

On the Audience's Psychological Tendency of Short Video Series “Invention Fans” from Zhu Guang-Qian's Perspective in the Work “on Ancient Pines”

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ABSTRACT. In Mr. Zhu Guang-qian's book “On beauty”, the first article talks about “our three attitudes towards ancient pines - practical, scientific and aesthetic”. After seeing an ancient pine, a wood merchant, a botanist and a painter have three different attitudes. The wood merchant sees the material of furniture, the botanist sees the law of growth, and the painter sees the aesthetic. As the saying goes, there are one thousand hamlets for every one thousand readers, and the starting point of each audience is not the same. This is Mr. Zhu Guang-qian's “On ancient pines”. From the perspective of Zhu Guang-qian's “On ancient pines”, we can analyze the psychological trend of audiences who have invented short videos. This article takes Yuan Fang-chang's program “Invention fans” as an example, and uses Zhu Guang-qian's “On ancient pines” to analyze the audience's psychology.

KEYWORDS: Zhu Guang-qian, Short videos “invention fans”, Audience's psychological trend

1. Introduction

In Mr. Zhu Guang-qian's book “On beauty”, the first article talks about “our three attitudes towards ancient pines - practical, scientific and aesthetic”. After seeing an ancient pine, a wood merchant, a botanist and a painter have three different attitudes. The wood merchant sees the material of furniture, the botanist sees the law of growth, and the painter sees the aesthetic. As the saying goes, there are one thousand hamlets for every one thousand readers, and the starting point of each audience is not the same. This is Mr. Zhu Guang-qian's “On ancient pines”. From the perspective of Zhu Guang-qian's “On ancient pines”, we can analyze the psychological trend of audiences who have invented short videos. This article takes Yuan Fang-chang's program “Invention fans” as an example, and uses Zhu Guang-qian's “On ancient pines” to analyze the audience's psychology.

2. FROM the Perspective of Partners to See “Invention Fans” -- Business Opportunities

The original intention of the program “Invention fans” hosted by Yuan Fang-chang is its practical use, that is to say, the purpose of this program is to serve the business partners. In the first issue of “Invention fans”, the host Yuan Fang-chang put forward the slogan of “inventions generate wealth”, so that the business partners can find good inventions, and excellent inventions can find good partners, which can be converted into real wealth. Therefore, in the perspective of business partners, the “Invention fans” is an important market path and new product development path, so that they can turn good inventions into good investment projects. Therefore, in the process of watching the program, the cooperators do not pay attention to the aesthetic feeling, or even the so-called ingenious degree of invention, because this is not the concern of their business. The “masterpieces” of inventors they saw were not works, but products and commodities. Their main concerns are the cost of production, the performance, and the market.

But is such an audience deviating from the essence of art and tarnishing it with money? I do not think so. The relationship between contemporary art and commodity is inseparable, and the unutilitarian nature of art is gradually changing.

3. FROM the Perspective of Invention Enthusiasts to See “Invention Fans” -- Inspiration

The inspiration mentioned here is not the inspiration in art, but the invention inspiration of the inventors. Through the investigation, it is found that a large part of the audience in the “Invention fans” program is the enthusiasts of invention. They are also doing various invention projects themselves, and the program can bring

some innovative and creative new ideas to them. The features of this kind of audience have certain commonality with the first kind of audience - practicability. But the biggest difference among these audiences is that they often focus on the inspiration of invention, the creativity of invention, the advanced nature of invention, and the shortcoming of invention.

Inspiration is the primary focus of this audience. They are similar to the “botanists” in Zhu Guang-qian's “On ancient pines”, but they also have certain differences. The similarity lies in that inventors can be called “scientific workers” to a certain extent. They pay attention to the “genera” of the family compendium of objects, as well as the different characteristics of “different materials”, and have a certain desire to acquire scientific knowledge. However, the difference lies in that they did not study its essence and its most basic properties, and their research was still based on the practical basis. Therefore, their focus should be the perspective between the first and second categories in Zhu Guang-qian's perspective.

4. From the Perspective of Art Critics -- Artistry and Aesthetic Feeling

The attitude of artists in watching Yuan Fang-chang's “Invention fans” should be based on the perspective of non-utility. This stems from the uselessness of aesthetics. The artists' attitude is idealized, and the focus is not the invention itself. What they see is the artistry and beauty of the short videos.

The essence of art includes “truth”. The reason why we call this series of short videos as works of art is that they should be a real, non fictional, and really usable and easy-to-use machines. So once it enters the aesthetic state, how the performance of this machine is, and whether it is easy to use is no longer the focus of art commentators. They focus on whether the narrative is logical and has certain artistic techniques, whether the composition is correct, whether it is exquisite, whether the color matching is appropriate, whether it can accurately show the emotional factors and states that should be expressed, whether the invention of the machine reflects the human spirit and the human story. These are the focus of art critics.

It is not hard to find that artists are concerned about artistic creation: artistic experience, artistic conception and artistic communication. Experience and conception are internal, they are the transition stages of “reality beauty” and “art beauty”, and communication is the materialization of thinking. Therefore, it can be said that the invention works in the short videos art works are no longer the works themselves, but the “humanized nature”, which is a machine that is intervened by human beings. What it has will not only be its use attribute, but also more lies in its spiritual content, such as the work contains the spirit of the inventor, the inventor's unremitting efforts and so on. From the perspective of art work technology, it reflects the artistic accomplishment of the creator and the spiritual value of the artist that he wishes to express, which represents the interest of an art critic.

In conclusion, the audiences of TV programs and short video programs are relatively wide, and they observe from different angles, which is so called that “there is no accessible or unchangeable interpretation of poetry”. As Lu Xun said, the Confucian scholars saw “The Book of Changes” in the “Dream of the Red Chamber”; the Taoists saw prostitution; the poets saw lingering; the revolutionaries saw resistance and the gossips saw the secret history of the court. So different people have different ideas. This requires more professional video works, which can not only reflect a certain practical value, but also reflect its artistic value, so as to meet the needs of all kinds of audience art works and to be able to achieve the common appreciation among the general public.

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