

**UNIVERSITI TEKNOLOGI MARA**

**THE RELATIONSHIP BETWEEN  
MASS MEDIA AND  
CONTEMPORARY ART:  
COMPARATIVE ANALYSIS  
BETWEEN CHINA AND BRITAIN**

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## ABSTRACT

The media serves as a vital platform for the dissemination of information, ideas, culture, and art. Its development has helped to popularize basic art knowledge, connect art with the public, and promote contemporary art. However, in contemporary China, the reach of contemporary art is limited to the art world and select art enthusiasts, with uneven levels of development. In contrast, the UK's mass media plays a crucial role in the dissemination of contemporary art, but it also poses significant challenges, including the domination of media, commercialization, and plagiarism.

The main purposes of this research are to understand the mass media in the communication of contemporary art in China and Britain, to identify the roles and challenges of mass media in contemporary art in both China and the UK, to propose a framework to the relationship between mass media and contemporary art in China.

The questions of this study are as follows: firstly, how the mass media in China and the UK are used in the dissemination of contemporary art? Secondly, what are the roles and challenges of Chinese and British mass media in contemporary art? Thirdly, How the relationship between mass media and contemporary art?

Descriptive case studies are used as the main research method in this study. As the top awards in the field of contemporary visual art in the UK and China, the Turner Prize and the New Star Art Awards were chosen as case studies. A total 360 of were involved with contextual documents review method and a total of 411 people were participated with online survey questionnaire method. A comparative study is used to compare the UK with China to build a framework for the relationship between mass media and contemporary art in China.

The main findings of this study are as follows: by comparing China and the UK, the Chinese public's acceptance of and attention to contemporary art is lower, which is influenced by the educational system, cultural atmosphere, artistic accomplishment and historical tradition. In the UK, the relationship between the mass media and contemporary art is more open and diverse, and critical reports on contemporary art are more common in the mass media. Mass media has played a crucial role in promoting and popularizing contemporary art. However, Chinese mass media and contemporary art started late and developed imperfectly. The relationship between mass media and contemporary art in China is still in the development stage and relatively new, which makes Chinese contemporary art often face more challenges and deficiencies in being displayed and reported by mass media.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Research Background

In order for art to gain recognition, it must be shared and incorporated into the world of meaning crafted by artists. Widespread dissemination and acceptance are crucial for bringing art to life and fulfilling its purpose of reaching a wider audience (Zeng, 2007). The media serves as a platform for the public to learn about the world, including information, ideas, culture, and art. Advanced media not only popularizes the basic knowledge of art and bridges the gap between art and the public, but also propels the progress of contemporary art. The media shapes the image of contemporary art that is presented to those outside the art world, and the public's awareness of contemporary art is solely based on what the media presents. According to Wu Hong (2009), "The media wield the power to interpret life and art and construct the art that people understand, regardless of the actual art scene." The media shapes the general audience's aesthetic preferences and dictates the channels through which they access artistic information. In contemporary society, the media must explore new avenues and experiment with new techniques to not only document the times but also to provide the public with intellectual sustenance and new visual pleasures through artistic means. The relationship between media and art is not limited to reporting and being reported on, but rather focuses on finding a new point of convergence that resonates with the public (Liu, 2006).

### 1.2 Problem Statement

In contemporary China, the artistic communication of mass media is mainly subject to non-artistic factors such as interest of the times, cultural accumulation and media development level. For example, the media's inaccurate positioning of art, lack of academic judgment, and lack of practitioners with high artistic accomplishment. They only report art news events as routine, lacking depth and creativity. The form is not diverse enough. The phenomenon of following the trend is serious, and the repeated reports on an artistic event are not rich enough. Most of the content is praise