

## Comprehension of Globalization and Contemporary Fine Arts in China

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**Abstract:** Globalization brings changes to not only the external living environment of people but also to their internal world. This has greatly changed the model that people comprehend meanings and senses, and further affects fine arts theory in China. Only when the fine arts adapt this change can it be approaching the present life reality.

**Keywords:** globalization; "single city" phenomenon; asymmetry; graph; meaning

### I. The characteristics of globalization

About globalization, different scholars have different opinions. Some think that it is economic integration. Some think that it is information globalization while some others think that it is omen of the capitalism's aging. But overall, people pay much attention on the effect of economy, spiritual, and culture brought by globalization. Upon these changes, John Tomlinson calls this "complex connection." He ignores major qualities, and through people's experience, explores the specific features of globalization. He thinks that "communicating with each other and relying on each other form the modern society's feature. Globalization means growing fast, growing dense and thus forming a network system." Though globalization has many explanations, yet every

change will influence people's inner experience. Therefore, globalization has caused people's significance-experience model to alter. To be specific, there are the following aspects:

1. Upon the material life, Globalization leaves the world to face the same problems. And local issue may soon become a world issue.

2. The spread of information becomes so fast, that it makes great changes on people's spiritual experience model. In this respect, globalization shows great complexity.

(1) Compared with the past, globalization combines locality and worldliness. Prior to globalization, the experiences of a person are mainly made up with local features. Globalization mixes in it worldliness. John Tomlinson (2002) defines it as "single city" phenomenon, which is "the world for the first time becomes

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one with single social and cultural background. " If we say that the culture, society and practice in the past can be comprehended as a set of local and relatively "exclusive" phenomenon, then globalization makes the world into a "single place" for the first time.

(2) Because of the asymmetry of globalization, there appear strong culture and weak culture. Globalization becomes another name for strong culture. This stimulated different attitude toward globalization. There is fundamental conservative, to protect the purity of local culture. There are also who want to delete their own nations' own culture, and undertake "overall westernization." There are more who consciously who realize the necessity of globalization and combine dialectically globalization and local experience.

(3) Because the modernization is closely related to the West's development of culture, and therefore, discussing modernization can help people to realize more clearly the process of globalization. Modernization affects the basic model for people to comprehend the world which includes not only the concepts such as time, space and so on, but also the basic overview as well as the basic thinking of the people to the world.

## **II. Globalization affects Chinese fine arts**

Fine art theory is one that studies fine art phenomenon's quality and rules. And fine art is based on personal experience. And therefore Globalization greatly influences the things fine art describes, and how fine art describes things. In short, globalization changes the context in which fine arts exist, and changes the form in

which fine art exist. And also the mode of fine art works.

First, globalization changes the background of fine art works. Globalization enlarges the reader group, and makes a local event become world event, makes more people see the work, and accept the work. Local experience makes people only accept those works with strong local characters. Globalization makes people realize the narrowness of locality, and improve people's ability to accept and enlarge the scope of readers. In other words, globalization produces a group of people with creativity and acceptance, and therefore gives national things with global meaning.

Second, for the same piece of fine art work, globalization makes the work's meaning space constantly change. Acceptor of different national mind will give the same work different connotation. Therefore, fine art works or text files have their meaning space change continuously. The original work accepts the impact from the world, and thus gives it more meaning and significance.

Third, globalization changes the media in which fine art pieces exist. In the past, when paper was the major media of communication, "read" and not "look," was the major means. When paper became the major vehicle, people can find some free time, to dig into the work for deeper meaning, and check into the author's background. But in the globalization, the visual inflated, and information exploded, which make readers confused and spatial. The images make "look" a major appreciation mode. We can see that the rapidly spreading of information brings the explosive existence of "graph".

With a view at media as television and internet, we can find that graph has become the main method in spreading information. The explosive existence of graph makes seeing the main reading method. The permeated graph of visual information takes the place of the imagination of paper information, which makes the meaning depth model of fine art works develop into spatial model. This is one reason for the mass culture to be in flavor.

Forth, language and image modes make meaning experience have different evaluation of the reader. Before globalization, the meaning experience not only has depth but also the model points to local affairs. When people appreciate the works, they subconsciously look at their own life, and thus globalization influences life. As globalization goes on, works of fine art are somewhere far away. And therefore, people cannot look at the works' truthfulness. Instead, they are concerned with only the works' own appearance. In the experience, it appears as recreational factor got strengthened, and the works valuation got emphasized.

Last but not least, in Chinese fine art, because of the asymmetry of the global information, China, as a weak culture in the world, should not only be alert about nationalist conservatism, but only about all round westernization. The modernization of Chinese an-

cient culture and ancient mode of thinking is a very good solution. Although the discussion is presently suspended, it does not mean the question is solved. In fact, because of the irreversibility and development of globalization, this question is shown up sharply. This is called the contradictory of ancient culture's "look back," and the globalization's "look to the front." Chinese traditional basic mode of thinking is to look to the earlier people's thinking and in this way, to justify later people's mode of thinking. This has great contrast with globalization which pursues overall renovation. Solving the problem between the two is an urgent task for contemporary fine art theory. Looking at China from others' eyes is the major principle of globalization.

Overall, globalization for Chinese fine art is a challenge and an opportunity. How to face the new situation of globalization is an important topic for all Chinese people. Contemporary fine art should not only analyze the outer influence from globalization, but also look into people's inner world, so that people can face the new opportunity.

#### **Reference:**

- [1] John Tomlinson. *Globalization and Culture*. Translated by Guo Yiingjian. Nanjing: Nanjing University Press, 2002