

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

BAI Shutian

THE IMPACT OF THE NEW MEDIA ERA ON CHINESE ART

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:

Tatyana V. Burak

Doctor of Science in Sociology,

Associate Professor

Minsk, 2025

ANNOTATION

The master's thesis mainly consists of three chapters. The first chapter conducts an in-depth study of new media and explores its relevant characteristics as a research object; the second chapter focuses on the specific manifestations of new media in China's cultural information space, and analyzes in detail its impact on Chinese art and the social risks it brings; the third chapter focuses on the coping strategies and future prospects for the development of Chinese art in the new media era, providing direction for the sustainable development of Chinese art in the new media environment.

The master's thesis includes 87 pages, 12 pictures, 1 appendix and 41 sources used.

Keywords: new media, chinese art, digital technology, artistic expression, audience engagement, social media, contemporary art practices.

The object is new media.

The subject is to explore the role of new media technology in the field of contemporary Chinese art, that is, how it affects the creation, dissemination and consumption of art, as well as the development and changes in the practice of Chinese artists in the context of new media, including the impact of these changes on artistic expression, the interaction mode between audiences and art, and the entire art ecosystem.

The purpose of the master's thesis is to investigate and analyze the impact of new media on contemporary Chinese art, identifying both opportunities and challenges for artists and curators in the digital era.

This study adopts a mixed research method, integrating qualitative and quantitative analysis to comprehensively explore the impact of new media on Chinese art. Qualitatively, we observe art practice on the spot, analyze artist cases, and interview relevant personnel to dig deep into the internal mechanism and subjective feelings; quantitatively, we analyze social media and online exhibition data to obtain macro trends. The two complement each other and provide a solid basis for accurately revealing the impact of new media on various aspects of art, which strongly supports subsequent research results.

This master's thesis explores in depth issues related to Chinese art in the new media era. It elaborates on the characteristics of new media as a new tool for artistic creation and dissemination, comprehensively combs the development of Chinese art in the new media environment, and analyzes the opportunities and challenges it faces; it deeply studies the revolutionary impact of new media technology on the creative techniques, dissemination channels and consumption patterns of contemporary Chinese art, and tracks the transformation trajectory of Chinese artists' creative practice in the new media wave, including how this transformation reshapes the form

of artistic expression, changes the way audiences interact with artworks, and thus has a profound impact on the entire art ecosystem; it systematically analyzes the development trend of Chinese art in the new media era and proposes targeted development strategies, aiming to provide theoretical support and practical guidance for the continued prosperity of Chinese art in the new media context, and at the same time help readers deeply understand the key role played by new media in the field of Chinese art, and how to effectively use new media to promote the innovative development and international dissemination of Chinese art.