

# The "Integration" and "Transmutation" of Visual Language in the Perspective of New Media Convergence

Ping Yu<sup>a</sup>, Weihao Du<sup>a,\*</sup>

School of Art & Design, Guilin University of Electronic Technology, Guilin, Guangxi, 541004, China

<sup>a</sup>2139973632@qq.com

\*Corresponding author

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**Abstract:** With the rapid development of science and technology and the rapid development of society, the characteristics of today's new media era have become increasingly prominent, and the visual language in the process of information dissemination has also undergone earth-shaking changes. In order to explore the development and change of visual language in the perspective of new media convergence, we need to make clear the original connotation of new media. At the same time, with the development of dynamic, universal, diversified, personalized, multi-dimensional and multi-sensory integration, visual language also has the collision, deconstruction and reorganization with the existing cultural forms and languages. In the perspective of new media integration, visual language is developing and progressing in the process of "integration" and "transmutation". While satisfying people's accustomed artistic and cultural concepts, it is subverting and creating new cognition.

## 1. Introduction

Language is the carrier of culture, an important way to express cultural thoughts, and a symbol of the development and progress of human social civilization. As a special form of language, visual language is composed of two parts: basic visual elements and design principles, and it is a normative or symbolic system that can convey meaning. The significance of the existence of visual language is not only the figurative meaning transmission, but also the concept enlightenment and ideological value that remain in the heart after the audience receives, understands and digests it. It fully shows that the cultural and deep "referential meaning" is often hidden in the visual language expression.

In the perspective of new media convergence driven by scientific and technological power, Visual language continues to merge and evolve, and the deconstruction and reorganization based on new media technology also affects the inheritance, innovation and transmutation of traditional design and creation concepts, which creates conditions for visual language to be endowed with new meaning and connotation<sup>[1]</sup>. At the same time, there is a broader and more accurate communication path in the communication process, providing the audience with a more complete and efficient interactive experience.

## 2. Connotation: the origin of the "new" media

### 2.1. The definition of new media

Regarding the definition of new media, the current academic circles have summarized it from multiple perspectives. If I were to explain what new media are, then I must take them apart. First of all, it is "new" + "media", the new form of media, the "new" includes new communication technology, new communication concept, new communication space, etc<sup>[2]</sup>. Continue to split: "new" + "media" + "body". "Body" is a form and a carrier, while "media" is an intermediary and a medium of communication. The combined "new media" is a new way, new path and new means to transmit information to individuals or groups (audiences) through new media and new carriers.

## **2.2. The role of new media**

The role of new media is basically the same as that of traditional media. As a medium and means of information dissemination, new media undoubtedly has the function of transmitting information. At the same time, the audience will generate or give corresponding feedback after receiving the information transmitted by the new media channel, so the new media also has the function of ideological exchange and interaction.

## **2.3. The "new" of new media**

The "new" of new media is of course relative to traditional media. The author summarizes and finds that "new" includes the following three levels of content.

### **2.3.1 The "new" at the technical level**

As technology continues to make new breakthroughs and changes, media forms will naturally innovate along with them. In a broad sense, new media is broadly inclusive, but in a narrow sense, it is an emerging form of media communication based on technological progress. This is also the fundamental reason why the author believes that new media is "new". And its essential characteristics are the digitization of technology and the interaction of communication.

Compared with traditional media technology, the media with lower price, wider dissemination, more widespread application and more in line with users' habits (for example, the vertical screen conforms to the visual habits of contemporary users of mobile phones, and it is easier for users to experience the scene of news events through the vertical screen, etc.) are all forms of new media. Today, a large number of new technologies and models such as digital technology, network technology, and mobile communication technology are used to create conditions for the formation and dissemination of new media. Media languages and forms such as text, images, sound and video can be digitally processed to achieve the dissemination of new media and new channels with the help of platforms such as the Internet, broadband local area network, wireless communication network and satellite. Mobile terminal devices such as computers and mobile phones provide output and audiences for new media. Technology provides new possibilities for media content production and reshapes the mode of communication. As a product of new technology, new media emerges at the historic moment.

### **2.3.2 The "new" in space and time level**

From newspapers to radio, from TV to PC (desktop Internet), from mobile devices to today's new media, from text and pictures to audio and video, and then to today's short videos, each media innovation is new compared with the previous stable and mainstream form. From plane to three-dimensional space, from physical space to virtual space, at the space-time level, the new media breaks through the limitations of time and space. Relying on mobile terminal devices, new media can realize the interaction and feedback of the teaching relationship, which is a space-time communication innovation that traditional media does not have<sup>[3]</sup>.

### **2.3.3 The "new" at the social level**

The most critical factor of the "new" at the social level is the decentralization of information dissemination. The dominant power of traditional media has been transferred due to technological innovation, that is, everyone can be both information producer and information disseminator<sup>[4]</sup>.

The new media has changed the one-way and linear communication process from producers to audiences, which is controlled by professional websites, institutions or specific groups, and replaced it with the participation of netizens in the whole society, showing the equal rights of communication. Based on mobile internet technology, new media has broken the situation that the right of discourse has always been enjoyed by a minority of people, and it has become easier for ordinary people to speak out, with more diverse content expressions and faster dissemination speeds. The traditional roles, structures and barriers of each link in the media communication have also been gradually broken down to build a new communication pattern.

### **3. Integration: New media promotes the all-round expansion of visual language design**

According to the 48th Internet Application Statistics Report provided by the China Internet Network Information Center, by the end of June 2021, the number of Chinese netizens has reached 1.011 billion, with a penetration rate of 71.6%, of which the number of mobile Internet users has reached 1.007 billion, accounting for 99.6% of the total netizens. The huge consumer population has promoted the rapid development of mobile Internet, and also promoted the rapid development of new media with mobile terminal devices represented by smart phones as the main carrier. Traditional media communication forms and visual language are thus deeply affected. Many concepts and understandings in visual communication design have become "obsolete". The innovation and integration of methods, media and carriers is an inevitable way out, which is subversive to traditional visual language design.

#### **3.1. Dynamic and universal communication of visual language**

The most far-reaching impact of new media on visual communication design is to change the audience's habit of receiving information through visual language. New media has changed the audience of visual communication design from a few fixed and some free groups to all groups in the society, and the design and expression form of visual language also have undergone tremendous changes.

Compared with traditional media, the more complex and diverse audience groups with more complex composition and needs mean that it is more difficult to meet audience needs. In the past, static text, pictures and lengthy videos can no longer meet the needs of audiences who want to obtain information efficiently. The dynamic visual language represented by short videos can convey more vivid, clear and intuitive information to meet the reading needs, aesthetic taste and thinking habits of the public in the new environment, which has become the most important way and means nowadays for the whole people to obtain information.

#### **3.2. Interactivity and guided communication of visual language**

The main output carrier of new media dissemination of information is mobile terminal devices represented by smart phones and tablets. Compared with the deep-level and long-term intensive reading of traditional visual language browsing modes such as books, TV and electronic documents, new media shows the fast-food cultural characteristics of the information explosion era. Reading now is fragmented and short-term shallow reading.

Art theorist Rudolf Arnheim mentioned in "Art and Visual Perception: A New Edition" that movement is the phenomenon most likely to attract strong visual attention<sup>[5]</sup>. Through dynamic visual language combined with good audio-visual effects, new media can attract the attention of the audience at the first time, and establish a good interactive browsing mode, which drives the audience to subconsciously pursue its internal laws. Such visual language is more in line with people's visual sensitivity, more guiding and meets the needs of the audience. In the establishment of the relationship between the interactive and guiding communication of new media, the superficial and visible new ways of life and behavior style and even the change of thinking mode are imperceptibly promoting the invisible and deeper social structure reorganization. And the new social structure will in turn promote the further development of new media.

#### **3.3. Diversification and personalized communication of visual language**

The change of new media communication concept and the decentralization of communication have directly led to the diversification and personalization of visual language content and aesthetic orientation in the communication process, which breaks the conventional technology in the process of traditional visual language design and replaces it with the integration of diversified and highly personalized design concepts.

In the perspective of new media convergence, the subjects and audiences of information disseminated by visual language are individuals or groups that are both diverse and personalized. The important way to arouse the affection and resonance of the audience is to give them practical

emotional experience. With the transition from the "information age" to the "communication age", the "creators" and "participants" in the communication are no longer two types of one-way groups, but two-way interaction groups<sup>[6]</sup>. New media with diversified information can meet the personalized needs of specific individuals or groups at specific times and in specific ways through technical associations and paths. Therefore, the audience can grasp the core concept of communication through visual language in the context of new media, that is, obtain information and express themselves in the first time.

### **3.4. Multi-dimensional integrated presentation of visual language**

The vision of new media convergence itself is to treat, process, and design visual language from the perspective of association and integration. Through integration, more relevant elements of information can be conveyed, appropriate themes and ideas can be expressed in a more flexible form and richer content, so as to achieve a comprehensive presentation of the information visual language.

Integration not only refers to the technological integration brought about by the Internet technology, communication technology, VR, AR, MR, AI and other new technological breakthroughs, but also refers to the deep integration of the unification and integration of the whole human society, which greatly reduces the information gap between countries, regions and individuals, exchanges cultures, and shortens the distance between individuals in space and time<sup>[7]</sup>. Cross-disciplinary and cross-field integration promotes the integration of new media with richer language structures, broader content levels, more diverse design concepts, richer creative techniques, and more diverse means of communication. Visual language uses a more perfect language structure, more vivid language forms, and more diverse narrative methods to present more angles and comprehensive information to the audience.

### **3.5. Visual language combined with multi-sensory mobility experiences**

An important feature of the new media era is that huge amounts of information are produced at a high speed. It is more important to distinguish oneself from massive amounts of information to show communication personality and communication power, that is, to achieve the purpose of information communication successfully, quickly and effectively, than to master the information itself.

Under the trend of new media integration, the combination of "dynamic and static", the coexistence of "virtual and real", and the transition from single visual language transmission to multi-sensory combination with mobile information transmission has become an inevitable trend. Visual language still occupies a dominant position in information dissemination. At the same time, the addition and mutual stimulation of various senses such as hearing and touch have greatly improved the speed and quality of information transmission. The integration of multi-sensory communication and the convenient real-time interactive reception, participation, and transmission of information bring audiences a breakthrough in the original extensibility and spatial experience, and the form of information transmission is also more novel and interesting, as well as a stronger sense of participation and substitution<sup>[8]</sup>.

## **4. Transmutation: Collision, deconstruction and reorganization of visual language design from the perspective of new media**

Although new media is a new form of media, its essence is still media, so it still relies on people's eyes to capture pictures, text, video content, and ears to hear all kinds of sounds to achieve information transmission. The interdependence and expansion of new media and traditional media are becoming stronger and stronger, which is an inevitable trend for traditional media to adapt to the development needs of the network society. And they interact and promote each other with existing cultural forms and languages, forming a symbiotic relationship.

As for transmutation, through the impact of new media on existing cultural forms and language survival and the perspective of change, the author has formed the following opinions:

In terms of theory and value, the deep integration of media means collision, deconstruction, and reorganization, which means that the parties to be integrated need to leave the comfort zone of their

respective fields , which will not only have a new impact on the existing technologies of various professional fields, but more likely shake the original professional concept in the process of integration. At the same time, the speed of in-depth integration of various majors and fields is often much faster than the formulation of evaluation criteria for research results. If the value and influence of research results are only judged from the existing norms of a certain subject area, it will cause the value contributions made by cutting-edge researchers to be unable to make accurate positioning and judgments in a short period of time after integration, which affects enthusiasm of research. Therefore, the establishment of a more complete innovation incentive system and system is an important foundation for the "hard core" cross-border between art and science in the future.

In terms of technology and dimensions, the development of technology in the information age has continuously spawned and created new disciplines. The new trends of technological development, as well as the new perspectives and dimensions of conceptual changes are a need, a way, a process and an inevitability for the rapid development of society. New media breaks the concept of specific regional space in traditional culture. Through mobile terminal devices, the visual language in the field of new media can transmit information and ideas anytime and anywhere without being restricted by regional space. Through the new media platform, users can make real-time feedback with the teaching, and this real-time interaction is beyond the reach of traditional cultural forms and languages, which are heavy transmission, mostly one-way but less good, and high-frequency interaction. Today, with the continuous breakthroughs in technology and the increasingly close and complex market environment, visual language design continues to break through the limitations of its own dimensions to attract the attention of the audience and improve its own survivability, competitiveness and communication ability.

In terms of aesthetics and culture, the existing cultural forms and languages are handed down after long-term accumulation and precipitation by generations of people, taking their essence and removing their dross, which have a profound impact on people's cognition, practice and way of thinking. Because of the decentralization and the rapid spread and popularization of the new media, the visual language has a more prominent personality than the traditional visual language, with an efficient and diversified integration form, and can convey a broad and massive content. At the same time, the industry threshold is lowered, and the content and quality of dissemination are difficult to control<sup>[9]</sup>. The excessive entertainment of new media content makes it incompatible with the nationality and inheritance of traditional culture. Therefore, while respecting cultural diversity, visual language from the perspective of new media convergence should pay more attention to improving the public's aesthetic taste and aesthetic level, which is conducive to promoting the development of individuality and harmonious coexistence of human society.

In terms of context and function, the concept of "meaning" is usually bound to "context" in linguistics. The speed of pursuit of "new" in the visual language in the perspective of new media convergence is much faster than the pursuit of other content. As a result, a large amount of new information emerges, which easily makes people lose their ability to judge and choose values, and weaken people's perception of mainstream culture and language of society<sup>[10]</sup>. Although cultural communication can be quickly transmitted to the public through new media, there are very few elements that can be truly absorbed and internalized by people, and cannot guide the direction of cultural development. In the context of new media, the accelerated rhythm has led to a sharp reduction in the design cycle, and the extension of the space has produced a larger display stage, which puts forward higher requirements for designers and the design of visual language. Therefore, the basic elements of current visual language still need to be meticulously refined and considered in order to reduce the uneven quality of design as much as possible, so that the visual language products in the perspective of new media convergence can withstand scrutiny and have far-reaching significance.

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