

The Concept of Material Culture in Cross-cultural Communication and Its Application in Contemporary Art

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Abstract. Cross cultural communication is becoming increasingly common in contemporary society, and one important aspect is the exchange and influence of material culture. Material culture refers to the material products and related cultural concepts that people use in their daily lives. This study aims to analyze the concept of material culture in cross-cultural communication and its application in contemporary art. Explored the impact of cross-cultural communication on material culture, particularly the shaping and dissemination of material culture through globalization, as well as the expression of material culture in contemporary art, as well as artists' attention and creativity towards material culture. Subsequently, the study discussed the application of material cultural concepts in contemporary art in cross-cultural communication. Finally, the study explored the material cultural innovation in cross-cultural communication, including its role, opportunities, and challenges, and provided relevant case studies.

1 Introduction

With the acceleration of globalization, cross-cultural communication has become an undeniable phenomenon in contemporary society. With the exchange and integration of people's lifestyles and values, material culture plays an important role in cross-cultural communication. Material culture refers to the material products and related cultural concepts that people use in their daily lives, including the ways in which materials are manufactured, used, and disseminated, as well as people's definitions and value judgments of materials.

2 Analysis of the Concept of Material Culture

2.1 Definition of Material Culture

Material culture refers to the material products and related cultural concepts that people use in their daily lives. It includes the ways in which substances are manufactured, used, and disseminated, as well as people's definitions and value judgments of substances. Material culture is not only an important means for people to meet their living and survival needs, but also a medium for cultural inheritance and exchange. The scope of material culture is very broad, covering various aspects such as food, clothing, architecture, handicrafts, etc.

2.2 Characteristics of Material Culture

Material culture has the following characteristics:

Materiality: Material culture is tangible and can be touched, perceived, and occupy space. It exists in physical form and has a direct impact on people's senses and lives. (2) Everywhere: Material culture exists in every aspect of daily life, penetrating into people's daily behavior, values, and social relationships. From breakfast milk to dinner furniture, material culture is everywhere. (3) Symbolism: Material culture is not only practical, but also has symbolic significance. Both material products and the way they are used can convey and express specific cultural concepts, values, and social status. (4) Plasticity: Material culture is a dynamic and constantly evolving phenomenon. It is influenced by social, economic, historical and other factors, constantly changing and evolving.

2.3 The values of material culture

The values of material culture refer to people's concepts and beliefs about the definition and evaluation of material. People from different cultural backgrounds have different views on material values, reflecting their different perspectives on lifestyle, social status, and spiritual pursuits. For example, in some cultures, money and material wealth are seen as symbols of success and happiness, while in other cultures, the importance of spiritual pursuits and interpersonal relationships is more emphasized. The values of material culture can also be influenced by factors such as globalization and undergo

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changes. Globalization has brought about the widespread circulation of material products and cultural concepts, leading to cross-cultural exchange and integration. This cross-cultural exchange has led to a shift in people's views and values towards material culture, as well as the possibility of misunderstandings and conflicts about material culture. Therefore, understanding the differences in values of material culture, respecting and accommodating viewpoints from different cultural backgrounds, is an important prerequisite for effective cross-cultural communication.

3 The Material Cultural Influence in Cross cultural Communication

3.1 Globalization and Material Culture

Globalization is an important feature of contemporary society, which breaks the boundaries between countries and regions by promoting cross-border exchanges and cooperation, and accelerates the circulation and dissemination of material culture. Globalization has made it easier to obtain material products between different regions and cultures, and people can obtain goods and cultural products from all over the world through various channels. For example, Western catering, fashion brands, and music and pop culture have become common consumption and cultural symbols worldwide. Globalization has had a profound impact on material culture. Firstly, globalization has accelerated the manufacturing and dissemination of material products. Due to the promotion of trade liberalization and technological development, material products can be produced and sold more efficiently, thus meeting the growth of people's material demand. Secondly, globalization has promoted communication and interaction between different cultures. The material cultures of different regions interact and integrate with each other through global channels, forming new cultural forms and cultural identities.^[1]

3.2 The impact of cross-cultural communication on material culture

Cross cultural exchange is the exchange and sharing of information, ideas, and values between different cultures. Through cross-cultural communication, people can better understand and respect the cultures of others, thereby promoting harmony and cooperation between different cultures. In cross-cultural communication, material culture plays an important role. Firstly, cross-cultural communication promotes the diversity and innovation of material culture. People from different cultural backgrounds bring their unique material cultural concepts and methods into other cultures through communication and integration, thereby enriching the diversity of material culture. At the same time, cross-cultural communication has also promoted the innovation and development of material culture, stimulating people's new imagination and creation of material. Secondly, cross-cultural

communication has a mutual impact on material culture. Not only is it the influence between cultures, but there is also the influence of material culture on cultural identity and social relations. By being exposed to and understanding the material cultures of other cultures, people can discover commonalities and differences in aesthetics, values, and social behavior, and then re-examine and adjust their definitions and judgments of matter.

3.3 Assimilation and Alienation of Material Culture

The material cultural influence in cross-cultural communication presents two directions: assimilation and alienation. Assimilation refers to the integration and integration of material cultures between different cultures, forming new forms of common culture. Through cross-cultural communication, material products and cultural concepts between different regions and cultures can be borrowed and absorbed from each other, forming new cultural symbols and identities. For example, the global fast food culture and popular fashion brands are examples of material cultural assimilation. Alienation refers to the occurrence of material cultural differences and conflicts between different cultures in cross-cultural communication. Due to differences in cultural background and values, material culture may be misunderstood, overlooked, or conflicting to varying degrees. ^[2] This alienation also reflects the differences in cultural identity and social relationships between different cultures. For example, in some cultures, a material product may be seen as a symbol of luxury and status, while in other cultures it may be overlooked or labeled with inappropriate values. In order to promote the smooth progress of cross-cultural communication and reduce the alienation and misunderstanding of material culture, it is necessary to strengthen cultural education and understanding. By deepening our understanding of different cultural backgrounds, enhancing cultural inclusiveness and respect, we can establish a positive cross-cultural exchange platform, promote the harmonious coexistence and innovative development of material culture.

4 Material and Cultural Expressions in Contemporary Art

4.1 The relationship between contemporary art and material culture

Contemporary art refers to the artistic creations and forms of expression from the late 20th century to the 21st century. It not only reflects the diversity and complexity of contemporary society, but also has a close relationship with material culture. ^[3] Material culture is an important component of contemporary society, which not only affects people's lifestyles and consumption habits, but also shapes their values and cultural identity. Contemporary artists pay attention to and express material culture in their creations, which is not only a response to contemporary

social reality, but also a reflection and examination of material culture.

4.2 Artists' Attention to Material Culture

Firstly, artists present the diversity and changes of material culture through their works of art. They use unique perspectives and creativity to showcase material products and people's ways of using them through art forms such as painting, sculpture, and photography, thus enabling the audience to have different understandings and experiences of material culture. Secondly, artists focus on the impact of material culture on the environment and society. They explore and present issues such as material waste, sustainable development, and consumerism through artistic works, triggering audience reflection and reflection on material culture. In addition, artists also pay attention to the relationship between material culture and individual identity and identity. They express personal material needs and pursuits through their works, reflecting the impact of material culture on identity and social status in modern society.^[4]

4.3 Expressions of Material Culture in Contemporary Art

The manifestation of material culture in contemporary art is diverse. Firstly, artists express their scrutiny of material products and culture through traditional forms of artistic expression such as painting, sculpture, and installation art. They explore the relationship between material and culture by changing the form of objects, using materials, and symbols, and convey their thoughts and opinions on material culture. Secondly, artists transform images and symbols of material culture into works of art through new media forms such as photography, video, and digital art. They use media such as photography and video to capture and record moments of material culture, and convey their perception and observation of material culture through images and images. In addition, artists also present the scene and practice of material culture through non-traditional art forms such as performance art and social practice, through participation and interaction. They explore and express the relationship between individuals and material culture through their bodies and actions, triggering the audience to rethink and experience daily materials.

5 The Application of the Concept of Material Culture in Contemporary Art

5.1 Diversified Material and Media Selection

In contemporary art, the application of the concept of material culture is reflected in a diverse selection of materials and media. Artists can acquire materials and media from different cultures through cross-cultural communication and integrate them into their artistic creations. This diverse choice makes art works more unique and innovative. For example, artists can use

traditional handicraft materials such as silk, ceramics, etc., combined with modern technological means to create. This cross-cultural material selection not only enriches artistic expression methods, but also reflects the communication and integration between different cultures. At the same time, artists can also choose different media for creation, such as painting, sculpture, photography, installation art, etc., to showcase the diversity and richness of material culture through different forms of expression.^[5]

5.2 Application of cultural symbols and symbols

The concept of material culture is also reflected in the use of cultural symbols and symbols in contemporary art. Artists can acquire symbols and symbols from different cultures through cross-cultural communication and apply them as elements of their artwork. These symbols and symbols have rich cultural connotations and expressions, which can be used to convey the artist's own intentions and creative ideas, while also arousing the audience's thinking and exploration of different cultures. For example, artists can choose ethnic patterns, myths and legends from different cultures as the patterns and content of their artwork, reflecting the integration and exchange of diverse cultures. By using cultural symbols and symbols, artistic works can transcend language and national boundaries, and communicate and interact with the audience in a more intuitive and in-depth way.

5.3 Exploration of cross-cultural themes

In contemporary art, the application of the concept of material culture is also reflected in the exploration of cross-cultural themes. Artists can discover and explore common themes and issues between different cultures through cross-cultural communication, and make them the core content of artistic creation. Exploring cross-cultural themes can promote cultural diversity and development, as well as stimulate audience understanding and reflection on different cultures. For example, artists can explore the impact of globalization on material culture, the comparison of consumption concepts and lifestyles between different cultures, and so on. ^[6]By exploring cross-cultural themes, artistic works can not only reflect the current situation and problems of contemporary society, but also promote dialogue and exchange between different cultures, promoting cultural innovation and development.

The application of the concept of material culture in contemporary art is reflected in multiple aspects, including diverse material and media choices, the use of cultural symbols and symbols, and the exploration of cross-cultural themes. These applications reflect the close connection between contemporary art and cross-cultural communication, enabling artworks to better convey cultural diversity and richness. Through cross-cultural communication, artists can obtain inspiration and elements from different cultures, creating more unique and innovative works of art.

6 Material and cultural innovation in cross-cultural communication

6.1 The Role and Significance of Innovation

Material cultural innovation plays an important role and significance in cross-cultural communication. Firstly, material cultural innovation can promote mutual understanding and exchange between different cultures. Through innovation, the essence and characteristics of different cultures can be integrated together to promote cultural diversity and development. Secondly, material and cultural innovation can promote social and economic development. Innovative products and services can meet people's diverse needs, stimulate consumption vitality, promote industrial upgrading and economic growth. Once again, material and cultural innovation is crucial for cultural confidence and independent development. Through continuous innovation, a country or nation's cultural soft power can be demonstrated and enhanced, enhancing international competitiveness.^[7]

6.2 Opportunities and challenges for material and cultural innovation

Cross cultural exchange provides opportunities for material and cultural innovation. The communication and interaction between different cultures enable innovators to obtain inspiration and inspiration from other cultures. By borrowing and absorbing the advantages of others, more creative products and services can be produced. In addition, cross-cultural communication can also promote innovation and diversification. The exchange of different cultures will bring different thinking patterns and values, which can break the constraints of traditional concepts and stimulate innovative vitality. However, material and cultural innovation also faces some challenges. Firstly, there are differences between different cultures, including values, customs, traditions, and other aspects. These differences may increase the difficulty and risk of innovation, requiring deeper understanding and research. Secondly, innovation requires a significant investment of time, energy, and resources. This is particularly true for cross-cultural innovation, which requires redoubling efforts in market research, technology research and development, product testing, etc. Finally, cross-cultural innovation needs to face the issue of protecting intellectual property rights and distributing benefits among different cultures. The protection and management of intellectual property rights is an important issue in cross-cultural innovation.^[8]

6.3 Cases of material and cultural innovation in cross-cultural communication

Firstly, McDonald's is a successful case of cross-cultural innovation. When McDonald's opens branches in different countries, it will make corresponding adjustments based on the local cultural characteristics and consumer needs. For example, in China, McDonald's has launched spicy chicken wings, rice and other products that meet the taste

of Chinese people, attracting many Chinese consumers. This cross-cultural innovation enables McDonald's to achieve success globally.

Secondly, Apple is also a successful case of cross-cultural innovation. Apple's products place great emphasis on user experience in design and functionality, and their unique design style and concise operating interface are loved by consumers worldwide. At the same time, Apple also collaborates with designers and artists from different countries to launch limited edition products and accessories to meet users' unique and personalized needs.^[9]

Coca Cola is once again a successful cross-cultural brand. Coca Cola has launched various flavors of products in different countries, meeting the needs of consumers in different regions and cultural backgrounds. In addition, Coca Cola also emphasizes the integration with local culture, by sponsoring sports events, cultural activities, etc. to enhance the brand's influence and visibility.

7 Conclusion

The application of material cultural concepts in cross-cultural communication in contemporary art is of great significance. Through cross-cultural communication, the material and cultural concepts of different cultures can influence and integrate with each other, making artistic expression more diverse and rich.^[10] In contemporary art, artists can create unique works of art by incorporating elements and symbols from different cultures, showcasing cultural diversity and the power of communication. Cross cultural exchange provides artists with a vast creative space, enabling them to break through traditional boundaries and explore new artistic fields. By deeply understanding and respecting the differences between different cultures, artists can create more profound and extensive works of art, bringing a richer and unique artistic experience to the audience.

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