



The Popularization of Art and the Independence of Art in the Process of Commercialization

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Abstract

With the development of today's economy and society, people's material living standards continue to improve, and they have higher requirements for spiritual life. After the economic base is satisfied, people begin to pursue artistic aesthetics and have new and higher requirements. At the same time, the development of society has also increased people's demand for art commodities. Art works become commodities when they are bought and sold, and the commercialization of art is an inevitable result. In the process of this transaction and dissemination, art should seek balance points, scales and boundaries that affect the development of art. The article analyzes the connotation and advantages and disadvantages of popularization and commercialization of art, and points out that art should remain independent in the process of popularization and commercialization.

Keywords

Art, popularization, commercialization, artistic independence

1. Introduction

With the development of the market economy and the increasingly serious commercialization, companies have begun to borrow various ways to enhance their brand awareness, so a large number of marketing activities have begun to flood people's lives, and the audience's resistance to commercialized marketing is also increasing. How to more effectively arouse the attention of consumers, promote consumption, and enhance brand awareness has become a key issue for brands to explore and develop. Some of these brands have taken the lead and began to use the means of art to shape their own forms.

2. The popularization of art

Since ancient times, whether in the East or the West, it is believed that the appreciation of art is concentrated in the Royal Academy of Fine Arts, painting academies or art galleries, art galleries, museums and the like. However, with the development of society, the innovation of information technology and the maturity of the Internet, art is no longer a niche, but gradually popularized, because the prototype of art is some things, emotions (Yan Lijun, 2020) psychology, etc. around us. The trend of art popularization has also prompted the emergence of popular art. The popular art created by some art e-commerce or art micro-businesses is widely loved by the people, and the popularization of art is a trend of art dissemination and the process of creating art that the people love to see and hear.

3. The pros and cons of popularizing art

Due to the development of the Internet and the emergence of new media, the popularization of art has become an inevitable trend. Art is no longer just the creation of niche artists, and art appreciation is no longer just the right of a small number of people. However, under the inevitable trend of popularization, there are still two sides to the popularization of art. We need to look at this issue dialectically, balance the advantages and disadvantages, and maximize the advan-

tages of the popularization of art.

The advantages of popularization of art: Popularization of art will allow ordinary people to appreciate art, empathize with artists, and feel the charm of art. The popularization of art breaks the boundaries between artists and viewers (Sun Rui & Zhao Yue, 2019) and can cultivate people's sentiments and improve people's self-cultivation through artistic works. The popularization of art can effectively promote the dissemination of art.

Disadvantages of the popularization of art: The popularization of art will promote the creation of more popular themes, thus lack of innovation, blindly catering to the public, and losing artistic value. Excessive pursuit of popularization will make art tend to be vulgar.

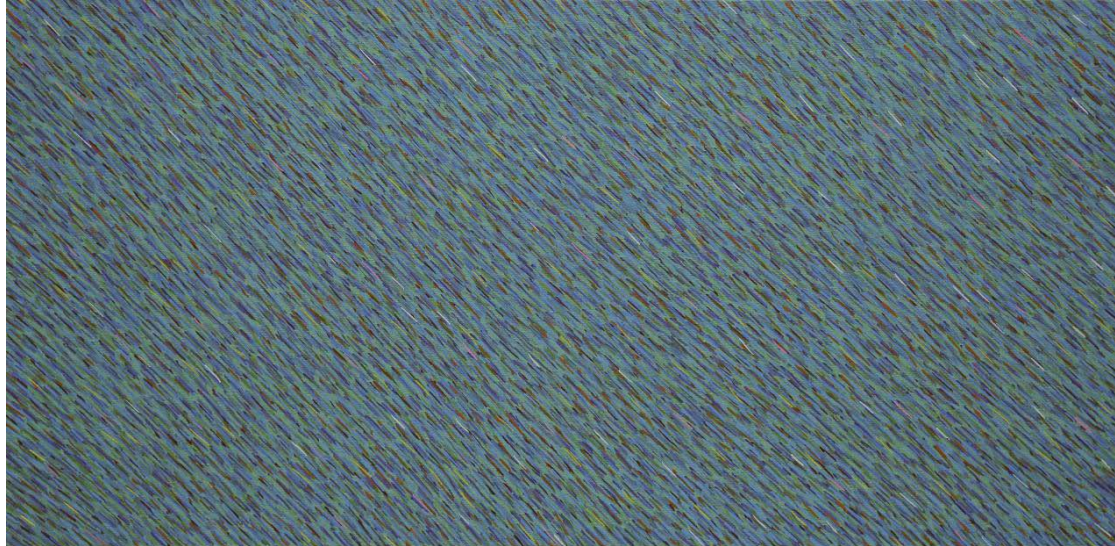


Figure 1. Junzhong Zhao's work title "Hidden 34", size 60×30cm, acrylic on canvas, 2021.

4. The commercialization of art

Under the influence of post-modern art, the form of art is changing day by day. Art is in transition, the relationship between art and consumer culture is getting closer and closer, and art is gradually commercialized. Art commercialization is the process of putting art products into the market for trading. Art is an objective reflection of art, and art commercialization is the process of turning art into commodities. The content of people's life is constantly enriched (Luo Xiaoyi, 2015) and the social division of labor is becoming more and more meticulous. Professional art creators are the product of the social division of labor. Exchange is an inevitable result of the development of human society, and the commercialization of art also meets people's needs at a certain spiritual level through exchange. It is inevitable that artworks will join the ranks of commodities.

5. The advantages and disadvantages of art commercialization

There is a contradictory relationship between art creators and the art market, but when artworks enter the market and become commodities, they also need to follow the laws of the market. However, when art creators follow the laws of the market, they must also recognize the value of art itself. Art can be commercialized, but it should not be driven by commercialization factors.

The advantages of art commercialization: As a product of social division of labor, art creators need to make a living, so art commercialization is inevitable. The commercialization of art can bring art into the market and give consumers a wide range of choices. The circulation of artworks in the market promotes the popularization of art and allows more people to appreciate and understand art. Artists create works of art through their own labor, and realize the value of a certain aspect of art through transactions, which has a positive impact on the circulation of works of art.

Disadvantages of art commodification: Art is sacred and brings us spiritual enjoyment and emotional resonance. However, if artworks tend to be commodified blindly, new art will be born, that is, commodified art. Some commercialized art goes against the original intention of creating works of art, and in the developed market economy, it has a strong commercial flavor. Over time, artistic creation will face certain crises. When art ceases to be created for art's sake, and starts to create for so-called currency, then art may go to a point of no return.



Figure 2. Junzhong Zhao "Run 4" 80×16×6cm Material: Sculpture Stainless Steel Surface Acrylic 2022.

6. The relationship between art aesthetic education and art practice

Art aesthetic education in a broad sense has three contents: education of cultural knowledge; education of artistic skills; education of artistic behavior. As far as art aesthetic education is concerned, no matter what point, it must be realized through "artistic behavior". However, in the art aesthetic education of non-art students, it is not difficult to see that we focus on emphasizing the knowledge of art and culture in art aesthetic education, while ignoring the cultural value of art practice itself to people. Art aesthetic education is the work of aesthetic education for "people" living in a society that is constantly changing. Therefore, it is not possible to train students to use a certain fixed thinking for artistic aesthetics, and it is not possible to test how many famous masters' names and works they have memorized (Chen Dan & Liu Yao, 2016) and through study, check whether it has stimulated students' interest in the beauty of art and life, whether it has cultivated students to have a comprehensive and healthy aesthetic taste, and whether it has improved students' ability to create beauty. What we want is an art aesthetic classroom where a hundred flowers bloom, actively participate, and are interactive and constantly changing. Although these factors produce a "recessive" effect, they can have a more impressive effect on students.

The art aesthetic education of non-art students in colleges and universities should be integrated into art practice education, so that art aesthetic education can be effective. The value of art creators is usually reflected in his cognition of the importance of art practice and his own specific art practice. There are many artistic behaviors, but they all need to be perfected through specific artistic practice.

7. The importance of artistic practice

Art aesthetic education must go from "classroom to life". Art aesthetic education should let students experience the happiness in life and study, let them realize that this kind of happiness can be seen everywhere, and students will get a pair of eyes that can find beauty everywhere. Without the participation of life practice in art aesthetic education, students will always only have some superficial knowledge of art and culture, and will not be able to discover and feel the fun and beauty of art.

How to realize art practice in the process of specific art aesthetic education? That is, we must let each student actively and interestedly participate in the art practice teaching activities. In the United States in the 1990s, their comprehensive art courses required students to not only have a comprehensive understanding of art common sense and appreciation skills, but also require students to participate in creation. During the whole process, students continue to experience

various artistic beauty and explore The ability to create beauty is in line with the original intention of art aesthetic education—discovering, feeling, understanding, appreciating, and creating, that is, the process from aesthetic education to life, and then from life to aesthetic education. Through this teaching method, students' cognition of artistic beauty is deepened, and at the same time, students' ability to discover, feel, understand, appreciate and create beauty is improved. Today's college students in our country are more active in thinking and have their own concerns. Art practice in art aesthetic education can start with some issues that students are more concerned about, and encourage students to express their views through practice. For example, the more popular issues of "Campus Wearing Accessories" and "Campus Safety" can allow students to make accessories, color matching, image design, fashion shows and newspaper clippings, posters, cartoons, collages, computer art and other arts. Practical form of expression; expressing one's own concerns and views on "campus wearing accessories" and "campus safety" issues, as well as the taste and ability of artistic aesthetics. The quality of students' works is not the most important thing, the important thing is to let students participate in it and feel the fun and beauty of art practice; and it can promote students' unrestricted thinking to appreciate and create artistic beauty. Art itself has a strong openness, which is reflected in the simultaneous development of technology and art in modern society. Therefore, our art aesthetic education must also be open, provide enough space for thinking and creative art practice to students, and stimulate their thinking and creativity.

8. The characteristics of new media art application in visual communication design

For the application of new media technology in visual communication design art, the focus is to highlight the network function in new media art, fully integrate information resources in the network platform, and explore the most reasonable mode of resource application. The resource application based on information integration can better integrate the design concept with the product, and fully integrate the designed content into the design concept. The development of various industries in the new media environment has ushered in unprecedented opportunities, and this is also an urgent need to optimize and solve the problems of the media environment. Among the design problems faced by artists, there are also contents that need to be further improved. For some relatively common technical problems, designers need to have a rigorous design attitude during the design period, and consider the application form of the designed products. Observation needs to be further optimized and solved. Content. Designers need to continuously summarize design concepts in depth, and adjust and control the content that needs to be further improved in the new media environment, so as to conduct more in-depth discussions on the problems encountered in new media art and visual communication design. Through the above discussion, the characteristics of the application of new media technology can be summarized as innovation, harmony, and rich functions, which are the main development direction of visual communication design in the future.

In addition, connectivity and interactivity cannot be ignored. Through the application of new media art, in the art of visual communication design, product design concepts at different levels can be fully integrated to form a continuum in each product design area. This method can save a lot of design time, and is more feasible in the formation of design concepts, and can avoid the impact of hidden quality problems, which is also one of the more common technical methods at this stage. The network environment has had a huge impact on the design concept of artists. Some artists pursue the efficiency of design, which leads to the lack of precipitation of product design concepts. In the final design concept, it is difficult to have an in-depth understanding of the design method, which also leads to the final design concept. The designed product is not completely integrated with the actual situation, and it is difficult for the viewer to accept it.

9. The application of new media art

In the application of new media art, there must be a clear target, fully integrate the hidden problems encountered in the media environment, and through technical adjustment to avoid the impact on the implementation of the design concept at the grassroots level. To reflect the advanced nature of the network environment, it is necessary to fully reflect the advanced nature of the platform, continuously collect and sort out confidence in the network platform, achieve a more ideal use standard, and create favorable conditions for visual communication design. Entertainment is also a unique feature in the media environment. When it is integrated with the design concept, there may be some phenomena of substandard quality in the grassroots. Through the realization of entertainment, it can attract more people to pay attention to the art of visual communication design. In this way, information and product promotion goals can be easily achieved, problems related to the implementation of technology applications can be avoided, and more efficient and ideal management effects can be achieved. This is also one of the commonly used technical methods at present.

Art design in the network environment needs to cater to the aesthetic characteristics of the public, and observe whether there is content that needs to be further improved at the grassroots level, as well as the product functions that need to be reflected in the design concept. In the network environment, media art is also a good marketing channel.

Through technical integration and perfecting of on-site design content, it can help newly launched products to quickly complete the promotion, and create favorable conditions for the realization of the comprehensive construction plan, so that the products can be expanded in a short time. Market sales range, and get more consumers' attention. The information resources provided in the network environment can be used as the reference standard for optimal design to carry out deeper product design and avoid conflicts and contradictions between product design concepts and functions. When designing a product, the design goal should be to improve the transmission effect. With a clear goal, the product design carried out can be more efficient and convenient.

10. The development of art in the process of commercialization

Achieve survival and independence in the cracks, in today's society, the popularization and commercialization of art are both inevitable trends. Art is facing a severe situation. In this environment, where should art go, how should it survive, and how should it become independent? Will the niche art in the ivory tower continue to insist on creating art for the sake of art, and will it be out of touch with society? These questions are worth thinking about by artists.

Artists need to master the scale of popularization and commercialization, so that they can create excellent works of art. Excellent works of art usually have two levels of artistic value: social artistic value and metaphysical spiritual artistic value. Works with social artistic value will make us accept in a short time, while works with metaphysical spiritual artistic value will make us empathize.

In fact, when it comes to those down-and-out artists, their works will make some viewers and creators empathize (Ji Rong & Li Jiangnan, 2018) and this empathy phenomenon is also worthy of our appreciation. For example, the Impressionist painter Vincent Van Gogh, whose artistic creation concept has not been recognized for a long time, but his artistic attainments are very superb, which makes the general public bring their dissatisfaction to the situation of Van Gogh, and imagine themselves as similar to Van Gogh. People, thus generating empathy for the artist. Takashi Murakami actually used this kind of empathy in his works, which reflected some of his early experiences. The childish and cute elements in his works are the result of his passion in artistic creation. The popularization of works has made Murakami's works always controversial. Art for the public may promote the circulation of art works, but it will also make artists farther and farther away from their original intentions of creation. Some works begin to meet the needs of the public and lose the taste of art.

In an interview with contemporary artist Takashi Murakami, when asked about his experience in artistic creation, Takashi Murakami said: "Find the direction of desire and run forward... to ask for the power of money." Although it is said that the satisfaction of economic conditions will be conducive to the artist's creation Works of art, but Takashi Murakami later made profits by co-branding his works with major companies, and disseminated his works through commercial means, and the mass-produced works have long been turned into commodities. The artworks are packaged, and consumers seem to have obtained the works at a certain price, but at this time the works in the hands of consumers have become commodities, and their social artistic value is only obtained through transactions. Once an artist is completely packaged by the powerful, capital, interests, etc., and the pursuit of monetary interests far exceeds the pursuit of art, the artistic value of his works will be greatly reduced.

Nowadays, when artists are facing the trend of popularization and commercialization of art, they must look at it objectively, think carefully about the current environment of art, and how to grasp the relationship between the two, so that art can realize its metaphysical value while realizing the social artistic value. Spiritual art value, while popularizing art, does not make art lose its elegant style. People's artist Xian Xinghai, whose works are loved by the common people, closely links the artistic value with the destiny of the nation and the aspirations of the country. The form and style of his works are close to the public, and the spiritual temperament is noble and elegant, realizing the double value of art. Of course, it is undeniable that art commercialization can promote art dissemination. Since ancient times, many artists have traded their works on the market. Art master Wu Guanzhong has publicly auctioned his works many times, and realized the value of art works through the means of art commercialization, so that more people pay attention to his art works, but money did not degenerate him, but helped him realize it The value of his own life, prompting him to achieve other non-monetary goals.

Closing remarks:

To sum up, the popularization and commercialization of art is in line with the current trend of art development, and the real art of the current era is adapting to this trend in a unique form. A truly great artist will let his art work not follow the trend, but also follow the pace of the times, and the artist's art work is no longer just self-admiration. The road of art is still bright. Art can be independent in the trend of popularization and commercialization of art, and grasp the scale boundary of integration with the two. "Mencius: Wanzhang Xia": "The one who gathers great achievements is the

sound of gold and the sound of jade." Any artist should be righteous, and should take the pursuit of art as the great responsibility, and look farther and farther. When creating works, artists should not blindly pursue interests and public appreciation, but should strive to find a balance between these factors that affect artistic value. The road to art is a long way to go. Artists must have a sense of mission in their creation. They should not blindly pursue the so-called popularization and commercialization trends and obliterate the true value of artworks. While trying to integrate into this wave, they should also think about what real art is. Why to create art, where art should go and a series of questions. In addition to creating art, the mission of contemporary artists should also allow art to develop better and realize the true value of art.

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