Analysis of Art Criticism from the Perspective of Big Data from the Perspective of All Media Communication of Film and Television Art

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Abstract. As a different art evaluation activity, art criticism has a very positive and powerful influence on the creators of art. With the advent of big data technology, the types of art criticism of film and television art from the perspective of all media are also changing correspondingly. The fragmentation of criticism form, the subjectivity of criticism content and the diversification of criticism subject have been discovered. However, the characteristics of these criticisms not only promote the prosperity of art criticism from the perspective of big data, but also bring a lot of negative effects to people. This paper briefly summarizes the concept of art criticism and the main characteristics of all media art criticism from the perspective of computer big data, and finally draws the corresponding conclusions.

Keywords: Big Data Perspective, Film and Television Art, Media Communication

1. Introduction

The arrival of the era of big data all media has not only changed the main forms and methods of artistic creation. As an important judging activity of media communication, the creation and dissemination of art criticism has undergone corresponding epoch-making reform. At the present stage, compared with the characteristics of traditional art criticism, the forms of artistic criticism also show corresponding particularity[1]. It can be said that the arrival of the all media era makes all kinds of activities in the art world become the main media of media communication.

The emergence of big data technology promotes the progress and update of the all media era, which is an exciting process. We can find that art criticism under the Omnimedia communication technology provides us with great benefits. However, we can not only focus on the acquisition of interests, but also learn to find its main defects. For the shortcomings and negative defects of art criticism, we should strive to overcome them. I believe that one day in the future, after China's film
and television technology has been developed for a long time in the era of all media, the main expression characteristics of art criticism will also become a typical representative activity of film and television analysis from the perspective of big data technology.

2. A brief summary of art criticism of film and television art from the perspective of big data all media

2.1. Research on the basic definition

In short, art criticism is an important form of expression of an art activity. After the art critics have carried out the corresponding art appreciation, they can use some viewpoints, theories, aesthetic thinking and evaluation criteria to analyze and evaluate a certain film and television art creation[2]. A person who does not understand art evaluation may think that art criticism is a derogatory term. In fact, most art criticism can help artists find the loopholes in their works. We can think that film and television art is a scientific and artistic art activities. I think its appearance can produce a very positive standard and impetus to the creation and appreciation of film and television art.

2.2. The basic definition of all media

Many people may learn about all media by watching newspapers, books and videos. The concept of Omnimedia is a more complex and endless whole. In today's film and television art circles, the concept of all media still does not have a complete and unified definition. Experts in different fields of film and television art have given unique definitions from their own standpoint. Some scholars think that Omnimedia refers to a business operation mode or strategy[3]. This view holds that all media is to use media means and platforms to build a huge reporting system. This kind of reporting system has the characteristics of multiple forms of communication. However, some other scholars believe that all media belongs to an application level of media. It is the product of all media integration of big data. According to the above description, we can summarize the concept of Omnimedia as a means of media communication that integrates words, images and sounds. It realizes the integration of media business operation and media means and big data technology (see Table 1).

**Table 1.** The characteristics of art criticism from the perspective of big data from the perspective of all media communication of film and Television Art.

| The characteristics of criticism | Attention to characteristics |
|----------------------------------|-------------------------------|
| Systematic                      |                               |
| Fragmented forms of criticism    | Logicality                    |
| Reasoning                        |                               |
| Popular criticism content        | Easy to understand            |
|                                 | Popular                      |
### 3. Characteristics of art criticism from the perspective of big data from the perspective of all media communication of film and Television Art

**3.1. The form of criticism of fragmented film and Television Art**

From the perspective of big data all media communication, the original systematic, logical and reasoning characteristics of art criticism have been gradually changed. In terms of film and television art, it has been replaced by fragmented information dissemination. In general, the number of words in a professional criticism of film and television art should be more than 3000 words. However, under the big data technology, the way of criticism becomes more and more simple. We can find that in the online forum, many people can evaluate the film and television art through hundreds of words of art criticism. Many people are looking for the reasons for the formation of fragmented criticism. I think that in the long-term development of art criticism, people will be tired of bloated and wordy forms of criticism. Until today, the fragmented film and television art criticism form appeared (see Figure 1).

**3.2. The content of popular film and television art criticism**

The real film and television art is not that many people can't understand, but that ordinary people can understand the truth. Similarly, the content of film and television art criticism is similar. In my opinion, the content of all media film and television art evaluation from the perspective of big data should pay more attention to the aesthetic and appreciation of the masses. Critics don't need to use large professional articles to judge the quality of a film and television art. This kind of wordy article will certainly arouse the disgust of the masses. Some short and reasonable sentences can be used to evaluate the appropriate film and television art. Therefore, the popular criticism of film and television art is the main trend of the future development of art criticism.

| The popularization of critical identity |
|----------------------------------------|
| Diversified film and television criticism | Diversified criticism content |
| Rich forms of criticism                 |                             |
3.3. Criticism of diversified film and Television Art

It can be said that the open communication pattern from the perspective of big data all media communication gives many people a voice in art evaluation. The unidirectionality of information dissemination has been broken by the times. The interactivity and openness of art evaluation has become the norm of film and television art criticism. In today's evaluation of film and television art, the identity of critics has gradually become diversified and enriched. As long as you have enjoyed the film art, you can make appropriate judgments. In the era of big data technology prosperity, the evaluation of ordinary netizens' film and television art is also worthy of expert discussion. Therefore, I think art critics of different identities in the all media era can express their opinions around one-step film and television art works. Diversified film and television art criticism forms meet the needs of big data technology.

4. Reflection on art criticism from the perspective of big data from the perspective of all media communication of film and Television Art

4.1. Encourage the operation of the mechanism, but not lose the lower limit

There is no doubt that the form of art criticism from the perspective of big data Omnimedia is very rich. There are many kinds of contents. To some extent, we can think of art criticism as an activity serving film and television art. Film and television art is a kind of spiritual consumption works serving the masses. Therefore, art evaluation is a critical activity of art form serving the masses. However, this kind of activity also breeds the soil for some vulgar and hyped art criticism. The criticism of film and television art with personal emotional catharsis is unreasonable. The criticism of art without the lower limit has no value of art judgment. We can encourage the operation of the criticism mechanism, but we can't lose the bottom line[5].

4.2. Close to the masses, but can not be guided by the masses
As we all know, good works that are ridiculed are still good. The bad works that people admire are still bad. In the era of all media, art criticism itself has the ability of fission development. The meaning of this ability is twofold\textsuperscript{[6]}. On the one hand, it can show the situation of good film and television art judgment. This is an excellent feature. On the other hand, it will also mean that the overall level of criticism of film and television art will be reduced. This will lead to the lack of high-quality art criticism. Some people who are motivated by certain interests always criticize excellent works and promote inferior ones. This is a very unscientific judgment. The criticism of film and television art should be close to the perspective of the masses, but it can not be guided by the eyes of the masses.

4.3. The judgment of film and television art can't lack of ideas

The expression of artistic thought is the inner form of film and television art. People can find the expression of art thought by watching film and television art. Similarly, the criticism of film and television art from the perspective of big data is the main way to find the thought of film and television art. However, film criticism also has its own ideas. Its idea refers to the scientific and reasonable evaluation of film and television art. Therefore, in the appropriate film and television art criticism, people's judgment can not lack too many ideas.

5. Conclusion

At present, art criticism from the perspective of big data all media communication presents many different characteristics. These characteristics have positive significance and negative influence on the criticism of film and television art. Compared with the traditional evaluation of film and television art, it is necessary to conduct art criticism from the perspective of big data from the perspective of omnimedia communication. It can help the all media technology in the era of big data technology to make rapid progress and update.

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