

Cross-border Integration: Synergies and Impacts of New Media Arts in the Cultural Industry

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Abstract: *This paper explores the synergies and impacts of new media art in the cultural industry. Through the introductory part, it provides an overview of the definition and development of new media art and the impact of digitization and globalization on the cultural industry, and then describes the synergistic effects of new media art in the cultural industry, including the commercialization of the works and the market impact, the synergistic effect with other creative industries and the impact on the growth of the creative industry, and concludes that the new media art can lead to the enhancement of audience's interactivity and participation; and in the concluding The section outlines the far-reaching impact of new media art on the cultural industry and emphasizes the importance of collaborative efforts among artists, creators, industry practitioners and scholars to address the challenges and problems in the industry.*

Keywords: *New media art; Cultural industry; Synergistic effect*

1. Introduction

In today's digital era, new media art has become an attractive force in the cultural industry with its innovation and diversity. With the rapid development of science and technology, the concept of new media art has gradually transcended the boundaries of traditional art, and a series of digitized and interactive art forms have emerged. This trend has not only triggered a profound change in the art field, but also had a great impact on the whole cultural industry^[1]. New media art is not only a single art form, but also a cross-border cultural phenomenon, integrating elements of art, technology, science and creative industries. Its development not only promotes the innovation of art in terms of aesthetics, but also leads the new trend of cultural industry in terms of business. In order to understand more comprehensively the synergistic effect and impact of new media art in the cultural industry, this study will delve into the definition of new media art, its development trend, and the cultural changes it has triggered globally. Digitalization and globalization are two important background factors for the rise of new media art. The rapid development of digital technology has provided artists with a broader creative space, allowing traditional concepts to be broken and new ways of expression to emerge.

2. Overview of related concepts

2.1 Definition and Development of New Media Art

The rise of new media art marks a revolution in art, which is an art form that incorporates advanced technology, digital media and creative expression. The definition of this field is inherently diverse and challenging, as it encompasses not only works involving computers and digital technology, but also interactivity, virtual reality, artificial intelligence, and many other areas^[2]. New media art breaks through the boundaries of traditional art and is no longer limited to oil on canvas or marble in sculpture, but introduces technologies such as electronic media, interactivity and virtual reality into the realm of artistic creation.

New media art originated in the digital revolution at the end of the 20th century, when artists began to utilize digital technology to create works through computer-generated images, the use of virtual reality and other digital media means^[3]. This digital art form not only expanded the medium of art, but also changed the way artists interact with their audience. Interactivity has become a major feature of new media art, and the audience is no longer just passively enjoying the works, but can participate in the art creation and become part of the creativity. The new media art is shown in Figure 1.



Figure 1: New media art

2.2 Impact of digitization and globalization on cultural industry

The waves of digitization and globalization have had a far-reaching and wide-ranging impact on the cultural industry, shaping a completely new cultural ecology^[4]. With the rise of digital media, the way cultural products are created, disseminated and consumed has undergone fundamental changes. Digital technology not only improves the production efficiency of cultural creativity, but also expands the way of creative expression, enabling artists and creators to more flexibly use multimedia means to create more colorful works^[5]. The rise of digital platforms has not only changed the dissemination of cultural products, but also promoted the globalization and integration of the cultural industry chain, forming an interrelated and mutually reinforcing cultural network. The exchange and integration of cultural products on a global scale promote mutual understanding and integration among different cultures^[6]. This is not only manifested in the content of cultural products, but also in the transnational cooperation of creative teams and cross-border integration of cultural elements. Globalization has pushed the cultural industry in the direction of greater openness and diversity, enabling creators from different cultural backgrounds to work together to create cultural products with a more global outlook.

2.3 Synergy effect theory in cultural industry

The theory of synergy in the cultural industry is a key theoretical framework that focuses on the mutual cooperation between multiple cultural and creative elements to create greater value and thus promote the development of the entire cultural chain. Synergy not only plays an important role in business, but also plays a key role in promoting cultural creativity, fostering innovation and meeting multicultural needs. The theory of synergistic effect focuses on the synergistic cooperation among various links in the cultural industry, emphasizing the interdependence and complementary relationship of the whole industry chain. This synergistic relationship is not only manifested among creative producers such as artists, producers, publishers, etc., but also includes various links such as dissemination, sales and marketing of cultural products^[7]. Through close synergistic cooperation, participants in the cultural industry can make full use of their respective professional advantages and achieve resource sharing and optimization, thus promoting more efficient operation of the whole industry chain.

2.4 Impact of new media art on society and culture

As a cutting-edge art form, new media art not only leads the trend of art creation at the aesthetic level, but also has a profound and extensive impact at the social and cultural levels. As a product of the digital era, new media art breaks through the material boundaries of traditional art and expands the forms of artistic expression^[8]. Through digital technology, virtual reality and other means, artists are able to create more experimental and avant-garde works, thus triggering the audience to rethink the nature of art. This kind of artistic change not only enriches the form of cultural products, but also stimulates the audience's desire for innovation, and promotes the social cognition of art to a more open and diversified direction. New media art has made an important breakthrough in interactivity, changing the passivity of traditional art viewing. The audience is no longer just a spectator of the work, but becomes a participant and part of the creator. This interactivity greatly expands the audience's participation and experience, so that art is no longer a one-way expression, but a closer interactive relationship with the audience. The interactivity

in new media art is shown in Figure 2.

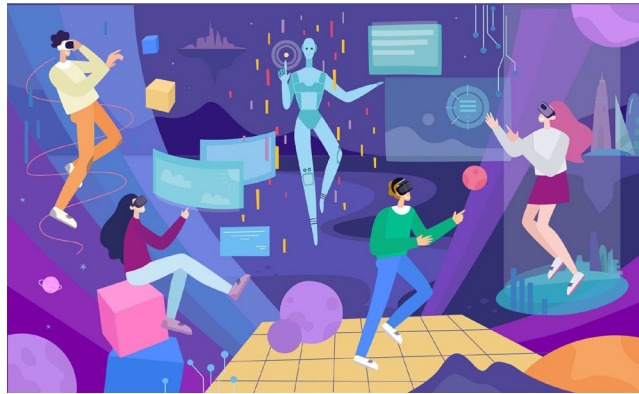


Figure 2: Interactivity in New Media Art

3. Synergistic effect of new media art in cultural industry

3.1 Commercialization and market influence of new media art works

The commercialization and market influence of new media art works is one aspect of new media art that has attracted widespread attention in the cultural industry. With the advent of the digital era, new media art realizes the wide accessibility of works through the dissemination of digital platforms and online media, which in turn creates brand new business opportunities. Artists can market their works to a global audience through channels such as online exhibitions and digital art markets, breaking through the geographical limitations of the traditional art market. This digital commercialization model not only provides more exposure opportunities for artists, but also provides a more convenient way for global audiences to appreciate their works, which promotes the market influence of new media art. The commercialization of new media art promotes the deep integration between art, technology and business. Art is no longer just an artistic expression, but also a commercialized cultural product. In the digital era, art works are integrated with commercial elements through innovative scientific and technological means, making art works not only aesthetically appealing, but also more commercially attractive. Cooperation between artists and technology companies and commercial organizations has become the norm, jointly promoting the promotion and sale of digital art in the market. The commercialization of new media art has not only changed the market pattern of art, but also promoted the diversified development of the cultural industry chain. The introduction of digital media, virtual reality, interactivity and other elements has brought new business models and revenue sources to the cultural industry. From digital games to virtual performances, new media art, as a kind of commercialized cultural product, expands the multifarious modes of the cultural industry and injects vitality into the sustainable development of the whole industrial chain.

3.2 Synergistic effect between new media art and other creative industries

The synergistic effect between new media art and other creative industries has brought new growth points and innovative momentum to the cultural and creative industries. The cooperation between artists and technology companies not only promotes the application of digital technology in artistic creation, but also injects more cultural and creative elements into the technology industry. This two-way integration not only promotes the innovation of technology, but also expands the market prospect of digital creative industry, forming a benign interaction between technology and art. The synergistic cooperation between new media art and cultural industries such as film and television, games and so on promotes the development of cross-border creativity. Film, television, games and other industries have absorbed the digitalization and interactivity of new media art, promoting the rise of cross-media narratives. The interactivity and cross-border integration of new media art not only make film and television works more participatory and immersive, but also bring richer story expression and artistic experience for the game industry. This synergistic effect makes the creativity of different fields symbiotic and co-prosperous in each other. By integrating the creative elements of new media art into brand design and advertising marketing, companies are able to better attract their target audience and create a unique brand image. The innovative means of new media art provides more possibilities for brand communication, makes the brand story more vivid and interesting, and thus enhances the market value

and influence of the brand.

3.3 Synergy between the growth of creative industries and new media arts

As part of the creative industry, new media art has promoted the growth of the entire creative industry through the innovation of digital technology and the practice of cross-border integration. The continuous evolution of digital technology has provided the creative industry with a wider and deeper range of creative means, enabling creators to express their creativity more freely and create more forward-looking and innovative works. The development of this technology has also expanded the market boundaries of the creative industry, promoting the rise of new fields such as digital art and virtual reality, and forming brand-new business growth points. New media art has injected more cultural elements and artistic spirit into the creative industry, making creative products more in-depth and connotative. Through the cooperation with new media art, the creative industry is no longer limited to commercial interests, but pays more attention to the integration of artistic thinking and aesthetic value in creative products. This dual combination of culture and business makes the works of creative industries more emotionally resonant and more capable of triggering the audience's deep thinking, thus promoting the development of creative industries in a more mature and in-depth direction. Due to the special nature of new media art, it focuses on experimentation and independence, which provides more creative space and inspiration for creative industry startups. The cooperation between artists and entrepreneurs not only promotes the prosperity of creative industries, but also provides more possibilities for the exploration of new business models. This synergistic effect not only makes the creative industry more innovative, but also helps startups to better break the traditional limitations and quickly adapt to the market needs. The Synergies between the growth of creative industries and new media arts are shown in Figure 3.

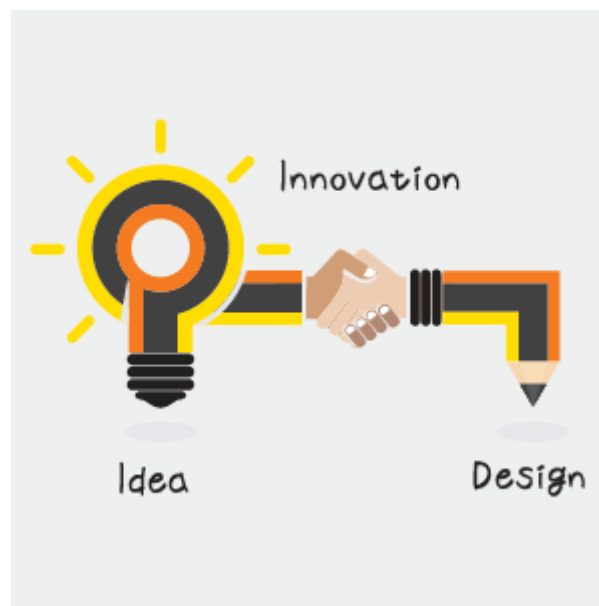


Figure 3: Synergies between the growth of creative industries and new media arts

4. Impact of cross-border integration on audience experience

4.1 Improvement of interactivity and sense of participation

One of the distinguishing features of new media art is the increase in interactivity, whereby the viewer becomes a participant in the work rather than a mere spectator through digital technology and innovative interactive design. Instead of passively accepting the artist's creation, the viewer engages in a real-time dialog with the work. While traditional viewing of artworks is usually through visual perception, new media artworks often incorporate multi-sensory experiences such as touch, sound, and even smell. Viewers are able to participate in the artwork through touch and voice control, making the aesthetic experience richer and more three-dimensional. This full-sensory interaction not only expands the audience's perceptual space, but also makes new media art closer to people's diversified perceptual needs and enhances the audience's artistic experience. Through digital platforms, social media and other means, new media art often enables the audience to share their interactive experiences and communicate and

interact with other audiences. This social interaction strengthens the audience's sense of participation, making art no longer an isolated experience, but a social activity that can be shared and discussed.

4.2 Manipulation of Audience Emotions by Trans-media Narratives

The rise of cross-media narratives marks the entry of narrative art into a brand-new era, while the development of new media art in this field further enriches the forms of narrative expression and has a far-reaching impact on the manipulation of audience emotions. Through the integration of multimedia, cross-media narrative provides a wider range of media options for narrative creation, including text, audio, video, interactive elements and so on. Such multi-media expression not only strengthens the expressive power of the narrative, but also creates a more three-dimensional and immersive narrative experience, which enables the audience to freely shuttle between different media and deeply participate in the storyline, thus stimulating and guiding their emotional resonance. Compared with traditional linear narratives, transmedia narratives pay more attention to the audience's choices and interactions in the narrative process, making the narratives more personalized and diverse. This non-linear narrative structure gives the audience greater participation rights, and they can choose different paths according to their personal interests and preferences, shaping their own unique narrative experience. This autonomous participation makes audiences more emotionally invested, as they are no longer mere bystanders, but an integral part of the story. Artists and creators create a layered and tense atmosphere in transmedia narratives by consciously guiding the audience's emotional flow through multi-sensory stimuli such as music, visuals, and text. This emotional design aims to evoke resonance and emotional resonance in the audience, enabling them to understand and feel the emotional messages conveyed in the narrative at a deeper level. At the same time, the addition of interactive elements also enables the audience to participate more directly in the development of the plot, which enhances their emotional engagement.

5. Conclusion

Through the innovation of digital technology, new media art breaks the boundaries of traditional art forms and injects new creation and communication elements into the cultural industry. Features such as digital platforms, virtual reality and interactivity make artworks more open and accessible, enabling audiences to experience and participate in art creation in an unprecedented way. Synergistic effect triggered by new media art in the cultural industry is not only reflected within art, but also in the cooperation with other creative industries. The integration of science and technology, film and television, games, design and other fields has prompted cross-border synergy in the creative industries, providing a wider space for cultural creativity. Such cooperation not only enriches the expression of cultural products, but also stimulates the creative potential of the industry, and promotes the development of the cultural industry in a more diversified and complex direction. The enhancement of interactivity and the development of cross-media narratives make the audience no longer passive viewers, but participants and co-creators. The audience gets more personalized and diversified art experiences in new media art, which not only meets the audience's diverse needs for culture, but also promotes the development of the cultural industry. At the same time, in the manipulation of the audience's emotions, new media art profoundly affects the audience's emotional experience by means of emotional design and cross-media narrative, which makes the art works more deep and resonant.

The synergy and impact of new media art in the cultural industry provides us with a brand new world of cultural experience. It is a dynamic, innovative and exploratory field that not only promotes changes in the cultural industry, but also influences people's understanding and experience of art and culture. In the future, as technology continues to advance and the cultural industry continues to evolve, new media art will continue to lead the cultural industry and present us with a richer and more diverse artistic future.

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