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Cognition of Wechat from the Perspective of Art

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Abstract:

In just under 20 years, wechat has become a full-fledged mobile art. From analog machines being used purely as mobile communication tools, digital mobile entities are integrated with the three functions of beauty, goodness and truth. It has realized the transformation from the realistic aesthetic function, eliminated the atomic gap between art and life, and created a new art form "full art", which has great historical and realistic significance. The whole art is different from the traditional atomic art, from the computer art, digital film, digital television, digital animation art in the digital art system, and from the various parasitoid digital art. Its main features are the integration and synthesis of various art institutions, such as the interaction mechanism on transmission, the all-weather servo mechanism on operation, the kaleidoscope mechanism on text, the identity exchange mechanism on art subject, the nationwide mechanism on consumption and the mobile mechanism on load. The whole art has greatly expanded the content, mode and choice of human social reality construction. It has realized human's yearning for the three common value goals of "truth, goodness and beauty" on the basis of transforming the traditional culture and morality of the contemporary society which takes aesthetics as the representation.

1. Introduction

Wechat is a powerful social software necessary for daily use. In other social functions, wechat can also share photos and status in moments of friends, and publish text and other multimedia content on public platforms. In addition, there are wallet, shopping, small program and other rich functions. Wechat, like QQ and other software, is a powerful social software necessary in daily life. It can chat with friends with text, pictures and videos, and also find and set up their favorite chat groups. In addition to chatting, wechat also has a social moments platform, which allows users to post text and photos in their friends' moments, as well as their own works and songs on the social platform. Users can make comments or likes on the newly posted pictures of their friends. Different from Weibo and other social software, wechat's circle of friends is a relatively closed social circle design. Users can only see the

comments of the same friends, but cannot see the list of friends that they follow. In addition to the social interaction between individuals, wechat also launched a public platform, which allows individuals, enterprises and other users to release text, pictures, videos and other content as we media, and build their own publicity platform at a low cost through the wechat public account, without the need to partially avoid the trouble of building a website. In addition to social functions, wechat also launched the payment and transfer functions, by binding the bank card as the carrier, after receiving red envelopes or transfer money can be put into the change of wechat, usually use only need to show and scan the two-dimensional code; In addition, there are shopping, small programs and other functions can be used, wechat has become a multi-functional service platform carrying more daily use functions in addition to social networking.

2. The Physical Connotation of Wechat

Wechat is based on the mobile phone, the brick-sized device covered in a honeycomb of buttons that appeared in the late 1980s as a natural communication tool. Due to early mobile telephone is established on the basis of simulation technology, so the circuit only to ensure the increase or decrease of electrical signals, and to strengthen the signal, it is necessary to the integrated circuit is more precise, this can make the appearance of the original portable portable telephone will become large, communication quality not guaranteed. Still, more than a fixed telephone system, the technology changed the way people communicated, bringing easy communication for the first time. When spoken words are uttered or heard by others, the first successful excitement can be clearly felt. However, it is far from enough to call mobile phones "works of art", because in the contemporary concept of art, "the object itself is not a special aesthetic", its aesthetic characteristics are related to the representation of "experience". In other words, 'aesthetic object" is defined on the basis of "aesthetic experience".

When you have aesthetic experience, whatever you experience, whether it is a painting, a lake, a cloud or a motorcycle, is an aesthetic object. So what exactly is "aesthetic experience"? "An experience THAT is AUTONOMOUS IS an aesthetic, BUT THERE IS NO AESTHETIC if it is NOT autonomous. Competence is defined primarily in terms of attitude, 'point of view' - 'non-utilitarian detachment' ————, but the same object (the lake in the above example) is the object (if non-utilitarian) of aesthetic experience." Therefore, it cannot be defined in terms of the objects experienced. Alternatively, it can be an object of non-aesthetic experience (a situation that is driven by practical needs) .

Specifically, for wechat, the experience given to users when it was born was based on the utilitarian experience of the convenience of real-time communication. In other words, wechat at that time was not a free emotion that made users feel happy and excited, but mainly as a utilitarian internal emotion based on instant messaging. Not long after the emergence of analog mobile phones, digital technology swept the whole world and brought about great changes in the world. The use of digital technology has brought about a completely new revolution in mobile phones. First, wechat can do a kind of thinking similar to intelligence, this way of thinking is the brain - artificial intelligence - analog phone can not do. Since then, the meaning of mobile phone has changed. It is no longer the original meaning and extension, but includes the ability of computer, game, email, calendar, notebook, ring tone and so on. Since then, mobile

phones have been gradually connected to the Internet, giving mobile phones a new vitality. Judging from the current trend, mobile phones are no longer far away.

Also, only instant messaging can help. With this phone, you can see more information, you can buy more stocks, you can buy more things. It also has this effect. So, the integrated use of the function of the mobile phone is a new new media and all kinds of media, but in this case, the mobile phone is only a new digital media. To be elevated from digital media to digital art, such new media must become superior and vulgar. That is to say, sometimes we temporarily forget the utilitarian value of these immediate realities, leading us to the ethereal aesthetic world. As is known to all, mobile phones play an important role in the current development process. In the past, people watch movies in the cinema, watch TV at home, or listen to music when they have a break, play games in the house, these traditional artistic behaviors have been replaced by a new mobile phone fashion - wechat appreciation - a new art form. After these changes, mobile phone has a new connotation and meaning, and has become a kind of art. "There are things that are really fascinating. Because it's a more prominent and understandable aesthetic element. In that way, it's something more intrinsically beautiful." At this time, the construction and performance of mobile phones have changed a lot. In the digital age, most mobile phone users enjoy it as an artistic pastime, although the function of communication is still preserved in the analog age.

3. The Main Nature of Wechat

Different from other technologies, wechat is a real art, the subject of the nature of clear. What is "total art"? There's no other word for it. Up to now, most people call the Internet "multimedia", "new media" and "all-media", but no one will think about the new meaning of mobile phone from the perspective of art except media. Mobile phone as a kind of media, we can use it to send messages, but the media communication method of mobile phone is not static. Its richness is completely different from the single literature and music we were exposed to before the movement. The most common feature of mobile phones is the feature of new media. We can see more of the world through mobile phones. Under the single form of art, we may not have much change, but the authors believe that these all art forms have been integrated into a new medium, and communicated in the form of a new, so we will have no need to see it as a literature, film, television, music such atoms form of art. What we have to face is that all art is based on a digital entity, which not only plays the role of different atomic art, but also changes the transmission mode of different atomic art. This is an important shift in mobile art creation. Positioning wechat as the "whole art" is the whole day servo artwork. In other words, we can create, spread and consume this category of art anytime, anywhere and under any conditions. For example, we can put the phone by the bed to enjoy, or sit in the car, or have a picnic in the wilderness, or go to the bathroom. Instead of listening to music, watching TV, reading a book. In addition to wechat, is there any other kind of art that can be served all day?

"Full art" means "comprehensive", that is, it can introduce "the most abundant" and "the most perfect" art form for us. It won't be long before we can use different search engines to unearth our favorite digital art and digitally related atomic art over and over again. Therefore, the whole art is not only a collection of digital libraries, digital cinemas, digital art galleries, digital television stations and so on, but also an omnipotent, efficient and energetic manager. We want all of these art forms to be in front of us. "Full Art" also includes three different roles of artistic creation,

communicator and receiver, which is also its unique artistic characteristics. Nowadays, mobile phone is no longer a single art, but a variety of digital art production and communication. Ordinary mobile phones are much better than traditional digital audio and video devices in some aspects, such as taking photos/watching movies, shooting, recording, listening, writing, appreciating and so on. It is convenient for artists to act a variety of different artistic images, so as to achieve the real entertainment effect. In addition, wechat can complete the interaction between creation and appreciation in a short time. Before wechat, there was no such art. The integration, instantaneity and popularization of artistic creation, dissemination and appreciation completely disintegrated the high mysticism endowed by atomic art, thus greatly improved the artistic quality of the public, and enabled them to obtain physical and mental liberation and development. With the exception of mobile phones, no other digital medium can fulfill this role transition. In addition, the "whole art" is all mobile phone art in the whole society accounted for the number of people, popularity rate and regional coverage are very high, the gap is not big, seamless coverage, is the art of the whole people. By the end of July 2001, China had overtaken the United States in the number of mobile phones, according to the IT department.

Moreover, most mobile phone users will own at least one mobile phone, which exists in all aspects of China. From this connection, wechat is veritable full art. Finally, the term "full art" has another meaning. Under this term, it is limited to the digital media of mobile phone, which is the characteristic of mobile phone. If not, it's a computer. Still, there's definitely something unique about the phone. Although both are digital media. Of course, in the rapid development of digital technology today, the integration of three networks has become an inevitable. Since the introduction of the iPhone, we can see the computerization of the mobile phone, its purpose is not just to make the terminal to receive information simple, but to facilitate the user's daily use, not to go against the human nature of happiness. The key to mobile phone computerization is to change the channel. From this we can draw such a conclusion: in the whole world of art, wechat has a unique highlight, which can bring us more and better life pursuit.

4. Pursue the Concept of Wechat

Computer art and holographic art are a special form of digital art. These two forms of art are designed to meet people's requirements of "perfection", "beauty" and "truth", which are consistent with people's moral pursuit and ideal belief. Indeed, just from the perspective of structure and function, almost all aspects of computer art are almost called full art, lacking only a light and soft artistic medium. But the differences, the authors believe, go far beyond that. The authors of this paper believe that the most fundamental difference is that the digital information related to computer art is sent out in the form of optical signals, while the transmission of optical fibers and electromagnetic waves on Earth, which we cannot see, has an insurmountable gap. The average person simply doesn't realize that this is a factor that can indirectly change their mood, which in turn affects the information they receive, which can lead to differences in their mood. Second, and perhaps more significant, this art is based on a purely personal aesthetic, an aesthetic form that can well cater to the free emotions of human beings. It is a yearning for human freedom. Computer art is simply more personal than art as a whole. In terms of the current status of the development of computer art, most people live in the office, home and other places, the privacy of personal privacy is poor, two people share a computer is more common, its security

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and confidentiality is far less than the overall art. In addition, because the computer originally mainly based on broadband signal transmission, in the mobility and convenience is far less than the mobile phone based on wireless communication, thus greatly limiting the use of mobile phones. Especially in rural areas, computers are not as popular as digital television, so there are no mobile phones. Thirdly, the comprehensive arts and computer technology have given new life to people's digital life. The biggest difference is that the phubber clan is pure art, while the computer represents the stoop clan. "Bowing down" and 'bending down" are two different kinds of social activities, and what effect they have on the physical and mental structure of human beings is a significant topic. From now on, the most obvious change in the digital age is that myopia is more common and more frequent than ever before. According to a new research report released by Suzhou Municipal Health and Health Commission, the myopia rate of primary school students in Suzhou's ancient capital is 54%, 80% and 92%, respectively. The rates of myopia among primary school students in the ancient capital of Suzhou in 2011 were 56 percent, 82 percent and 93 percent, respectively. In this city, the incidence of myopia among teenagers becomes high and large. Some scholars believe that the problems in these aspects are mainly caused by teenagers' excessive dependence on electronic products.

The questionnaire survey of Suzhou Disease control agency is a very typical and common problem. The hearing problems of the "phubbing tribe" and the lumbar fatigue of the "bending tribe" are problems that cannot be ignored. This explains the difference between all arts and computers, their structures and functions are different, and they are not viewed visually. However, in terms of the most simple digital films, the author feels that such "visual effects" are far from surpassing the unique aesthetic mechanism of "online games". They are produced in the same way that consumers produce and consume, but they do not take full advantage of digital interaction. As long as the inheritance of an art is still a dictatorial system, no matter how prominent its magical effect is, the two interactive and uncertain aesthetic mechanisms unique to digital aesthetics cannot give aesthetic objects a free emotional power. Aesthetic mechanics are powerful, and many of us enjoy watching movies and watching the story, but we're not addicted. On the contrary, we play games easily addictive, we can easily play games until dawn. These two different aesthetic mechanisms provide a beneficial aesthetic approach for the development of digital film and other related industries, and this aesthetic approach can bring continuous benefits to digital film and other industries. The promise of digital film and television will be an open storytelling system. It looks like an online network game. It's like playing an online game. When we enjoy the film, the audience will shift from the original mode of thinking to interactive participation, role play and unknown new artistic areas. This is a big test for artists who are used to having atomic art at their core.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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