

Symbol consumption and cultural communication in the background of modernity nothingness

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Abstract: *The rapid development of modern society, bring a gradually materialized society, consumerism, construct a symbolic consumer market, people in consumption, but actually a consumer world, is a symbolic consumption, in the global context of new media, domestic and international culture, build a consumption space, through media, culture, infiltrate into the brain, cause people thinking of cultural communication.*

Keywords: *Lina Bell; cultural communication; symbol; consumption; IP*

1. Introduction

Lina Bell, a new member of the Disney family, made her debut at Shanghai Disneyland, and quickly went viral in just a week. Traditional Disney IP image mostly related story works as support, and ling Abel "DA fa family" is not complete story line, its popularity is largely rely on the fragmentation of the story plot and the spread of the Internet, so this is in the construction of modernity under a kind of self-carnival and symbol consumption. In the process of many cultural IP shaping, people have realized the trap of consumer society. Many cultural communicators are well versed in the cultural communication values of telling Chinese stories well, and are constantly exploring successful cultural communication paths.

2. Coding and construction: being consumed by materialized dolls and symbols

From the original totem to the pictures and the text, they are a symbol, and the symbol is a constructed meaning. From the original meaning, coding, the specific meaning into a symbol, like human words, text is a symbol, is the meaning coding, the symbol arrangement to form a string of code, people in the decoding process, obtain meaning.

Symbolized consumption is a sense of construction, and this meaning is separated from the meaning of the article itself, and the symbolic consumption constructed by capital. People consume is no longer the practicality of the article itself, but a symbol to obtain their own sense of superiority. Influenced by the symbols constructed by consumerism, people are influenced by a large number of constructed meanings in life. Under the agenda setting of strong transmission, from initial resistance or disgust to later subtle, inadvertently spread is gradually deeply rooted in the hearts of the people, and then affirm the constructed meaning and concept.

As people social pet, the concept of cute perception is the core focus of Lina Bell, or even most Disney doll designs. Nobel Prize-winning Chile once said: "The more urbanized, the farther away from nature, the more importance that pets are in human life."^[1]The rounded look makes people feel cute. When people see human pups, they usually produce a common emotion of natural cute. Behind the rise of any cultural phenomenon, it must be related to the change of social structure. People's love for cute things is not instinctively like so simple, more because it has hit the emotional crux of modern people at a certain point. At present, adults struggle more under the pressure of life, and resist the adult world, but they have a poor yearning for a simple childhood life. So people tend to physically and psychologically love things with anthropomorphic features of baby appearance. Color is also an important element of lovely perceptual design. The colors of baby clothes such as white and light pink will produce a strong sense of cute.

Disney previously popular star, followed the logic, and even all the Duffy dolls had round heads. But when these dolls become melon seed or awl faces, everything seems strange. Lovely dolls awaken the Utopian fairy tale world in our hearts. People can indulge themselves in this gentle sense of quiet

atmosphere, and have a soothing sense of security. We got her company. Therefore, in a sense, the doll also becomes a carrier for people to place their emotions, which is the tenderness that it gives to everyone as a human creation and turned into a symbol. More than 90 percent are young people under 30, and women are about 70 percent. This group is composed of post-1990s and 1995s, mainly ladies, and just fit with the audience of Disneyland. The limited edition dolls, high-end hotels, afternoon tea and designer bags may not value the use value, but the sense of significance and superiority brought by them. Just like consumers buy LV tote bags, they see the "LV" logo. Consumers consume these products, in fact, consumption is a symbol, is a kind of beauty, grade. The essence of consumption is the consumption of the meaning represented by the symbol, which is a kind of "meaning" or "connotation" consumption. This so-called "high-end" product consumed by women is precisely influenced by consumerism, a process of objecting itself, and a sense of self-superiority to symbolic consumption. Decent consumption is regarded as a gorgeous and noble kind, which is the power of the symbol, the power of the construction of consumerism, but also the influence of the strong spread of capital. As a symbol of national complex, the reason why Belling rapid popularity is not only her cute appearance, but also her prototype is a fox. In terms of IP image design used the Chinese myth, as a symbol of social complex, successful IP can help products and brand become a social currency, ling Abel once swept the whole social network, to some extent, ling Abel became a social password, establish the connection between consumers, realize social currency circulation, can be said that ling Abel is foreign brands in recent years the most successful "Chinese limited".

In his book, *The Consumer Society*, Rimbaud wrote: "In a consumer society, what we consume not the usefulness of things, but our social status and identity through consumption, so consumption is the symbolic meaning architecture and the basis of the legitimacy of the modern capitalist society." The object is an object, because it contains its external meaning, the relationship structure, to give it value. Consumption behavior, as a constructed behavior, is not the consumption of goods, but the relationship structure, which is this reason.

December 29 is the limited time for Shanghai Disney 2021 Christmas series, which could only be purchased by lottery. At 3 am, more than 5,000 people queued at Disney to buy dolls. Some broke down and shouted that they lost their blood and topped the top search on weibo. Because the supply is small and the festival is limited, it is very difficult to book online. In addition to the online reservation of consumers, there are many Gouda directly in the site to purchase. The agent said: "I sold three sets, received a deposit of 10,000 yuan, I cannot receive more than 4,000 yuan, more than 4,000 yuan I do not want." The prices of the three new products are 139 yuan, 219 yuan and 219 yuan respectively, but the price of a set from Gouda is as high as 4000 yuan to 6000 yuan, more than 10 times than the original price. After the product reservation on December 12, many Gouda had made ore-sale advertisements on second-hand platforms, with the most expensive one even priced at more than 10,000 yuan. The staff said that the later attention, advertising and immerse experience interaction, and the wide spread of short videos have contributed to her Abel's popularity. However, with the expansion of the market scale, more and more new products appear in front of consumers, and they will also iterate at a faster speed. Consumers should still be rational when buying them. Hunger marketing, gouging the price of the commodity itself, may not bring its own use value, but the meaning and the sense of superiority because of scarcity. Consumers consume these products, in fact, consumption is a symbol, is a kind of beauty, grade. The essence of consumption is the consumption of the meaning represented by the symbol, which is a kind of "meaning" or "connotation" consumption.

Mallow's level of demand theory holds that humans pursue higher levels of psychological and spiritual needs after their low-level physical and physical needs are met. The needs, respect and self-realization of social communication are all higher needs after material satisfaction. The material fullness of modern society meets people's physical and material needs. Therefore, consumerism is constructed to meet the psychological and spiritual needs of higher-level people, and then gain greater benefits.

3. Mass carnival under the background of modernity

With the rapid development of the society, people's spiritual thoughts cannot keep up with the material development, however. In people's rapidly developing society, the spiritual culture is gradually lost, and the spiritual and ideological lack makes the public easily bound by the constructed material world, and finally gradually become a slave of consumption and a materialized person. Most people in the society are surrounded by the symbol society constructed by this strong capital, and gradually become a group of a mob.

Whether it is the consumption downgrade caused by the economic downturn or the popular popularity of material trends, it is just an illusion of bright beauty on social networks. It is a kind of inner nothingness and carnival bound by consumerism. Sakhalin's carnival theory talks about a kind of carnival world, the human carnival, on the premise that there are two completely different worlds. The network platform is like the second world, and the network is such a carnival square for users to present and build a virtual personality. The transmission system of the network is complex, ubiquitous, viral marketing and spread, more and more FMCG and more and more symbols, infiltrated into people's brain, gradually brainwashed, become a passive and powerless acceptance. A few years ago, the group of a socialite is like a carnival, with the help of the network as an identity. Different objects play different scenes and different roles on the stage according to different requirements. In the process of being signed, people have become the symbols themselves and the materialized people. In the second world of the network platform, the performance and carnival are not only happy, but also the display of the material world and the impetuous world.

The front desk is the first world in Sakhalin's carnival theory. The background is the personal life space in the carnival theory. The performers backstage only present their real self when in the background. The popularity of Belling is the product of the Internet social media era. Just like popular stars such as SNH48, Times Youth Group and other popular traffic stars have no support of their works, but social media marketing can also quickly "fire" and gather a large number of fans in a short time. As the "Generation Z" young people led by the post-90s and post-000s gradually become the main consumers, to build IP in the new era, we need to understand and master the IP marketing logic in the social media era. First, to have IP stories or people for pleasing young people, such as Lina Bell, with its own unique people by "Duffy family", followed by social media marketing to attract fans, and stars to gather fans; the third is to stimulate the circle effect, such as the key to its rapid popularity, and to produce more expectations.

In general, an IP wants to have long-term vitality, and ultimately we still need more stories and works to support it, otherwise, just like some traffic stars, it may be a flash in the pan. Although everyone now calls Lina Bell a top stream star, different from the old IP such as Mickey Donald Duck, Lina Bell's people have a lot of spontaneous creativity. But in fact, she's personality is still strictly backed by Disney IP system and story background. She is an image existing in Disney virtual world, and her IP personality cannot be given by the actor, which is very different from the real traffic stars. So on the so-called "star chasing behavior" must understand this, this is before "bell" Disney fans and passers-by fans the main conflict between the differences of the amusement park wall is an artificial barrier, separate the real world, life and death, it is like Bach kin said "second world", all the order is overturned, involved in the people just need to carnival. But the point is that the carnival was only temporary, but people tacitly hid Cinderella's midnight bell, not to break the built fairy tale. Fairy tales do not need to struggle to mass production, you feel the breath of the breath of your lover, the sweat on friends' faces under the setting sun, these are not given the coat of the fairy tale, but contains the core of the fairy tale.

4. Cultural communication: Constructing cultural connotation with IP

Baldric said: "Consumer behavior turns us into symbols, and we become what we shape us into, the goods we buy." Consumerism builds a consumption relationship, turning people and things into a relationship where consumption is consumed. When consumption behavior fails, the self as consumption is also under a threat.

In the face of the prevalence of consumerism and the constraint of capital, how to find and construct truly meaningful things in the current of rapid economic and social development and in the modern nothingness, so that people can consume what should consume and reap the significance, perhaps cultural communication may be a way.

In the long river of history, the cultural communication process of globalization has never been interrupted. From the eastern Silk Road to the western global exploration, culture has broken the barriers of geographical environment and ideology, releasing a far more profound spiritual appeal than the general material form. With the acceleration of the trend of globalization, closer ties between various ethnic groups, regions and countries, and more ideological exchanges and cultural achievements are increasingly diversified, cross-cultural communication has become an important part of human communication activities. Cross-cultural communication refers to the external projection and mutual circulation of cultural information and values, generating cultural attraction, stimulating the sense of identity of cultural others, and constructing a positive and friendly identity relationship between different

cultures.^[2]

At the same time, in Lina Bell, we can see the importance of IP to the cultural and tourism industry from the image design and operation. In terms of image design, create popular IP image for target audience; in operation, increase two-way interaction with tourists to realize emotional connection and pay attention to experience. For domestic IP builders, in addition to a single image design, IP building needs more high-quality story core, as well as the extension and continuation of the story, in order to maintain the long-term vitality of IP. There are many kinds of IP type on the market, among which four important dimensions: image, people, world view and story, different IP focus are different, such as the Harry Potter in the world view, story, people have depth extension, Disney launched Mickey, Minnie, Snow White, Donald duck, sleeping beauty and other fairy tale world also the world view, story and people, but in the symbolic focus not as diffuse series targeted here, of course, the "symbol" without some stereotypes, such as Thor's hammer, etc. We can see that symbolic elements in a series of IP shaping certainly exist, but all serve the world view, rather than focus on the setting of the character itself as symbols. The generation of cultural value is strongly related to the construction of the world view, and it needs to be integrated into the overall design. We also need to consider which elements can be better integrated into the group memory in the future. The collision of different cultural concepts, linkage will also create new possibilities.

In the original traditional media era, relying on books, newspapers, television and film cultural communication has certain limitations, and with the emergence of the Internet and new media, access to information increasingly convenient, fast, instant, in the development of the global Internet represented by twitter, YouTube network new media become the main position of cultural communication. Due to the new media to give the audience full selective, culture can be in words, music, video, games, countries have shown their own cultural communication characteristics, plum seven short video in YouTube, is in the context of globalization China in cultural communication of success, make culture communication in new media and globalization context release more imagination space. It provides strong reference in shaping quality IP, solid national culture, and proper location, so maintaining the stability of the traditional media, official cultural publicity, ensuring the authority of Chinese image in the new media forms, with the help of new media spread rapid, instant and other advantages to present the excellent content of Chinese culture in different forms.

Edward Hall (Edward Hall Jr.) It has put forward two directions of high and low context on the cultural model. The so-called high-context culture, that is, social members have a high similarity to their own cultural understanding, and convey letters conservatively and implicitly

Interest is represented by collectivism of East Asian countries; while low-context culture lacks the common historical and cultural background, communicate in a straightforward way, highlight individual subjectivity, such as the United States, Germany and other western countries. This significant cultural difference determines that the phenomenon of intercultural communication inevitably produces cultural discounts. In the past practice of cross-cultural communication in China, cultural products mostly go to sea in the form of "translation and mediation". The information content transmitted by the discriminator is lost to a certain extent during information decoding, and the feedback of the recipient is also affected by cultural interference, reflecting the unimpeded information communication and the acceptance of the audience.^[3]In IP construction, if I want to give this matter an ultimate significance, for me, I hope to see the Chinese IP in the head IP on the world stage in the future, and see our bright Chinese civilization can blossom in her glory. Despite the obstacles and long, but in recent years, Chinese game manufacturers have begun to focus on the international world, began to focus on the concept and explore in the actual project development is a good start. The last one is spiritual value, a concept that sounds very ethereal, but in the field of creation, if we want to pursue a real, high-quality, long-term and influential IP, it is also what we must consider. Spiritual value may not seem very down to earth at first glance, but ultimately it is spiritual value that can really have a profound impact on the user's life.

Disney has long taken the mode of content + IP linkage, to create a huge audience base through cartoons, and to develop IP through Disneyland, from the early Lion King, Aladdin, Sleeping Beauty to Princess Elsa and Princess Anna in recent years. The "Duffy and His Friends" IP, which Livelongs, is another form of IP that Disney has begun to explore in recent years: no work, focus on marketing. And Helena TV "China's Chinese Festival" series combined with China's own traditional culture created high-quality IP frequently out of the circle, Following the "Tang Palace Banquet", "Lotus Pool" on the Lantern Festival, the Dragon Boat Festival, "The Mid-Autumn Festival wonderful tour" once again let countless people experience, Helena Satellite TV out of the circle is not an accident, Behind the high-quality program reflects the new expression of the "Tang Palace" IP role, Helena Satellite TV's "China Festival" series, With the Spring Festival, Lantern Festival, Mingling Festival, Xix Festival, Mid-Autumn Festival

and other Chinese festivals as the coordinate points, Horizontal and vertical extension, It not only reflects the intention and blessing carried by each traditional festival, More dig into the cultural meaning of each festival, Central Plains culture, traditional culture and modern audio-visual means skillfully integration, Inspire the audience's conscious love and sincere confidence of traditional culture. Starting from the Spring Festival of the Tang Palace Banquet, Helena Satellite TV connects the "Chinese Festival" into beads, making the "Tang Palace" IP role-oriented, story-oriented and differentiated, so as to realize the era expression and innovative expression of traditional culture. It is well aware that excellent traditional Chinese culture is the key to the creation of excellent cultural programs, the foundation and lifeblood. The key lies in the deep excavation of cultural connotation, exploring the integration of traditional culture and real life, and pioneering and innovation to the empowerment and expression of traditional science and technology.

5. Conclusions

Whether it is the flow of the star, or web celebrity IP, is a double-edged sword, should always keep rational and sober. Symbol consumption itself is a kind of cultural consumption. When capital constructs a meaning, it is constructing a culture, which is a kind of meaning and value. People's possession of material and material consumption is the identity of the culture contained in it and the identity of consumption culture. If we are spreading a truly valuable culture, rather than the construction of symbols, then it may be a powerful weapon against consumerism.

Spread a traditional culture, a pragmatic value, asphalt people and real relationship, through the means of cultural communication, pass the traditional Chinese value, industrious and thrifty cultural connotation, the traditional Chinese culture, good culture as a meaning and value, people will better recognize what is the real value, rather than blindly use material carnival to gain meaning.

Let people distinguish the relationship between material and reality, consumption useful material, looking for real meaningful, find their own spiritual habitat, need the joint efforts of national society and individuals, need to spread from the process of domestic and international communication of cultural confidence to deepen cultural identity, transfer real value and significance, make social development more healthy. In addition, in the process of consumption, the function and original value of the commodity itself should be shown, rather than extending its symbolic value and making real consumption. Real consumption needs a kind of discrimination ability, which is the mission of cultural communication, to convey ideas and values with culture, and to make the world better with communication.

References

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