# The Characteristics and Performance Style of Dance Art Based on the Perspective of New Media Environment

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*Abstract: New media is the main means by which modern information technology can be rapidly promoted and occupies an increasingly important position in people's lives. Due to the great convenience of new media technology, further information exchange greatly ensures the timeliness and reliability of information transmission. This paper adopts the method of literature research to analyze that the development of new media technology has brought new elements to traditional dance art, resulting in significant changes in the expression and dissemination of dance art. This paper analyzes the characteristics and artistic styles of dance art in the new media environment, with the aim of promoting its better development and enabling dance art to adapt to the rapid development of the times.*

*Keywords: new media, information technology, dance, artistic characteristics, expression style*

## 1. Introduction

Dance is an art of bodily expression, and in its long history of development, dance art has reflected people's relentless pursuit of the beauty of body posture and movement. The development of network technology has fundamentally changed people's way of life. In the era of new media, people's consumption needs for dance art have become more diverse. Dance artists need to have a deep understanding of the new characteristics of dance art in the new media environment, flexibly grasp its creation, performance, and dissemination techniques, draw on the essence of traditional dance art, innovate with the times, and achieve leapfrog development of dance art [1].

## 2. Overview of new media dance art

The development of dance art has gone through a long process, and dance art in different historical stages has different characteristics. Art is one of the forms of expression of people's aesthetic concepts. Social activities, cultural traditions, and other factors internally influence people's aesthetic concepts, while factors such as information exchange and dissemination methods, and people's lifestyles, externally affect the existence and dissemination of art. These two factors together shape the forms of dance art expression in different historical periods. With the development of society, the development of dance art tends to integrate multiple factors. As a medium of communication for dance art, new media ensures the timeliness and effectiveness of information dissemination, providing a favorable environment for dance creation and development [2]. Specifically, on the one hand, dance art can more effectively use new media to disseminate information; on the other hand, the application of animation, virtual reality, and other technologies in dance art, it enriches the forms of dance and achieves various artistic expression effects. In short, the application of new media has provided greater development space for Chinese dance art, surpassing traditional forms and achieving breakthrough development.

## 3. Characteristics of new media dance art

### 3.1 Comprehensive

The comprehensiveness of new media dance art is reflected in the combination of new media dance with traditional music dance, painting art, and sculpture art, which subtly changes the relationship

between different art forms. For example, the famous modern dance drama "Sacrifice of Spring" combines three artistic forms of dance, image and music [3]. The magnificent symphony, beautiful dance steps and large screen 3D film together create this experimental comprehensive work. The presentation of each action and screen reflects the creator's comprehensive understanding of art, and the perfect integration of various art forms by the creator brings a sensory feast to the audience.

### 3.2 Developmental

Early dance used beautiful and complex body movements to express thoughts, emotions, and artistic conception, making it a more pure art. With the continuous development of acoustics, optoelectronics, and other technologies, people's demand for dance art has become increasingly diverse. Dancers should independently use technological means such as space, sculpture, lighting, imaging, and electronic music to meet the different needs of different audiences while mastering their own physical posture. Body movement is the most primitive way of conveying information, and dance is the mother of human language. Nowadays, people's communication methods have become increasingly diverse, including elements such as text, images, lighting, music, etc., which can convey information. In early dance, dancers often expressed sadness by contracting their bodies, but now we can express sadness through deep music and elements such as cold light, shadows, and symbolic images.

### 3.3 Virtual reality

Computers can transform dance into virtual, dynamic images and integrate them with real dance movements. Computers can also turn artists' creativity into practical actions, making dance creation simpler. Computers can also use 3D technology to simulate dance scenes on stage, such as the virtual stage scene in the "New Year's Ball" that imitates existing things. This technology is called "virtual reality"[4]. The characters and scenes in new media dance, such as virtual characters and dance spaces, are all simulations of the real world. Artists create dances through computers, allowing dancers and audiences to experience the creator's artistic concepts through the screen, as shown in Figure 1.



*Figure 1: Dance virtual reality scene*

## 4. Expressions of new media dance art

### 4.1 Multimedia theater dance

Multimedia theater dance is a stage art that requires dance performers to have a certain level of artistic expression and stage aesthetics [5]. In multimedia theaters, the presentation of stage effects mainly utilizes modern holographic technology and interactive technology to achieve the integration of characters and the stage. Computer technology has enhanced the visual and auditory effects of the stage, making the sensory stimulation of sound and light more prominent, and the information transmission process more efficient. In multimedia theaters, the fusion of sound and light can not only create an environment that conforms to the theme of dance art, but also play an important role in the entire scene switching. Multimedia theater dance has a strong comprehensiveness, originating from sports. It is artistic through factors such as color and form, and creates emotional resonance among the audience, as shown in Figure 2.

*Figure 2: Multimedia theater dance*

### 4.2 Human shadow interaction

The interaction between people and shadows is an artistic fusion. Human shadow interaction places high demands on human-computer interaction technology, and there are significant differences in visual effects between humans and shadows. The interaction between different subjects gives people a profound sense of art, which is mainly manifested in video and interpersonal interaction, improvisation, background setting, animation production, and other aspects. Human shadow interaction can create a special atmosphere, stimulate the audience's interest, make them think about the content of the dance, and thus bring stronger artistic effects[6]. However, due to technological limitations, the art of interactive dance with human figures has not yet been popularized, as shown in Figure 3.
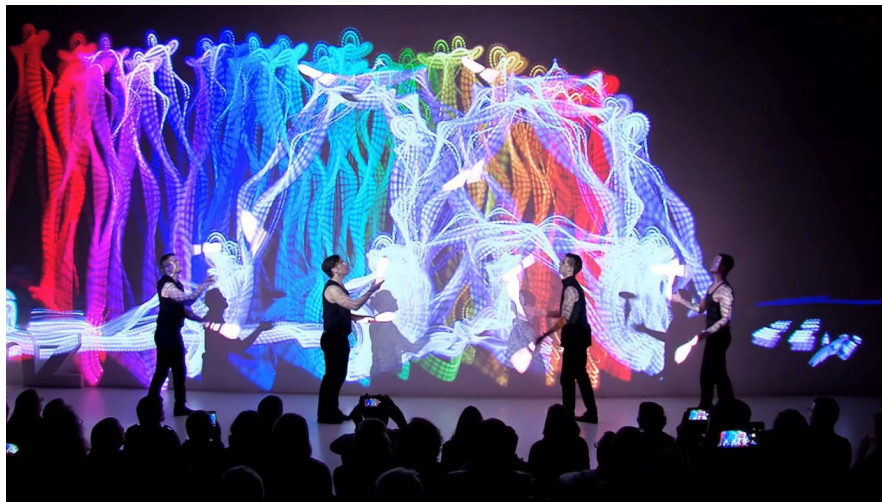


*Figure 3: Human shadow interaction*

### 4.3 Installation dance

Installation dance integrates dance into a certain spatial framework and has strong artistic value. Although installation dance has certain limitations in space utilization, its limitations on space also give people a different feeling. Installation dance utilizes a specific stage space background to create a sharp contrast between power and stillness in dance art, bringing a strong visual impact to the audience, as shown in Figure 4.

*Figure 4: Installation dance*

### 4.4 Virtual dance

Virtual dance is a type of virtual dance based on new media and virtual reality technology. It mainly consists of two elements: firstly, using virtual environment and new media to represent virtual characters; secondly, using new virtual media to perform virtual rendering on the real stage. Virtual dance is a flexible form of artistic expression, with a complex implementation process and technical difficulties. However, in the current process of new media and dance development, the comprehensive application of technology has made virtual dance present various development possibilities, as shown in Figure 5.



*Figure 5: Virtual dance*

## 5. Characteristics and applications of new media dance art

### 5.1 Expressions of virtualization and interactivity

The innovative development of new media and dance integrates various artistic elements, enriches the artistic expression of body language, and has a strong artistic impact. New media dance has the characteristics of virtualization and interactivity, which tend to integrate scenes and characters, making the dance both narrative content and artistic beauty. The virtual environment emphasizes the combination of virtualization, creating a surreal spatial vision by comparing real and imaginary images, bringing effects that transcend time and space. Interactive virtual narration can enable people to perceive art from multiple perspectives, thereby obtaining special artistic effects. Its interaction can be manifested through dynamics, light, and backlighting, in which case the connections on matter are invisible. The interactive approach of new media has changed the drawbacks of traditional dance art

performance rigidity, making dance forms more dynamic. Displaying dance works in an interactive form, using images to reproduce specific visual effects, and then managing new media and dance art by setting space, time, and other conditions can create a rich stage art atmosphere. The application of new media in dance art is an effective integration of technology and art, bringing infinite possibilities for the development of dance art.

### 5.2 Aesthetic pursuit of multidimensional space

Multidimensional space is an aesthetic geometric form that ensures reasonable changes in spatial form based on three-dimensional measurements. In terms of time and space, multi-dimensional space transforms simultaneously, making the stage changes more coordinated and vivid. Inner and outer spaces are the main expressions of multidimensional space, and different scenes may change according to the needs of the performance. Introducing virtual technology into multidimensional spatial design, making it a multidimensional virtual three-dimensional perception space with strong artistic expression.

### 5.3 Using dance limbs and technology integration as a carrier

Traditional dance is rarely combined with technology. With the passage of time, Chinese dance art has become increasingly specialized and diverse in artistic forms. The form and form of dance have a great impact on the performance effect of dance. The use of scientific and technological methods to design human body movements not only makes the dancer's movements more powerful, but also generates a new form of artistic expression. In new media dance art, dancers should combine their limbs and techniques according to the needs of dance art to improve their ability to present content.

### 5.4 Let the dance movements break first and then stand up

The main body of new media dance art is a single dance element, and such works of art often appear in illogical visual forms and are disseminated online. This dance lacks a specific plot, and its core idea is to highlight the author's inner world and emotions. In this type of dance, the dance movements are not coherent and specific steps cannot be used to express specific content. However, the author's thoughts, emotions, and artistic feelings can be well expressed, so it is the emotional carrier and sustenance of the designer. As a typical representative of this art, "Fishing for Fish" uses a small digital camera to complete the entire shooting task. The entire shooting process does not emphasize the connection of actions, nor does it lack coherence between plot and plot. The creator divides the plot based on their own understanding of music, and then reassembles each plot fragment and lens to achieve a refreshing effect for the audience.

## 6. Conclusion

The combination of new media and dance art is not only an inevitable trend of the times, but also a need for aesthetic transformation. In the design of dance art, creators should fully utilize new media technology, understand the rich connotations of dance, develop new media and new dance art, and achieve creative development of dance art performance and dissemination.

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