The Influence of Mobile Platform Digital Image and Information Dissemination on Visual Culture

Jin Quan

Nanjing Normal University, Academy of Fine Arts, Jiangsu, Nanjing 210000, China

*E-mail: paperiset@163.com

Abstract: Under the influence of modern communication technology, the development of digital image and information dissemination of mobile platform has made visual culture discover new development space, and also represents a new media feature. Mobile platform digital image and information dissemination realize from one-way communication to two-way communication, from entity to virtual change; The manufacture and dissemination of digital visual information reflect the impact of individual will on group value; Digital multimedia technology is the integration of traditional and separated information communication forms. In the era of mobile platform digital image and information dissemination, a single western aesthetic model and concept has been broken by a pluralistic visual cultural value concept.

Keywords: Mobile platform; Digital image; Information dissemination; Visual culture; Digital media

1. INTRODUCTION

Since the 30 s of the last century, with the rapid development of world science and technology and economy, the human life form or even a shift in thinking mode, a visual culture era has arrived, today the survival of human experience are more visual than any time in the history of symbolization and, we are in an image is the expansion of the production, circulation and consumption extremely era, in an unprecedented image resources very rich "image age" in the world, and all kinds of images into the line of sight of people, all kinds of cultural forms such as television, film, advertising, image design, have been in the human form a inescapable situation, people no longer have the patience to read the classics, are no longer willing to look for a lot in between the lines of, a large number of literary works were adapted for the film and television play, read the text by the traditional "text text" into a "text" vision, language symbols into image symbols. Various fashion magazines and comic books have replaced the rational representation of words with the visual sense of people. Music is composed of a dimensional auditory art become audio-visual combination of MTV and popular, commercial movies, TV shows, such as virtual network image visual form fill in our life, make visual form the presence of the most common in People's Daily life. Even economists have invented the "eyeball economy" and "attention economy" to describe our historical context. We are experiencing the era of "image mastery", which Heidegger predicted. The concept of "visual culture" has become now a variety of academic writings of key words, according to research, the early use of the concept of "visual culture" is Hungary movie aesthetes raz Bella, in 1931, his witness the rise of the movie as a kind of new way of visual, "he said," the film will be in the field of our culture opened up a new direction. Hundreds of thousands of people every night sitting in the cinema, don't need to see a lot of text, purely by visual experience events, personality, feelings, emotions, thoughts, even because the word is not enough to show the spiritual content of the picture." He asserts: "the birth of film art not only creates new works of art, but also makes people get a new ability, thus becomes a visible thought can understand thought, the concept of visual culture becomes a culture." Another concept of the visual culture has a huge push German thinker Benjamin, although he did not directly USES the notion of "visual culture", but his theory of "the age of mechanical reproduction" deeply affected the visual culture theory construction of latitude. Benjamin think based on modern industry as the age of mechanical reproduction of replication not put an end to the traditional culture of "flavor", he mainly film as objects of narration, traditional art, the contemplation of the aesthetic characteristics has become a kind of sense "shocked" decline. Philosopher Heidegger in his book "the world image era", put forward: "essentially, it seems, the image is not means a picture about the world, but be sure to image in the world." And Heidegger also said: "the world image is not transformed from a medieval world image into a modern world image; rather, the world becomes an image, and such a thing marks the essence of modernity. It is the first time to take visual culture as a cultural phenomenon and place it in the diachronic coordinate of social and cultural

development. Scholar in 1950, Canada transmission but from the perspective of communication studies, this paper discusses the visual culture, Marshall McLuhan from the perspective of media change in the way transmission, demonstrates the advent of electronic media culture, the culture will be integrated visual and auditory culture, effect on the audience is more than any kind of media, especially on television. The concept of visual culture is divided; some scholars analyze from the perspective of cultural form, and think that visual culture is a highly visual culture, which is the post-modern culture. Some scholars from the realm of disciplines covering, points out that visual culture the term covers many media forms, ranging from art to popular cinema, to the advertising, such as science, law, and the visual information in the medical field. Some researchers emphasize that the study of visual culture is based on historical analysis. From the above viewpoint, we can see that the definition of visual culture should be multi-dimensional, not only from specific cultural phenomena, but also from the historical perspective of these phenomena. Here we can say that visual cultural concept refers to a cultural domain or research object, which is different from text text, which occupies the main position. Visual culture refers to "all human products with significant visual characteristics". In addition, as a research area, visual culture has obvious interdisciplinary nature.

2. THE DEVELOPMENT OF VISUAL CULTURE

We divide the environment of human social existence into: natural environment, social system environment, symbol environment. In a certain sense, our modern cultural environment is constructed by the propagation of various symbolic systems. Symbols are the material carriers of culture,

Without the symbol processing, carrying, communication, there is no cultural survival and change. Media transformation in the role of modern communication technology, access to media, use of media has become an important way of personal contact with society. There is no denying the fact that visual culture is an important part of human culture, with the development of digital technology, the upgrading of computer hardware technology, the popularity of digital media technology, the establishment of various service website, the Internet is becoming a new media widely into the life of people. The beginnings of digital media art began with what is known as the fourth information dissemination revolution -- the birth of analog electronic communication. A series of analogue electronic communication technologies and media have appeared successively, and quickly popularized, leading humans into the era of mass communication, which imitates electronic communication. Which in the 1960 s, the information revolution in Europe and the United States make people into the TV cultural consumption era, video equipment artists began to

master the portable photography is applied to the mass media of modern art. Since the 1990s, mankind has experienced the latest information communication revolution, the fifth information communication revolution -- the birth of digital communication. Digital media, the creation of the symbol also by stages is given priority to with simulation technology of video technology, into the new technology to use computer in the era of digital art, and also with the development of digital technology and development. Digital electronic media, such as digital cameras, digital cameras, personal computers and mobile phones, has become an indispensable information medium in contemporary life. The interaction between the media and the use of the media has brought the visual culture into a new era of integration of multimedia.
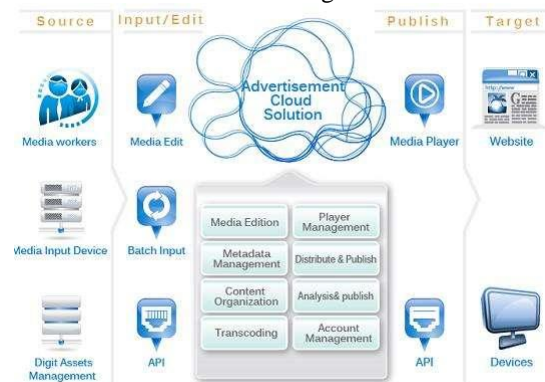

Figure 1 The system block diagram

(1) Information dissemination

The development of network technology highlights the human reproduction and virtual ability of the natural landscape, making the personal visual perception become vivid and lifelike multimedia screen. We are often shocked by the culture of the Internet, which mainly comes from visual perception. Under the powerful features of science and technology in the network, many guests sleep images were digitally processed, became a rich and colorful multimedia video, let people visual impact brought by the network all the time. The characteristic environment of network visualization has become an important window and green channel for different cultural exchanges and the same type of culture is more acceptable after changing the expression form in such an environment. The cycle of cultural exchange and integration enables bedizens to paste, modify and recreate the cultural works Shared in the network. New media such as Internet, mobile phone is not only a collection of text, images, video, sound, which integrates "multimedia", and it is the fusion all newspapers, radio, television and other traditional media functions in one of the "entire media". New media has many new features while focusing on the advantages of traditional media. The support of multimedia technology is rich and varied in visual communication. Multimedia technology is the

traditional, separation of all kinds of information dissemination form (e.g., language, text, voice, image and image, etc.) organically fuses in together, for a variety of information processing, transmission and display. In this way, the visual communication design and the performance scope have been expanded greatly. The future visual communication design is comprehensive and covers the simulation design of all human senses.
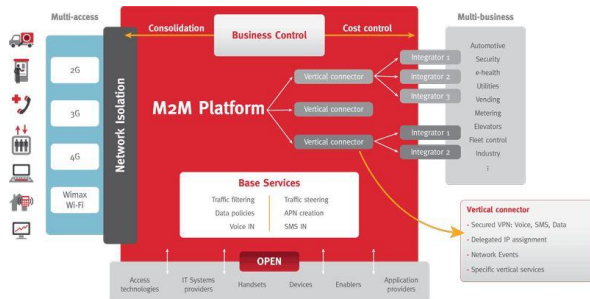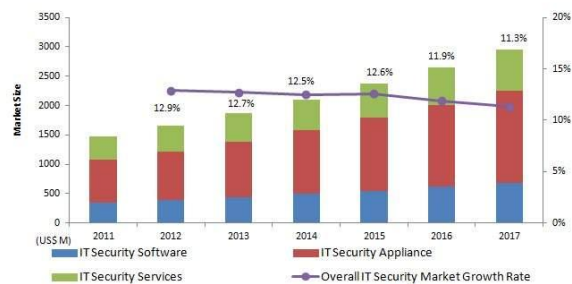

Figure 2 The principle block diagram of the Programmable amplifier

(2) Visual communication

Modern digital network technology has let Marshall McLuhan's "global village" dream become a reality, the spread of visual culture also easily break the limitations of the traditional country, territory and the trend of the spread of globalization, the single western aesthetic mode and concept of broken by a multiple visual cultural values. In modern times, "western culture center" regards Oriental culture and other regional culture as a tributary of human culture, even as primitive and undeveloped heresy. At the beginning of the 20th century, with the acceleration of the western modernization process, this concept was filled with the design field, which almost drove the regional culture and national culture to the corner. Into the 1990 s, however, rise in economy and culture of the southern countries have confidence in the region and the national culture as the main vein, to foreign design concept and take the attitude of selective absorption technology. To some extent, the personality and cultural temperament of some regional civilizations are preserved. Regional culture in the design of specific performance is through a variety of methods, based on the connotation of regional culture, combined with the modelling language and environmental conditions in the region, bold corrective modernism too much emphasis on the behavior of visual program, try to use the most typical local language to retain the form of history. Such as building the lattice window, horsehead walls now, just as a place to form in the realms of visual information transfer, a greater degree to regional cultural values into the contemporary visual information and design works, showing an eclectic attitude, historic cultural values with the regional design in the development of the contemporary, to regional cultural spirit. There are also some ways to make sure the cultural value of the local culture is in order to secure a place in the chaos of contemporary

design theory. One of the advantages of the Internet is spread around the world, no matter in which corner of the world, as long as the computer into the network, then you can transfer the information to him, or for his information. People in Asia or America can enjoy the dance of African native people in the Internet while European fashion styles can be imitated by Asian designers in a very short time.

Figure 3 Circuit scheme of AD9224

The future development trends of the visual culture must be based on "people-oriented" core idea, promote the profound humanistic spirit dialogue and exchanges of scholars and technical experts, to promote technical rationality and humanistic value rationality fusion, the information network technology development and application in visual culture in the way of more accord with human nature. Therefore, we must establish the "intelligent individual belief of visual cultural audience". In particular, is in the use of information network technology platform in the process of visual culture communication, gradually overcome technology and instrumental rationality of existing things and ideas do value judgment, fact judgment not only the lack of historical sense, does not have critical awareness and the inherent defects of negative thinking. In the design and implementation of visual culture communication, the positioning of the communication audience is gradually transformed from the network extension information carrier of the past to the intelligent individual. Make people in the network communication of visual culture at the same time, always keep himself as the independence of the individual, the personalized thinking into the information screening, treatment and processing process, it is concluded that different personalized visual image. After all, the visual culture of the humanistic orientation is to ensure that the people in the era of information network to keep an open theory point of view, an introspective spirit, for the survival of human beings based on and explore the meaning of life and thinking. To explore the essence of human existence, to reflect on the possible path of the future, to provide a kind of humanistic care for the real life, to better help people understand and control their own destiny.

Figure 4 Mobile platform App software

3. CONCLUSION

Digital technology makes human visual experience in real space, real space and reality environment, that human beings have not experienced the human senses obtained the unprecedented freedom, abundant visual culture communication skills, the improvement of production and communication means, and to enhance the popularity of visual culture and deepening, produced the important influence. At the same time, digital technology has its own limits, the digital technology and the visual survival of the humanities coordination, can realize the balanced development of digital visual culture. Digitalization is no longer the outer technical form far from our existence, which in itself constitutes our way of life and practice.

Images and images have gone beyond words, making "audiovisual" a common way of perceiving and recognizing things, and people's dependence and emphasis on "seeing" has reached unprecedented levels. In such a big background, the spread of mobile media visual also subsequently rise, quite has the potential of fire and the development of visual transmission with the help of mobile media further close to the edge of space and time every aspect of people's life, mobile media makes people are surrounded by visual information anytime and anywhere. In fact, people in modern society are already in a society that looks like construction. In this society, the boundary between reality and image disappears and the world of simulation or "virtual world" appears. People's understanding of the world is no longer their own experience and experience, but often based on the images they see. People have become too dependent on visual information, and have been used to seeing the real world from the perspective of the world. Visual information has the

hegemonic function of "control" and "manipulation". The visual communication of mobile media has strengthened this hegemony function. However, there is no difference in the nature of visual communication on the surface, which is the pure pursuit of visual impact and sensual pleasure, which leads to the emergence of visual hegemony.

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