

The Innovative Development Path of Propaganda Posters in the Dissemination of Mainstream Values

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ABSTRACT

Based on the social communication function of propaganda posters, this paper analyzes the practical path to achieve innovation and development in the dissemination of mainstream values in the new era as a traditional art form emphasizing ideological expression. It demonstrates that carrying forward the mainstream values endows the spirit of the times to the propaganda poster and the opportunity for the innovation and development. Also, it helps the creators to make full use of the unique visual structure and huge interpretation space of the poster, to keep pace with the times, to bring forth the new through the old, adapt to the modern society, and to constantly radiate new vitality, to nourish the spiritual world of contemporary people and to boost the spiritual power of them.

Keywords: *Propaganda poster, Mainstream values, the innovation development path, Dissemination*

1. INTRODUCTION

Propaganda posters have played an important role in the dissemination of national policies. At the beginning of a new era, innovative propaganda posters, using their unique graphic language, will make the diffusion of mainstream values more ornamental, more likely to be excellent works. The development trend of propaganda posters, on the one hand, will give better play to its function of containing mainstream values, and at the same time, it will gain vigorous vitality because of complying with the cultural needs of the people.

1.1. Propaganda Poster

"Encyclopedia of China Art Volume" explains the word "propaganda poster" as follows: painting for propaganda and agitation and creating public opinion atmosphere; generally, it has striking, appealing and passionate text title, also known as poster. In the Encyclopedia of Chinese fine arts, "propaganda poster" is defined as "a kind of painting which can be copied, combined with pictures and texts, can be produced in large scale, and has strong visual impact, short for poster, also known as picture poster. Picture poster is called poster in English, which means the notice in public places. Its function is to convey political, cultural and commercial information to people. From the above definition, it can be seen that the concepts of picture poster and poster come from the word "poster" in English. Picture poster belongs to the category of poster and can be regarded as a kind of poster in a broad sense. However, because of its political propaganda characteristics, it has unique aesthetic taste and social function, which can't be

equated with posters in a broad sense, but should be called propaganda poster [1].

1.2. Mainstream Values

Values refer to a person's overall evaluation and view of the significance and importance of the objective things around him. On the one hand, In reality, values turn into people's value goal and guide people's value orientation and value pursuing; on the other hand, as a value scale and criterion, values become the evaluation standard for people to judge whether things have value or not and value size. Different countries, different societies, different groups and even different individuals have their values. The diversity of modern social values is increasingly prominent, but some of them will certainly rise to the mainstream and become the spiritual goals pursued by the whole country. The mainstream values recognized by a society or a country should meet the following three conditions: First, the mainstream values must be based on the contemporary social life, and gradually highlight after the fierce value conflict and competition with many values; secondly, the mainstream values are constructed by people consciously and accepted and recognized by most members of the society. They are advocated and supported by the mainstream ideology of society. They are the social value system with reasonable foundation and value oriented function in reality. Finally, the mainstream values have the characteristics of the times and reality, which can provide spiritual and cultural guidance for people's life and the development of the whole country, and play a huge role in promoting social development [2].

2. THE RELATIONSHIP BETWEEN PROPAGANDA POSTERS AND MAINSTREAM VALUES

2.1. Mainstream Values Constructing Consensus

Chinese society has entered a new era, which is the new historical orientation of China's development. The construction of new mainstream values has a great role in promoting social development. First of all, the practice of China's harmonious society inevitably requires the transformation and innovation of ideological theory. Therefore, reshaping the ideology in the process of harmonious society will promote the values that are conducive to social development to the dominant values. The construction of a socialist core value system is of great significance to better grasp the development law of Chinese ideology and provide scientific guidance for the development and innovation of Chinese ideology. Secondly, since the reform and opening up, China's traditional social structure composed of workers, peasants and intellectuals has been deconstructed into more social classes. The emergence of the new class leads to the impact and challenge to the social value system based on the traditional social stratum. Therefore, new mainstream values are urgently needed to gather the consensus of the whole people, reshape the public belief, and provide spiritual support for better maintaining social order and socialist construction [3].

2.2. Propaganda Posters Containing the Function of Disseminating Mainstream Values

Among the works of literature and art that played a key role in China's propaganda in the 20th century, propaganda poster has an important position. The speech at the Yan'an Forum on literature and art in 1942 solved the important problem of who is the objective of literature and art serve. Literary and artistic creators use their works to publicize the party's and the state's policies and blueprints for the future. Especially in the period from 1949 to 1976, a large number of oil painters and Chinese painters devoted themselves to the creation of propaganda posters, and produced a batch of works with the classic quality that cannot be surpassed. In 2014, a forum on literature and art work in the new era was held in Beijing. It was stressed in the meeting that literature and art are the clarion call for the progress of the times, which can best represent the style and features of an era and lead the ethos of an era [4]. It can be seen that, as a kind of literary and artistic works, propaganda posters can still play an important role in educating people with spiritual and cultural products, convey positive life pursuit, noble ideological realm and healthy life taste in the dissemination of mainstream values in the new era, promote the true, the good and the

beautiful, and denounce the false, the evil and the ugly. Its function is irreplaceable and its creator has a brilliant future.

3. INNOVATIVE PRACTICE PATH OF PROPAGANDA POSTER

"At all times and in all over the world, literature and art all follow such a law: it rises with the times, changes with the times, and resonates with the times. At every important historical juncture of human development, literature and art can make the voice of the times, open the wind of society, and enlighten the wisdom, and become the forerunner of the change of the times and social transformation." [5]. The speech made at the opening ceremony of the 10th Congress of the China Literature Federation profoundly revealed the law of the development of socialist literature and art, clarified the new mission of socialist literature and art, and provided a fundamental follow-up and action guide for exploring the innovative development path of propaganda posters in the dissemination of mainstream values in the new era.

3.1. Building up the Awareness of Producing Excellent Works

The creation of high-quality propaganda posters is the awareness that creators should firmly establish in the dissemination of mainstream values. As a spiritual and cultural product, propaganda posters come from life and are higher than life. Excellent propaganda posters must be an organic unity of artistry and ideology. The ideological nature determines the content of the propaganda posters; the artistic quality determines the form of expression. For example, the art work "Fight the epidemic together" (Fig. 1.) describes the real event of a group of workers building a hospital for the treatment of new coronavirus, aiming to show a spirit of the times; the form of expression adopts modern illustration, reflecting the aesthetic taste of contemporary young people. This requires that in the specific practice of propaganda painting creation, the creator must deal with the relationship of two aspects, that is, the relationship between the content and the form of the work. Content is the sum of all the internal elements of things, while the form is the structure and organization of these internal elements [6]. On the one hand, the innovation of propaganda posters should carry the values and ideas in the content and decide the choice of form, otherwise, no matter how rich the forms of expression of the works are, it is difficult to form a lasting influence and communication force; on the other hand, the form should have the ability to expand diversified expression, change with the change of content, and always obey the content, otherwise, no matter how rich the content of the works are, but also because of its monotonous form of expression and difficult to attract more audience groups. Therefore, in the practice of propaganda poster creation, the creator must

adhere to the creative spirit and idea of the unity of ideological and artistic, content and form, in order to create more excellent propaganda poster works in the dissemination of mainstream values.



Figure 1. Art work "Fight the epidemic together" (Poster picture from Baidu)

3.2. Conveying the ideological connotation and value orientation with the content

It is an important content of propaganda poster innovation and development in the dissemination of mainstream values to convey value ideals and ideological and moral pursuit to people. The mainstream values and the ideological values including morality are highly generalized and theoretical, which endows propaganda posters with soul and core in its innovation and development. However, in the face of literary and artistic works, the majority of the audience tends to accept those life words that are popular and easy to understand. This requires the creators of posters to have the ability to transform abstract theoretical language into concrete visual language. Fig. 2 is one of the series of works created by the designer according to the contents of the paintings in the museum's collection and accompanied by the anti-epidemic propaganda. Its visual language conforms to the traditional aesthetic habits of people, and also increases the interest and affinity of the propaganda paintings. Therefore, to realize the innovative development of propaganda paintings in the dissemination of mainstream values, the creators must use vivid language to tell the Chinese stories that happen around the common people, and convey the ideological connotation and value orientation of socialism in the new era through those ordinary, simple, concrete people and things.

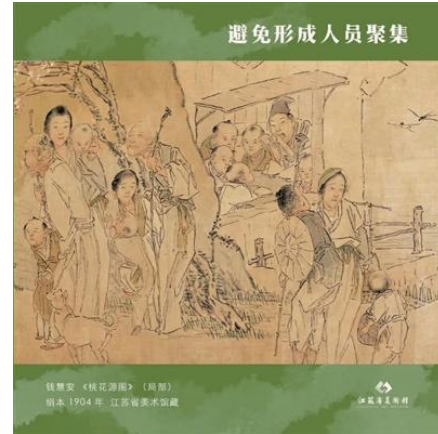


Figure 2. Art work "Avoid the formation of a crowd" (Poster picture from Baidu)

3.3. Mining and Refining Vivid Typical Images

To excavate and refine vivid typical artistic images is the necessary artistic creation ability of creators in the dissemination of mainstream values. For the creators who pursue the true meaning of art, the vividness and authenticity of the artistic image is the most important internal quality. When the creator melts this attribute into his works, the poster will have strong vitality and attract the audience. For example, in the poster work "A fine example" (Fig. 3), the main visual figure originates from Professor Zhong Nanshan, who guides the national fight against new coronavirus. It is a vivid and real typical image from real life. Therefore, in the dissemination of mainstream values, creators should have a high sense of social responsibility and professionalism, adhere to the ideal of literature and art, constantly improve artistic accomplishment, strengthen art training and enhance artistic creation ability. They should make great efforts in innovative methods and forms, and be good at digging out figures or events that can reflect mainstream values and good moral thoughts from daily life. Through artistic processing, various artistic and technical elements can be combined with each other to refine typical artistic images and touching Chinese stories, so as to realize the innovation of propaganda paintings with more formal beauty and artistic value.



Figure 3. Art work "A fine example" (Poster picture from Baidu)

3.4. Innovating the Art Language of the Combination with the World

Innovative artistic language is the ultimate mission of the innovative development of propaganda posters in the dissemination of mainstream values. "Language, as the most important communication tool of human beings, is the bridge and link of civilization development". As the main body of creation, the artistic language of posters is the unique media used in the artistic creation activities of disseminating mainstream values. It determines the expression means and methods of propaganda painting art, which is reflected in the external form and structure of art works. It can be seen that without the artistic language presentation of posters, there is no space for their works to exist. Simultaneously, the art language itself is not an isolated and static existence. With the progress of the times and the in-depth guidance of theory to art practice, it will keep pace with the times, conform to the changes of aesthetic concepts, and meet the new social needs. It is the requirement of the times to vigorously spread the mainstream values, which can not only boost the innovation and development of posters, but also stimulate the vitality of cultural expression of artistic language. Innovation is the source of maintaining such vitality. On the one hand, globalization and information technology promote the close integration of different nationalities and cultures, which provides an opportunity for the innovation of propaganda painting's artistic language to absorb foreign resources. On the other hand, the value orientation of the mainstream values determines that creators should stick to the native standpoints, never forget the local culture, seize the dominant position in the fierce cultural competition, and maintain a distinct national personality. For example, the poster work "cheer on" (Fig. 4) is composed of red and white masks as the basic visual elements, and the red mask highlights the two Chinese characters "加油". This art works not only contain modern graphic creativity, but also embody the characteristics of Chinese culture. Therefore, the innovation of the artistic

language of posters is not only the innovation of artistic media symbols and means of expression, but also the innovation of the way of thinking and aesthetic concepts of creators in the dissemination of mainstream values. Through the integration of art language and the world, it will be an artistic expression with more common human aesthetic characteristics [7].

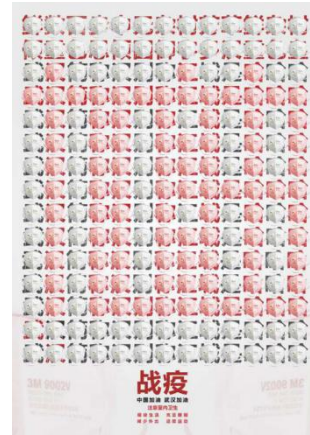


Figure 4. Art work "cheer on" (Poster picture from Baidu)

3.5. Enhancing the Communication Power of Integrating New Media Technology

The integration of new media technology is the inevitable result of the innovation and development of posters in the dissemination of mainstream values to meet the needs of the information age and media changes. The rapid development of modern science and technology has given birth to new media technology, which has led to dramatic changes in the media and modes of communication in the social information system. It has not only changed the platform of cultural communication, but also greatly broadened the channels of cultural communication, which has a significant impact on the power of cultural communication. The integration of new media technology with propaganda media has greatly promoted the transmission effect, such as blogs, micro-blog, WeChat, QQ, live broadcast, short video, touch screen, virtual reality and other media to break the traditional communication boundaries from different angles. It provides great convenience for the dissemination of mainstream values, including the immediate release of the creator's works, "liked" from netizens, information forwarding, leaving messages in comments area, and interaction with creators and so on. Fig. 5 demonstrates the use of short videos to spread propaganda pictures, which converts the common static display into continuous play, greatly saving the audience's viewing time and improving communication efficiency. Such a breakthrough can also promote effective dialogue between mainstream and non-mainstream values in society and transform people's thinking mode. At the same time, it also helps people to distinguish reality from discourse collision, identify and

accept the mainstream values of today's society, greatly improve the quality of propaganda paintings, enhance the cohesion between people [8].



Figure 5. Posters in the video (edited by the author)

4. CONCLUSION

All cultural products, services and activities should carry forward mainstream values, and pass on positive pursuits in life, lofty ideals and a healthy taste for life. As a traditional art form, the function of propaganda poster is social propaganda, emphasizing ideological expression. Its uniform graphic structure and highly symbolic art language not only have the power to shake people's hearts, but also are the unique cultural resources for artists to recreate [9]. In the new cultural context of contemporary visual communication, the wide expansion of image creation methods poses a new challenge to the poster. Carrying forward the mainstream values endows the propaganda poster with the spirit of the times and provides an opportunity for its innovation and development. Exploring the innovative development path of propaganda posters in the dissemination of mainstream values helps the creators make full use of their unique visual structure and huge space for interpretation, keep pace with the times, bring forth new ideas through the old, make them coordinate with the advanced culture of contemporary China, adapt to the modern society, and constantly radiate new vitality, so as to nourish the spiritual world of contemporary Chinese and boost the Spiritual power of them.

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