic competition based on leisure and entertainment. Therefore, from the perspective of the type with the highest added value of leisure and entertainment economy, it should be the production field with creative design as the core, especially the design originated from artistic aesthetic creation. The content industry, which USES digital technology to add value to industries such as culture, leisure and entertainment, and creativity, has become the new mainstream of profit making. In fact, digital technology has become an essential part of the lucrative leisure and entertainment industry. It is believed that it is necessary to support the development of digital leisure and entertainment industry with the development of digital technology industry as the goal of economic development.

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References