Microimage Creation of Animal Landscape Art in the Context of New Media

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Abstract: Micro-image is a relatively new film mode, especially in recent years, with the advent of the new media era, micro-image is springing up like bamboo shoots. Moreover, in the context of the information age, the changes of micro-images are not only reflected in the speed, but also in the language expression and usage tendency, which shows the distinct characteristics of the new media era. With the increasing recognition of the complex species of animals, the scale of human acceptance is wider for a variety of animals, whether ugly or beautiful. Whether it affirms the development of aesthetics or expands the scope of human cognition of animals, animals are gradually integrated with human society and widely used in landscape art. In spite of the obstacles of objective external factors, animal landscape art should pay more attention to its own creation and new media characteristics of the combination of the pioneering point, conform to the network audience expression, receive information "short, small, refined" characteristics, with the help of network self-Media platform development and popular image new form. Starting with the characteristics of new media, namely, instantaneity, interaction, variability and richness, this paper summarizes the trend of micro-dissemination of new media, and explores the development trend of micro-image of animal landscape art based on the characteristics of the dissemination of animal landscape art works in new media such as network media.

1. Introduction

The improvement of information technology level promotes the change of people's life style and even social way. Since its birth, the Internet has exerted an important influence on human social life, which has gradually risen from the impact of material life to the impact of spiritual level. The Internet [1, 2], also known as the Internet, or transliterated as the Internet, is a huge network

connected in series between the network and the network. These networks are connected by a set of general protocols, forming a single logically huge international network. The formation of the Internet has promoted the earth to become a unified and diverse "global village". With the continuous improvement of information science and technology, the characteristics of "global village" have become clearer. Along with the development of information technology, information dissemination is also experiencing many changes from traditional to modern, from single to multiple, from paper to digital. As an objective existence existing in human society, information dissemination belongs to both "consciousness research level" and "material research level". With the deepening and reform of information dissemination in the general trend of the Internet, new media environment [3, 4] emerges as the times require. New media emerges under the new technology support system, such as digital magazine, digital newspaper, digital broadcasting, mobile phone short message, mobile TV, network, desktop window, digital TV, digital movie, touch media, mobile phone network, etc. Compared with the four traditional media: newspaper, outdoor, radio and television, the new media is vividly called "the fifth media". Under the new media background, the application scope of "news" has changed significantly compared with the traditional sense. This change is mainly reflected in the change of communication organization, the change of the role of transmission, the change of communication carrier, and the change of communication content. Under this background, the research on the connotation and definition of information is conducive to more standardized face-to-face with the "information" itself and the real information environment, and to better promote the research of information environment in the context of new media and the prosperity and development of human spiritual civilization.

The term "micro-image" is a new type of film in the Internet era in China [5, 6]. Some types of micro-image in China are similar to those of traditional short films in foreign countries. The research of foreign short films [7] from the producer level and script creation level is relatively mature, which can be used for reference in domestic micro-image research. Righteousness. Domestic scholars have studied the artistic characteristics, narrative, communication, marketing and the overall status of micro-images. Although there are discussions on the creation and marketing of micro-images, they have not made a special distinction in this field of creation. Various micro-image contests have sprung up in China, which has also attracted the attention of foreign filmmakers on the Chinese micro-image market. As of 2014, domestic micro-image, the product of micro-era, has been developing for four years. Tracing back to the origin of micro-image, the industry proposed that the hoax video of 2005 "A Steamed Bread Caused by Blood Case" was the prototype of micro-image, but the first micro-image which was more recognized was December 27, 2010. The launch of the advertising micro-image "hair-trigger", which was invested by Cadillac Company, was preceded by the release of "Old Boy", a series of new media short films of "Eleventh Youth" co-produced by China Film Group and Youku Network on October 28, 2010, which aroused the enthusiastic popularity of netizens. Since its birth, the micro-image has become popular among netizens. And will continue to obtain various angles and meanings of mining and interpretation, from the perspective of communication alone, micro-image itself carries the information characteristics of the significance of symbolic discrimination. From this information, the recipient carries out cognitive activities such as discrimination, digestion, sharing, rethinking, re-dissemination and so on. If the recipient only carries out these information cognitive activities from the micro-imaging theatre when the old media is disseminated, then when the optical fiber technology [produces more convenient and diverse new media [8, 9], these activities will naturally expand the limitations of traditional theatres. The development of animal landscape art [10, 11] is gradually combined with the micro-image industry [12, 13]. Through the dissemination of micro-

image works, the audience has a better understanding of the animal landscape art.

This paper collects and studies the micro-image of animal landscape art, and investigates the relevant micro-image creation team, trying to analyze and reveal the creation process and characteristics of the micro-image of animal landscape art, and explore the emotions revealed in the micro-image of animal landscape art and put forward the thinking. This article attempts to explore the current situation and characteristics of the creation of animal landscape art micro-images, and try to summarize the overall characteristics of animal landscape art micro-images, so as to provide reference for the regional characteristics of animal landscape art micro-images and related research in the future.

2. Proposed Method

2.1. New Media Technology

At the beginning of the new century, information technology has become an important label of the rapid development of this era. On the basis of the support of digital information technology, Internet technology and mobile communication technology, new media is developing rapidly in a rapidly changing manner. Compared with traditional media, its mode of information production, communication mechanism, main market position and other aspects have been changed under such profound influence and impact. Leather and integration. Therefore, some scholars pointed out that the current media structure is an era of "melting media", and the trend of development is to break the monopoly of new media and to diversify and freshness. As early as several years ago, "new media" was defined as: new media is based on computer technology, communication technology, digital broadcasting technology, through Huxiang network, wireless communication, digital broadcasting and television network and satellite channels, to computers, television, mobile phones, personal digital assistant (PDA), video music player (MP4), etc. The device is the media of the terminal. It can realize individualized, interactive and subdivided mode of communication. Some media can achieve precise delivery and point-to-point transmission in terms of communication attributes. Although there is a multi-dimensional interpretation of the concept of new media, it tends to have several key words: new communication technology (digital information technology, network information technology, mobile communication technology), new communication media (digital broadcasting media, network media, mobile media), new communication characteristics (personalization, interaction, fragmentation). Chemicals). The definition of the connotation of new media can be explained from two aspects. On the one hand, it can explain what is new media from the materialistic perspective of objective existence. If we classify the new media as a specific form of media, the new media refers to a series of rich digital media derived from the Internet platform. This kind of digital media is the main feature of new media. Without digitalization, the characteristics of new media will also be lost. "New media is a form of communication that provides information and entertainment services to users through digital technology, network technology, Internet, broadband local area network, wireless communication network, satellite and other channels, as well as computers, mobile phones, digital television and other terminals." The pioneering nature of this new digital network media has changed the communication pattern under the traditional media ecological environment, and changed the roles of communicators and audiences. The birth and development of new digital network media are also gradually realizing the multi-radiation function of information dissemination, which mainly refers to the characteristics of personalized information dissemination, narrow-band information dissemination, and instant synchronization. The existence of this new digital network media not only brings the information

dissemination life of human beings into a new era, but also opens up a variety of business models and forms many new business opportunities. The mode of "new media plus" has been widely existing in all walks of life. As a form of thinking, it is constantly permeating human life and affecting human life style.

Different disciplines and academic schools in the world have different interpretations of the term context. In 1923, Polish anthropologist B. Malinowski first proposed the concept. He distinguishes two kinds of contexts, one is "situational context" and the other is "cultural context". They are "linguistic context" and "non-linguistic context". Context in this paper refers to contextual factors related to time, space, situation, object and so on. Specifically, in the context of new media, it means that people's lifestyle, reading style and way of looking at the world are changing with the widespread use of new media, which can be called the new media era. In the context of the times, to explore the positioning and development of animal landscape art, we must go deep into the dimensions of time, space, application environment and usage habits created by new media. At present, there is no clear and official concept of new media. Compared with the traditional media, the new media mentioned in the article developed after the traditional media such as newspapers, radio, and television and so on. Using digital technology, network technology, through the Internet, wireless communication network, satellite and other channels, as well as computers, mobile phones, digital TV terminals, to provide users with new forms of information and entertainment services and media forms. Media; refers to the carrier of information dissemination, but also a general term for various means of communication, such as newspapers, magazines, movies, radio, television and so on. The development of new media has been gradually developed since 1990s with the development of digital technology and network technology. With the continuous renewal and development of new media, the communication and information transmission between people are also more and more rapid, and at the same time, the gap between people is narrowed. Sending also makes the animal landscape art more and more popular, popular, and some more personalized, but also a diversified development direction. With the help of the characteristics of multimedia communication and production, the dissemination of animal landscape art is more and more rapid, and the production cycle is greatly shortened. Popular culture like delivery has a certain universality, and has become a part of cultural market and commercial economy. Among them, there are great commercial profits. Then, it is precisely because of the huge commercial characteristics of animal landscape art, which also makes the boundaries of consumers become more and more blurred, no longer limited to the general audience, geographical areas and other fields.

2.2. Animal Landscape Art

Animal tourism landscape can be divided into the following categories: (1) rare animals: precious and rare animals with few or endangered populations and nature reserves protecting their habitats. China's four national treasures: the baiji dolphin, the white-lipped deer, the giant panda and the golden monkey. At the same time, China's northeastern tigers, Tibetan antelopes, red-crowned cranes, Taiwan black bears and other animals are also extremely valuable. The world's rare animals and habitats are: kangaroos, koalas (koalas), and the last refuge of the Bangladesh tiger and Asian one-horned rhinoceros in Chitwan Royal Park, Nepal, and penguins, the "masters" of the Antarctic continent. (2) Ornamental animals: refers to animals whose body shape, color, movement and voice can arouse people's aesthetic feeling, which have strong ornamental value. For example, when the peacock opens its screen, its beauty is of great ornamental value. (3) Performing animals: Animals in zoos will imitate human behavior under the command of trainers after long-term training. For

example, monkeys riding bicycles, parrots counting, lion and tiger performances, etc. (4) Migratory animals: swallows, goose and other animals in the north in late autumn will migrate to warm and suitable places for winter, and then fly back to the north in spring.

Animal landscaping is an important means and indispensable ecological element of landscape architecture, which greatly enriches the cultural connotation of landscape architecture. This kind of interesting landscape is brought by garden insects, birds and small animals. Animal landscape also has the characteristics of measuring the sense of visual space. Garden space is mostly natural landscape space. Because of some animal activities in the natural landscape space, human beings are often given a sense of distance aesthetics. The flourishing of Chinese gardens is bound to be the flourishing of the animal world. On the contrary, the flourishing of animals also makes gardens more natural beauty, more vigorous and ethical feelings. It is necessary to inherit and carry forward historical skills in order to construct garden animal landscape and protect ecological environment. Animals live in two ways: wild and domesticated. From the point of view of appreciating the beauty of animals, wildlife should be better in the wild environment; even livestock should not be placed in a cage-like environment. According to the natural environment in which animals live, they can be divided into mountain dwelling animals, aquatic animals, nesting animals, cave dwelling animals, alien animals, household animals, cliff dwelling animals, grass dwelling animals, etc. Consequently, if we protect or construct the living environment of the above garden animals, they will not exterminate, escape, reduce or abnormal changes. They may become good neighbours of mankind for generations, and become a living aesthetic element in garden art. Together with their living environment, they will form beautiful and interesting landscapes and provide zoological practice bases. In the classical gardens carefully constructed by the ancients, the beauty of animals provides a good material for modern gardening. Nowadays, people are extremely eager for nature. Modern gardens are showing themselves in a more open image. They emphasize the principles of ecological design, the people-oriented design concept, and the harmonious coexistence between man and nature as the starting point and the end point of design. As for what kind of animal landscape can better reflect the natural interest of garden beauty and more in line with the theme of the spirit of the times, the corresponding exploration, practice and debate have never stopped.

2.3. Microimage Works

Micro-image is a new form of image in the context of new media and a new product of image in the micro-era. It has become an important part of new media communication in various forms and constitutes a new landscape of Post-modern Visual culture. Films are based on natural or social life, and their directors cannot create films by imagination, nor can they create micro-images. However, the creation of micro-image comes from life and is higher than life. No matter how much the creation of micro-image is higher than life, it always has its own limitations, but the creator uses various artistic techniques from his own point of view to comprehensively cover most of the content of real life. For life, micro-image is still a certain life. To draw materials and construct plots within the scope can only be infinitely close to life. The attraction of this kind of micro-image which is infinitely close to life lies in that it is not a break-up combination of the reality of life, which is higher than the artistry of life. This kind of life has not only the familiar side in reality, but also the curious side which is different from reality. This is the essence of micro-image creation. It is also the significance of his creation. The creation of micro-images is not only to seek certain economic benefits; of course, the incentive for the emergence of micro-images in China is commerciality, focusing on profit-making. However, carefully speculate that the source of micro-images or life is

that some people in life took the lead in the creation of film and television short films, and then, the merchants encouraged the combination of film and television short films and advertising, forming today's so-called "micro-images". So far, we can not only rely on economic accumulation to make the development of micro-image, the real internal cause of the development of micro-image should be its own "soul", that is, the essence of micro-image. Micro-image is really facing the general audience, and the creation of micro-image originates from and is higher than life. Its artistry reflects the "beauty" in life. Only beauty can make people happy to accept and appreciate it. Therefore, "micro-image is the art of capturing the beauty of time and space leap". Of course, there are many kinds of beauty embodied here, which vary from person to person. Generally speaking, what can arouse the attention or memory of the audience can be called beauty (ugliness is also a kind of beauty). This artistic expression is directly related to the director or the writer. Each creator's style is very different and the aesthetic expression created is different. But there is one thing, no matter how to create; we must grasp the essence of the soul of micro-image.

"Logical thinking" is an advanced form of thinking. Logical thinking refers to the way of thinking that conforms to some artificial thinking rules and thinking forms. The way of thinking we call logical thinking mainly refers to the way of thinking that follows the traditional formal logic rules. It is often called' Abstract thinking 'or' Close your eyes thinking'. In a sense, logical thinking is a comprehensive and supreme way of thinking. First there is logical comprehensive inference, and then it rises to the height of thinking dialectics. In this respect, micro-image must have. Any film should ultimately achieve logical thinking on the basis of image thinking. The significance of this statement lies in that micro-image is an activity that guides the audience to practice meaningful activities in reality. This is the audience's reflection on the abstract meaning of life through the image (reality) of micro-image. Animal landscape art micro-image is more professional than grass-roots micro-image from story to production, but there is still a certain distance compared with the production of professional team. Although micro-image is not the mainstream in the video website, it occupies a position that cannot be ignored. Video website needs continuous content and micro-image. Creation is different from online drama in that it has no continuity and copyright value, so it is difficult to retain a fixed micro-image production team. In the context of new media, micro-image creation expands the channels of micro-image dissemination and distribution. By means of creative, multi-media, multi-contact and fragmented Internet "micro" mode, micro-image not only enriches the form of survival and dissemination in the media, but also derives more value in this process. The emergence of new media benefits from the technology of the Internet. From the beginning, the Internet is only an application in military and other advanced fields, and now it has become a tool for leisure and rest shared by all mankind. The new media is more and more clearly conveying a concept, namely "entertainment".

3. Experiments

The creation of micro-images of animal landscapes comes from life and is higher than life. In order to explore the current situation of micro-image creation of animal landscape art in recent years, this paper designs an experiment to analyze the current situation of micro-image creation of animal landscape art in the new media environment by collecting the number of related works and comparing the development trend of the whole micro-image creation industry.

4. Discussion

A series of international microfilm festivals show the growth and maturity of China's microfilm

to the world. At the same time, they also indicate that China's microfilm is developing towards specialization, scale and internationalization. According to the statistical data, in the context of the vigorous development of new media, micro-images of animal landscape art are also increasing year by year. Details are shown in Figure 1.
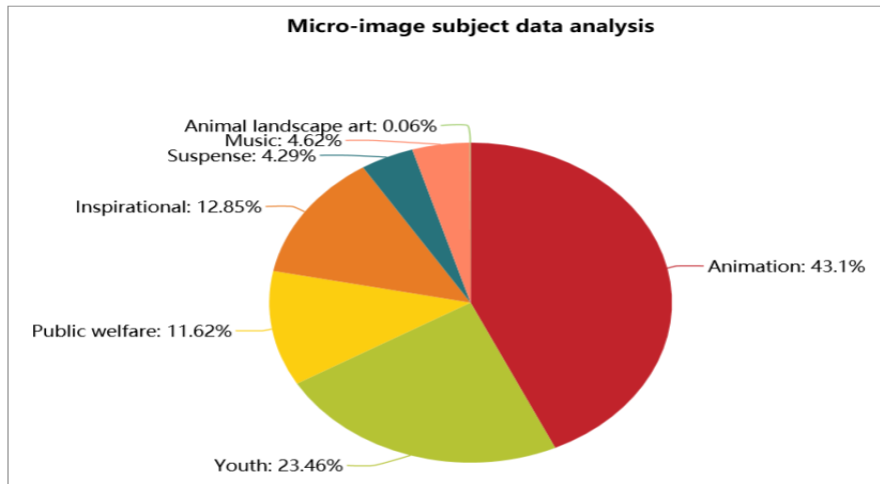

Figure 1. Proportion of micro-image subjects

As can be seen from the picture, the market share of various types of micro-images in the current market is different, among which youth and animation still account for the majority of the market share, and many public welfare short films are also shown through micro-images. The micro-images in the key animal landscape art in this paper account for a small proportion, and there are not many such films. The audience is smaller.

In the past eight years, the domestic micro-image production has been increasing day by day, and the micro-image market is three times more than that in 2012. It is enough to see that the audience's acceptance of micro-images is getting higher and higher, and the demand for micro-images is also growing. Figure 2 shows the total domestic micro-image market, which can intuitively show the development of micro-image industry in recent years.
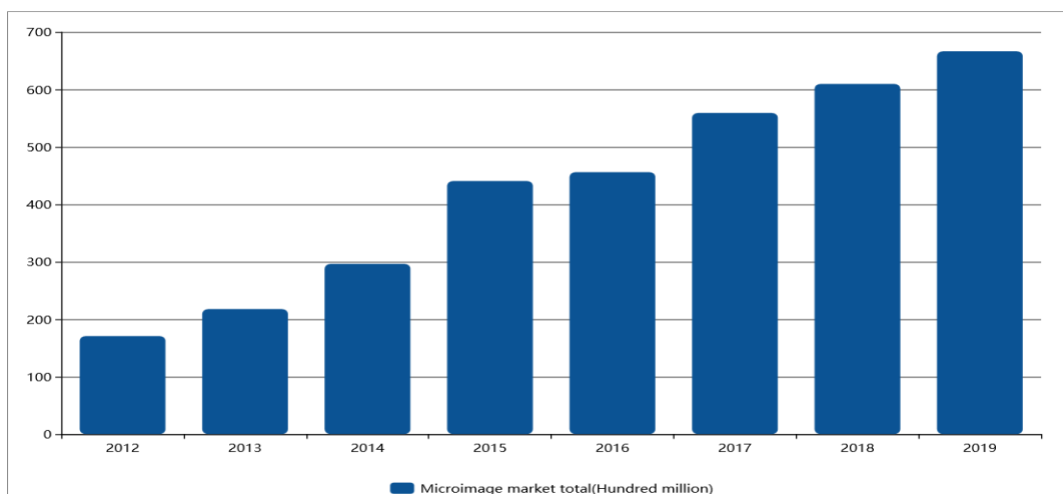

Figure 2. Total market volume of micro image

The overall development of the micro-image industry has also led to the animal landscape art industry. Figure 3 shows that under the new media environment, the animal landscape art is gradually integrated with the micro-image industry, and the total market output value is growing. More viewers learn about animal landscape art through micro-images as a medium. Under the interaction, micro-image works of animal landscape art are also increasing day by day, especially in 2018, reaching a peak. Fig. 4 is an example of some micro-image works related to animal landscape art.
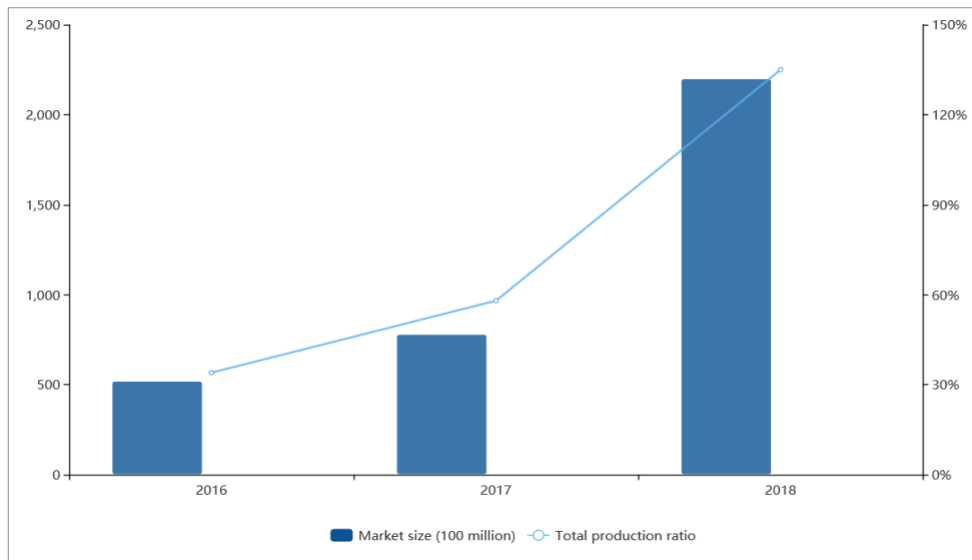

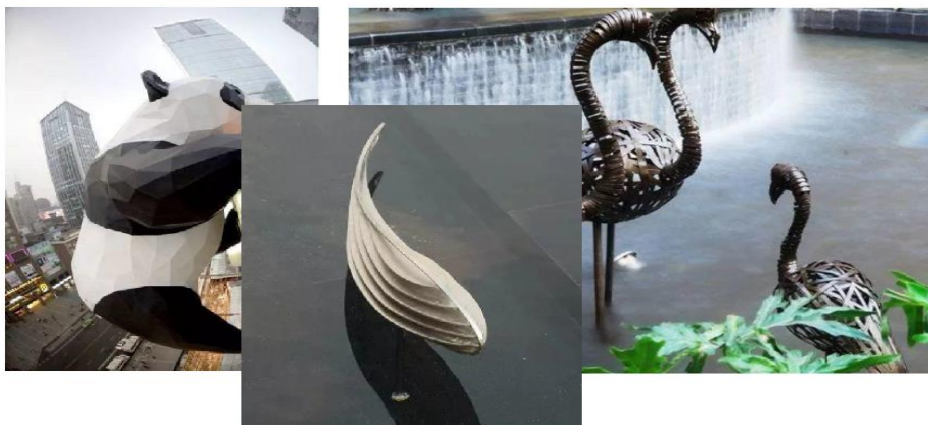Figure 3. Development of animal landscape art micro-image

Figure 4. Exhibition of animal landscape art related works

5. Conclusion

Under the new media environment of the Internet, news communication has undergone tremendous changes, whether in the media industry, the content of communication, or the marketing model, it has achieved the goal of keeping pace with the times and integration. The popularity of micro-images in video websites has begun to decline, which may affect the enthusiasm of the external micro-image contest to respond to micro-images. As for how much change will be made, it

is difficult to judge, because the demand for micro-images itself, enterprises and administrative units is still considerable in quantity. (In the universities interviewed, the customization methods of enterprises and administrative units are mentioned.) The fragmentation, decentralization, individualization and diversification of new media communication also constitute the cultural context of post-modernism. Micro-image exists on the basis of new media, and the post-modernism spirit of new media deeply influences the creation of micro-image.

At present, micro-image has begun to penetrate into other fields from the initial advertisement. In addition to commercial customized micro-image, the types of micro-image visible in the market also produce music micro-image, public welfare micro-image, urban tourism micro-image and online game micro-image, which are invested and produced by game manufacturers. Micro-image penetrates into various fields. It reflects the development trend of micro-image market. The term micro-image has been accepted by the public and will exist in the field of network video communication for a long time. Perhaps one day, the re-innovation of network technology will create new terms, but as far as the current situation is concerned, the development trend of micro-image has begun to cool down in the portal of video websites. From a large perspective, the development of micro-image has led the development of short films in China to take a big step forward. The quantity and quality of the works have been greatly improved, and the audiences of micro-images in China have been greatly improved from quantity to quality. Facing the dissemination of animal landscape art in the new era, we must better apply the advantages of animal landscape art dissemination to the process of social change and progress, thus re-facing the connotation and definition of animal landscape art is the basic requirement. No one will deny the importance of animal landscape in modern society, and the experience gained in urban greening work since the reform and opening up for more than 20 years will make all efforts and attempts more rational and orderly.

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Conflict of Interest

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