

# The Role and Value of Media Art in the Communication of Contemporary Social Thoughts

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**Abstract:** *In the 21st century, an era of information explosion, as a bridge between individuals and society, reality and imagination, tradition and modernity, the influence of media art has gone far beyond the simple entertainment or aesthetic category. It not only plays an important role in the spread and evolution of social thoughts, but also plays an irreplaceable role in shaping public awareness, leading social fashion, inheriting history and culture, and promoting cultural exchanges. Especially in the context of globalization, media art has become an important platform for the exchange and collision of different cultures and ideas, which plays an irreplaceable role in promoting the spread and evolution of social thoughts and promoting the pluralistic symbiosis and prosperity of culture. Therefore, an in-depth analysis of the role and value of media art in the dissemination of contemporary social thoughts will not only help us better understand the social function and cultural significance of media art, but also provide useful reference for guiding social thoughts and promoting cultural prosperity.*

**Keywords:** *media art; Social thoughts; Information dissemination mechanism*

## 1. Introduction

With the rapid development of science and technology and the widespread popularity of the Internet, the forms and contents of media art are increasingly rich and diverse, from traditional movies, television and radio to emerging online videos, social media and virtual reality, which constitute an all-round and multi-level information dissemination network.<sup>[1-2]</sup> In this network, media art not only carries the basic function of information dissemination, but also deeply affects people's values, ways of thinking, behavior habits and even social behavior.

## 2. The role of media art in the spread of social thoughts

### 2.1 The role of information disseminator

Media art, as an important medium of information dissemination, has unprecedented speed, scope and influence in information dissemination. Through film, television, online video and other forms, media art can quickly and widely convey the core ideas and values of social thoughts to the audience. At the same time, media art also enhances the attraction and appeal of information through artistic expression techniques, such as narrative skills, visual design, music score, etc., making the spread of social thoughts more vivid and effective.<sup>[3]</sup> This double promotion of speed and depth has made media art an important promoter of the spread of social thoughts.

### 2.2 The role of concept shaper

Media art exerts a subtle influence on the audience's values and behavior habits by shaping typical characters, describing social phenomena and reflecting the spirit of the times. Under the guidance of a specific social trend of thought, media art can create positive images that meet the requirements of this trend of thought, such as heroes and moral models, and then guide the audience to form values and lifestyles that are consistent with it. At the same time, media art can also stimulate the audience's reflection and critical consciousness by reflecting social reality and revealing social contradictions, and promote the deepening and development of social thoughts.<sup>[4]</sup>

### ***2.3 The role of cultural inheritor and communicator***

As an important platform for cultural inheritance and exchange, media art not only carries the essence of traditional culture, but also combines traditional culture with modern elements through innovative artistic expression to realize cultural inheritance and innovation. Through movies, TV series, documentaries and other works, media art can vividly reproduce historical scenes and inherit cultural heritage, so that the audience can feel the charm and value of traditional culture while enjoying art. At the same time, media art also promotes the exchange and integration between different cultures, and promotes mutual learning and sharing between different cultures through transnational cooperation and cultural exchange projects, which provides a strong support for building a pluralistic and symbiotic cultural ecology.

## **3. The value of media art in the spread of social thoughts**

### ***3.1 Cultural values***

Through artistic expression, media art refines and sublimates the cultural elements in social thoughts, making it a universal and eternal cultural symbol. These cultural symbols not only enrich the spiritual world of human beings, but also promote the inheritance and development of culture. Through the dissemination of media art, traditional culture can glow with new vitality and vitality in modern society, and at the same time, modern culture can be constantly innovated and developed under the nourishment of traditional culture.<sup>[5]</sup> This cultural power of attaching equal importance to inheritance and innovation makes media art an important force to promote cultural prosperity and development.<sup>[6]</sup>

### ***3.2 Social value***

Media art plays an important social role by reflecting social reality, revealing social contradictions and advocating social justice. It can not only guide the public to pay attention to social problems, stimulate social conscience, but also promote social harmony and progress. Through the dissemination of media art, the public can have a deeper understanding of social reality and enhance their cognition and understanding of society. At the same time, media art can also promote social harmony and progress by transmitting positive energy and promoting social integrity. This power to promote social progress and harmony makes media art an important promoter of social development.

### ***3.3 Educational value***

Media art, as an educational way of entertaining, conveys knowledge, skills and values to the audience through vivid pictures and story lines. It can not only broaden the audience's horizons, enhance their cognitive ability, but also cultivate their aesthetic taste and humanistic quality.<sup>[7]</sup> Through the dissemination of media art, the audience can learn a wealth of knowledge and skills while enjoying the art, and improve their overall quality. At the same time, media art can also guide the audience to form a positive attitude towards life and outlook on life by conveying correct values and lifestyles. This educational method of entertaining makes media art an indispensable part of the educational system.

## **4. The problems of media art in the spread of social thoughts**

Although media art plays an important role in the spread of social thoughts, there are still some problems. First of all, excessive commercialization leads to vulgarization and homogenization of content. Relevant survey data show that in the analysis of nearly a thousand popular media art works, about 30% of the works are considered by the audience to have vulgar content, and the proportion of vulgar content in some types of online dramas is even as high as 40%. In order to pursue higher ratings and clicks, some media art works pay too much attention to entertainment and excitement, while ignoring ideology and artistry. This leads to the vulgarization and homogenization of the content of the work, which lacks depth and connotation. For example, in the type distribution of some variety shows, singing talent shows occupy nearly 40% of the variety market for a period of time, and the program mode is highly similar, from the player selection process to the stage performance design. This is shown in Table 1.

Table 1: Data Overview of Media Art Communication

| Problem classification                      | Related data description                               | Data details   |
|---|--|--|
| Vulgarization and homogenization of content | Vulgar proportion of popular media works of art        | About 30% of nearly a thousand popular media works of art are considered vulgar by the audience, and some online dramas account for 40%. |
| Vulgarization and homogenization of content | Distribution of Variety Types and Homogenization Ratio | Singing talent shows once accounted for nearly 40% of the variety market and had similar models.   |
| Lack of deep thinking and innovation        | Insufficient proportion of creative depth excavation   | About 45% of media art works have insufficient investment in deep content excavation.  |
| Lack of deep thinking and innovation        | The proportion of short video deep thinking works      | Less than 20% of short videos can lead to deep thinking.   |
| The supervision mechanism is not perfect    | Number of illegal works                                | In the past year, hundreds of works were removed from the shelves or rectified due to infringement or illegality.                        |

Secondly, there is a lack of deep thinking and innovation. According to statistics, about 45% of media art works have not invested enough in the deep excavation of content in the creative process, and only concentrated on the form packaging. Some media works of art pursue innovation and breakthrough in form too much, but ignore the depth and thinking in content. This leads to the lack of real ideological and artistic quality in the works, which makes it difficult for the audience to resonate and think. For example, in the field of short video creation, a large number of short videos only rely on exaggerated visual effects or funny performance forms to attract traffic, while the core ideas conveyed are empty, and less than 20% of the works can really arouse the audience's deep thinking.

## 5. Strategies and suggestions to optimize the role and value of media art in the dissemination of social thoughts.

### 5.1 Strengthen the social responsibility awareness of media art creators and disseminators.

Promoting the social responsibility of media art creators and disseminators plays a core role in optimizing their roles and values in the dissemination of social thoughts. Creators and communicators must establish correct values and creative orientation, pay close attention to social reality and hot issues of people's livelihood, and carefully create works with both ideological depth and artistic charm. In the process of creation, they should actively go deep into all levels of society to conduct research and experience, accurately capture the pulse of the times and the voice of the people, so that their works can truly reflect the diverse features of society and the real demands of people.

At the same time, it is essential to strengthen self-discipline and self-discipline management. Creators and communicators should strictly abide by laws, regulations and ethics, and resolutely ensure the legality and compliance of the content of their works. It is necessary to establish and improve the internal audit mechanism, and conduct strict self-examination and evaluation from the planning of the topic to the final presentation of the work to prevent the spread of bad information and misconceptions.

### 5.2 Balance the commercial and ideological nature of media art.

Seeking an appropriate balance between commerciality and ideology is the key to promote the steady development of media art. As a cultural industry, it is understandable that media art pursues commercial interests to ensure its own survival and development. However, the importance of ideology and artistry must not be ignored because they are the core elements to enhance the quality and influence of media art.

In order to achieve this balance, on the one hand, we should encourage media art to attach great importance to the ideological and artistic quality of works in the process of seeking commercial interests. Creators should dig deep into the profound connotation of social thoughts, skillfully integrate it into the plot, characterization and theme expression of their works, and show it to the audience through creative and infectious artistic forms. On the other hand, it is very important to strengthen the construction of content review and supervision mechanism. Relevant departments should formulate clear and detailed auditing standards and strictly control the whole process of media art works from creative conception to finished product distribution, so as to ensure that the works can convey positive, healthy and in-depth

ideas and cultural values while meeting market demand and having commercial appeal, and avoid the phenomenon that the works are empty-minded and vulgar in content due to excessive pursuit of commercial interests.

### **5.3 Guide the audience to improve media literacy and critical thinking ability**

Strengthening the audience's media literacy and critical thinking ability is an important way to optimize the role and value of media art in the dissemination of social thoughts. Through educational guidance and social propaganda, we can improve the audience's cognition and understanding of media art in all directions. In the school education system, media literacy education should be included in the curriculum system, and students' ability to distinguish and analyze media information should be gradually cultivated from the basic education stage. At the social level, media literacy popularization activities can be widely carried out by means of various cultural activities, community propaganda and new media platforms, and the basic knowledge, creative principles and communication laws of media art can be taught to the public.

In addition, efforts should be made to cultivate the critical thinking ability of the audience, so that they can treat the information and ideas conveyed by media art with a rational and objective attitude, and effectively avoid the phenomenon of blindly following the trend and blindly worshipping. Only in this way can the audience keep a clear head and independent consciousness in the process of the spread and evolution of social ideological trend, better screen and absorb beneficial ideas, and contribute to the healthy development of social ideological trend.

### **5.4 Strengthen the supervision and regulation of media and art communication**

Strengthening the supervision and regulation of media art communication is a solid guarantee to optimize its role and value in the dissemination of social thoughts. By strengthening the construction of supervision and regulation mechanism, we can ensure that the media art can advance steadily on the legal and compliant track and give full play to its positive role in the dissemination of social thoughts. In addition, we can encourage media art creators and disseminators to actively create and widely spread more excellent works by means of policy guidance and financial support.

## **6. Conclusions**

This paper aims to comprehensively and deeply explore the role and value of media art in the dissemination of contemporary social thoughts, and reveal its unique position and influence in the current complex and changeable social background through a detailed analysis of its functions such as information dissemination, concept shaping, cultural inheritance and exchange. At the same time, this paper will also examine the current situation and problems of media art in the dissemination of social thoughts, and put forward strategies and suggestions to optimize its role and value in the dissemination of social thoughts with a view to providing useful reference and enlightenment for promoting the healthy development of media art and promoting the benign interaction of social thoughts.

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