

Chinese Political Pop Art -- Wang Guangyi's Reference And Application Of Pop Art

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Abstract

This Article aimed to study (1) Wang Guangyi discusses the current application of pop art.(2) Research and analyze Wang Guangyi's artistic characteristics.(3)Study the application role and prospect of pop art in Chinese political pop the sample was from literature, books and internet.They was selected by Literature reading and online search. Analysis data by Descriptive statistics and Content Analysis. The research results were found as follows;

1.As a representative of Chinese political pop art creation, Wang Guangyi has fully demonstrated his unique understanding and thought in the process of drawing on and applying pop art, and has shown his unique artistic style and art form to the readers the characteristics of various times, which has effectively promoted the development of political pop art in various periods in China

2.Wang Guangyi's Chinese political pop art has a relatively strong feature of life and folk customs. It combines various artistic techniques in pop art, and permeates a certain humorous artistic style.

3.China's political pop art is to combine foreign pop art to show a certain meaning of political irony at an appropriate time. In this way, China's political pop art has been comprehensively innovated and improved.

Keywords: Wang Guangyi; Pop art; Political Pop; Application inquiry

Introduction

As one of the important figures in the development of political pop art in China, Wang Guangyi can fully explore his various works and find that, after polishing the current living environment and traditional art, he will finally make a further transformation of his cultural attitude and thinking mode, so as to show our unique pop art in China. In Wang Guangyi's various works, we can find descriptions of the meaning of Chinese political pop. In general, it is mainly to show the meaning of political irony at an appropriate time in combination with foreign pop art, which has made China's political pop art comprehensively reformed and improved.

The so-called Chinese pop art is actually a variety of popular art forms spread in the current era. It has a relatively strong characteristics of life and folk customs. It integrates various artistic techniques in pop art, and permeates a certain humorous artistic style. Among them, Wang Guangyi's various works contain a lot of application and reference to pop art.

This paper mainly discusses the current situation of Wang Guangyi's application of pop art, studies and analyzes its artistic characteristics, and studies the application role and prospects of pop art in China's political pop, hoping to provide a solid research basis for the development of China's political pop.

Research Objectives

1. The current situation of Wang Guangyi's political pop art
2. Research and analysis of Wang Guangyi's artistic characteristics
3. The application role and prospect of pop art in Chinese political pop

Literature Review

Through reading Ma Xiaoran's "Internal Analysis of Wang Guangyi's Chinese Pop Art", Wang Yazhuo's "Research on Wang Guangyi's Political Pop Art" and other documents, this paper explores its analysis of Wang Guangyi's pop art behavior, and understands the development path of Wang Guangyi's political pop art. Through the author's theoretical research, it can be concluded that the application of pop art in Wang Guangyi's works is particularly important for the development of political pop art in China, Only by deeply exploring the application of pop art in various periods can we fully understand and recognize the profound meaning of Wang Guangyi's pop art.

At present, the books about pop art at home and abroad include 《The Modern Artist and Pop artists》, which tells the origin and cultural background of pop art and lists some famous pop art works, There is also a detailed introduction to artists. In addition, there are 《Postmodernism Art Pedigree》、《Andy Warhol: 15The Eternity of the Minute》、《Modern Art in Mass Culture》、《A Brief History of Foreign Art》、《Criticism of Western Modern Art》

《Broken Traces - Re-reading the History of Western Art》、《American Art in the 20th Century》、《Contemporary Western Aesthetics》、《Contemporary American Artists on Art》, etc. In addition, for the introduction of Chinese and foreign pop artists, there are also works such as Andy Warhol's Philosophy: 《The Revelation of Pop by the American artist Andy Warhol》, 《Wang Guangyi's Art and Thought: Criticism and Interview Collection (1985-2015)》 compiled by Chinese artist Wang Junyi, and Visual Politics: 《Another Wang Guangyi》 written by Chinese scholar Huang Zhuan and others, Among them, the book 《Andy Warhol's Philosophy: Revelation of Pop》 records Andy Warhol's rich experience in artistic design and creation, from commercial illustrators, writers, music composers, directors to popular art stars, showing readers the changeable personality and open-minded mind of this art master. His behavior has always subverted the tradition, and so has his works, which also better provides us with a perspective to understand pop art.

Cui Ming, in his master's thesis 《Research on the Schema Symbols of Wang Guangyi's Artistic Works》, comprehensively analyzed the image elements used by Wang Guangyi in his "Political Pop" works. The author conducted an in-depth study of the subjective and objective reasons for the emergence of Wang Guangyi's image elements. The author believed that Wang Guangyi borrowed postmodern expression techniques to explain the artist's thinking on historical culture, social phenomena, life and other issues, In his article, he explained that the artist's life experience, living environment and painting style displayed in his works are closely related.

Tang Xin of Sichuan Normal University clearly pointed out in his master's thesis 《Andy Warhol's Pop Art Research》 that the emergence of Warhol's pop art opened the prelude to contemporary art. In her article, she pointed out that Andy Warhol advocated the idea of "art is life", and analyzed the expression methods of "copy" and "collage" of pop art, which is a resistance and challenge to the rigid art concept.

Qi Guihua of Hebei University pointed out in his master's thesis 《Analysis and Reflection on Pop Art》 that pop art is a conceptual art, which is a revolt against abstract expressionism, which occupies the leading position in the western art world, and opens the door to contemporary art in the world. In this chapter, the author introduces in detail the historical origin and reasons for the prosperity of pop art, from the social context The essence of pop art is deeply analyzed in cultural context.

Li Lingwen of Wuhan University of Technology published her article 《Analysis of Wang Guangyi<Great Criticism> in the journal 《Literary Life · Literary Theory》 in June 2014. In her article, she studied Wang Guangyi's works, and pointed out that Wang Guangyi's artistic concepts and performance techniques embodied in the series of works 《Great Criticism》 are trying to clean up "humanistic enthusiasm", and criticized people's thoughts in the period of "humanistic enthusiasm".

《Visual Politics: Another Wang Guangyi》 recorded that with the popularity of mass art in the 1980s, Chinese society also accelerated the pace of consumer culture, and this new art form injected fresh blood into Chinese contemporary art. Among these leading artists, Wang Guangyi's style is the most prominent and has the

most influence at home and abroad. In the book, the author takes his 《Great Criticism》 series of works as an example to illustrate the relationship between his historical images and popular symbols,Has ushered in a new era of art. In the book, the author points out the manifestation of Wang Guangyi's "political pop", and analyzes the application and connotation of popular images in his works, which provides a certain reference value for the study of this article. This paper will make further analysis and propose new thinking on the basis of these theories, and provide more solutions for Chinese contemporary art creation. Through comparative analysis of relevant materials, the author learned that the current research on Chinese and Western pop art concepts and art language is not thorough enough, so the author hopes to supplement this content to help domestic and foreign scholars further understand the Chinese culture.

Conceptual Framework

This study mainly makes a preliminary analysis of the development characteristics of pop art, and probes into the application and transformation of pop art in Wang Guangyi's works in different periods, and makes an in-depth exploration based on the application forms of pop art in Wang Guangyi's Post-classical, Great Criticism and Cold War Aesthetics, so as to show the important meaning of Wang Guangyi's pop art for the development of Chinese political pop.

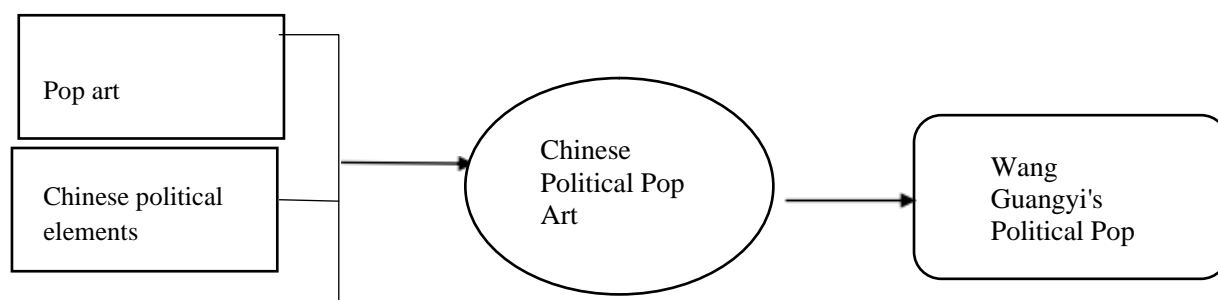


Fig.1 Conceptual Framework

Research Methodology

Literature research method

The literature research method is a method to obtain information through investigating documents according to certain research purposes or topics, so as to comprehensively and correctly understand and master the problems to be studied. The literature research method is widely used in various disciplines. Its functions include: ① understanding the history and current situation of relevant issues, and helping to determine research topics. ② It can form a general impression about the research object, which is helpful for observation and interview. ③ The comparative data of actual data can be obtained. ④ It helps to understand the whole picture of things.

Qualitative analysis method

The qualitative analysis method is to analyze the "qualitative" aspects of the research object. Specifically, it is to use the methods of induction and deduction, analysis and synthesis, and abstraction and generalization to process the various materials obtained, so as to eliminate the rough and extract the essence, eliminate the false and retain the true, from one to the other, from the outside to the inside, to understand the essence of things and reveal the internal laws.

Research Results

Objective

1、 The Development and Characteristics of Pop Art

1. Research on the development of pop art

Pop art, as a modern manifestation of popular art, is full of freehand brushwork for real life in its artistic works. Pop art appeared and prevailed in the middle of the 20th century, which originated in Britain and prevailed in the United States. During the 1960s, pop art made a comprehensive breakthrough in the traditional art form through the theme design of popular culture, completely replacing the popular abstract form art at that time and leaping into the popular art at that time. At the same time, pop art also slowly grew into the yearning for utopian social ideals and the irony of the real world in the art field.

2. Characteristics of pop art

The characteristics of pop art are mainly to transform people's ideological structure, through some stories in daily life

Elements to design some works of art, which can reveal the history and culture of various countries or regions in pop art, and will also make a series of creations and designs based on these cultural types. At the same time, today's pop art creation has also obtained comprehensive innovation, and the new pop art can be displayed in more forms, combining with popular culture and the art method of copying and splicing to fit the tastes of the public, And there are metaphors and irony about the ignorance and greed of the real world and human beings.....

2、 Reference and application of pop art in Wang Guangyi's works

1. The application of pop art in Wang Guangyi's works in the 1980s

In this era, the most classic and typical work of Wang Guangyi, who drew lessons from pop art, is the department of Post-classical

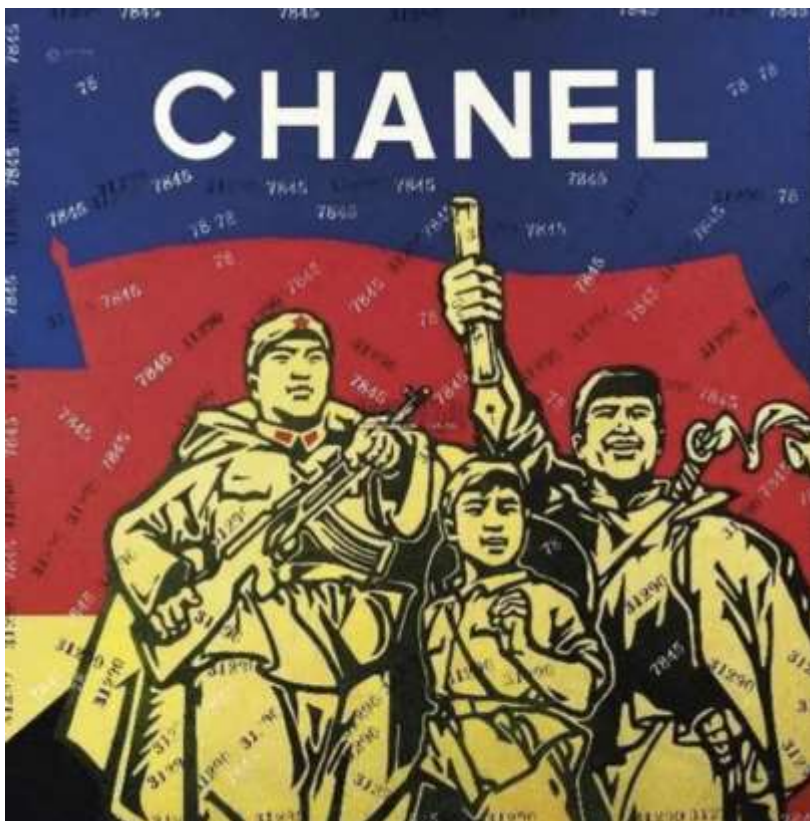
Among the works listed above, the work that we are familiar with and the most widely used in pop art is "After the Mona Lisa". This work mainly combines the religious belief and other contents contained in the field of foreign art as the subject of inquiry, simplifies various foreign classical works, and further transforms the ideology of religion and belief [1].

In Wang Guangyi's works during the 1980s, Wang Guangyi made full use of the characteristics and style of pop art. In his works, he used the words of historical stories and story characters to express the author's own ideas. In this way, the form of pop art is already a unique artistic style belonging to Wang Guangyi. In the era environment at that time, This pop art style of Wang Guangyi is quite different from the popular art style at that time. He has entered the stage of conceptual painting in his artistic creation at that time.

2. The application of pop art in Wang Guangyi's works in the 1990s

During the 1990s, the "Great Criticism" series created by Wang Guangyi enjoyed a high reputation in the industry

One of Gao's works, Wang Guangyi at that time also became the cover figure of international art magazines. In the series of "The Great Criticism", Wang Guangyi mainly achieved the expression of pop art by splicing real life and historical stories, displaying ideas through images, and fully displaying this ideological difference by using different cultural characteristics. The chemical reaction shown in the description of such works is particularly intense, and the characteristics of pop art are also gradually manifested in the creation process of this period.



Wang Guangyi's "Great Criticism" series

3. The application of pop art in Wang Guangyi's works in the early 21st century

The series of "Cold War Aesthetics" created by Wang Guangyi at the beginning of the 21st century is a new reflection of modern pop art

In form, the creative idea of this kind of works comes from the Cold War pattern in the 20th century. And now, Wang Guangyi's application and reference of pop art has laid a certain foundation for his own artistic creation model, and has also effectively sublimated the concept of contemporary art through the use of pop art, making its artistic form, artistic content and artistic concept gradually more diversified [3].

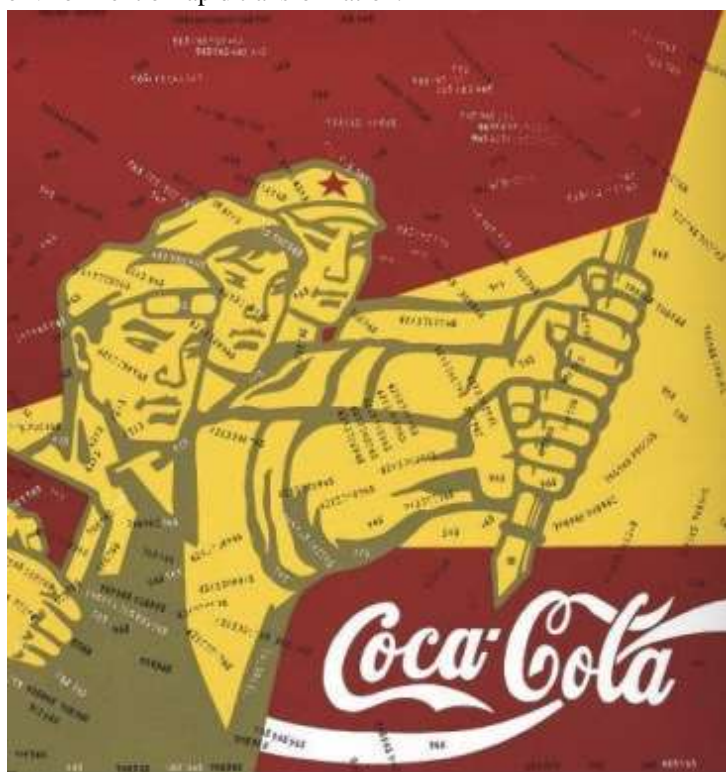
Discussions

In the works of the "Great Criticism" series, the pop art inspiration used by Wang Guangyi mainly comes from the description and feeling of various political rights. If only the appreciation of the "Great Criticism" series works from the perspective of popular art and politics is not comprehensive [2]. Wang Guangyi's application of pop art can effectively melt the divinity of various political figures, pull them down from the altar through the creation of works, and bring them back to real life, and express their ironic thoughts through symbols and images. Therefore, Wang Guangyi wants to integrate real life and historical culture through his own works, so that the path of social development can be truly changed.

In the 1980s, influenced by the famous Western philosopher Nietzsche, Wang Guangyi vigorously advocated the principle of rationality and the eternal spirit in his creation. The word "reason" in the philosophical category usually refers to the ability of human beings to understand things and understand the truth. It is generally used to refer to the thinking power corresponding to sensibility and desire. In order to respect the rational beauty of the North, Wang Guangyi formally formed the "Northern Art Group" with a group of young intellectuals in 1984. They advocate noble rational art, attach importance to the development of theory, and advocate the spirituality and permanence of art. Wang Guangyi's paintings in the 1980s accurately conveyed his praise for classical art. The frozen northern polar region he created was the manifestation of his artistic thoughts in this period, and also the beginning of his pursuit of rationality. The work depicts the climate and environment in the north, so the author adopts a cool tone. The images in the picture are unified and monotonous without any characteristics. This generalized character image is just a form transformation of the author's noble spirit. In 1987, Wang Guangyi came

to Zhuhai. The change of regional environment triggered Wang Guangyi's thinking on artistic creation, and he began to create his "post classical" series of works. In these works, the author mainly reflected his new understanding of classical works, modified the schema of classical works with rational thinking, and reflected the cultural form of the new era. The author continues to use the metaphysical idealistic painting style in his works, which also shows his recognition of classical painting. In 1987, the author continued to use the structure, tone and shape in the series of "Red Reason", but began to criticize and reflect on the schema in his past works.

Later, the emergence of Mao Zedong series of works represented that Wang Guangyi no longer pursued rational painting. He believed that the previous "post classical" series did not reflect the environment in which the artist lived, but only learned some classical culture from books. However, his thinking in the series of Mao Zedong really broke the shackles of traditional art and affected a large number of artists. In the rational thinking stage of the 1980s, Wang Guangyi retained his reverence for human feelings. This way of thinking made his works of art not fit the real life, but only pursue the essence of art. By the 1990s, Wang Guangyi had changed from thinking about "post classical" to paying attention to the surrounding environment. At this time, his works reflected exactly the life Wang Guangyi had experienced in his childhood. Wang Guangyi said that the art propaganda images he saw in his childhood (including blackboard newspaper, propaganda newspaper, etc.) were all about socialism, which also laid a certain foundation for his artistic idea after adulthood. At the end of the 20th century, Wang Guangyi moved industrial brand trademarks and popular materials of this period into his works, He said: "In the early stage of China's reform and opening up, the crazy invasion of western commercial culture has formed an impact on the original life. When most people are still immersed in the enjoyment of foreign goods, I first saw and began to think about the cultural penetration brought by the invasion of goods." [1] So I told people the real feelings of people in the consumer era and the impact of this era on the public through my own works. The difference is that Wang Guangyi displays more images of political themes in his works, while Andy Warhol pays more attention to the emerging commercial civilization in American society after World War II. Wang Guangyi's pop character works mainly focus on the revolutionary leader Mao Zedong and the workers, peasants and soldiers during the Cultural Revolution. If Andy Warhol's works are conveying the aesthetic idea of "life is art, art is life", then Wang Guangyi is putting forward the problems faced by the ideological system to the public under the realistic environment of rapid transformation.



Great Criticism - Coca Cola, Wang Guangyi, about 1993

At the beginning of reform and opening up, China's economy has developed rapidly, and people's lifestyle has undergone great changes. Some new things from the West have come into people's eyes. People have turned from the main contradiction in material life to the contradiction in spiritual life. They feel confused when facing

the Western advanced culture. People have unconsciously entered the consumption era in such a social state, At this time, some of Wang Guangyi's works ingeniously reflect this contradictory cultural situation, and his art is also a reflection on the collision of two different cultures between China and the West. The great success of Wang Guangyi's works in the market is not only because it represents China's contemporary art, but also because it represents people's experience during the Cultural Revolution in the form of art again. When Wang Guangyi combines the common things in modern life with the images of workers, peasants and soldiers during the Cultural Revolution, we have to admire the artist's keen touch and insight when looking for creative materials. This extraordinary insight provides sufficient conditions for Wang Guangyi's success. Through the Great Criticism - Coca-Cola, we can see how Wang Guangyi thought according to the social situation in his painting creation. He juxtaposed the strong worker shape in the poster during the Cultural Revolution with the famous American brand logo - Coca-Cola in the picture, which symbolized that the western pop culture began to enter the life of Chinese people, and the new culture broke the traditional aesthetic model of people. This combination of history and current popular culture has produced a kind of absurd and funny interest, which seems to have the meaning of "criticism". The seemingly unrelated two things are rigidly intertwined in the same picture, ingeniously reflecting the author's ridicule of his own era. The author uses "The Great Criticism" to remind people that "no 'meaning' is serious, true and unsuspected [4]".

Wang Guangyi tends to use a fixed artistic language when creating these works. He mixes the characters in the posters during the Cultural Revolution with the western commercial symbols, satirizing and ridiculing the traditional art, producing a humorous effect. Most of his works are made by collage and copy, reflecting the unique cultural phenomenon in the early stage of reform and opening up. The blending of high-spirited workers, peasants and soldiers in the "Great Criticism" series with western business icons is a collision of politics and consumer culture, with irony, and also reveals the new cultural outlook of China. Although the author uses simple collage techniques, due to people's familiarity with the theme used, the picture looks both popular and fresh, giving the viewer a very warm feeling. Through comparative analysis of a large number of works, it is not difficult to find that "irony" and "ridicule" have become the author's fixed artistic expression. Wang Guangyi chose the coincidence of the image of workers, peasants and soldiers and the western popular elements as the fixed object of artistic expression, and made a large number of copies of this artistic element, forming his unique artistic creation template, and the element symbols he used really expressed the contradictory psychology of people in this particular historical period. Wang Guangyi is an artist who is good at using artistic elements. He uses images familiar to the masses and accurately captures the psychological state of the people. These image elements look simple and superficial, but they have been screened and considered for a long time. The philosophy reflected by them is of great significance. Although artists do not have personal feelings when creating these works, the audience will still trigger a lot of thinking about society and life when seeing these pictures. Perhaps this is the charm of art itself. Starting from the cultural characteristics and social environment of his own nation, Wang Guangyi created an artistic model with Chinese characteristics, and he constantly applied fixed artistic elements in his later artistic creation. Finally, such an artistic model also made Wang Guangyi succeed in the international art market and had a profound impact.

Knowledge from Research

As one of the important figures in the development of political pop art in China, Wang Guangyi can fully explore his various works and find that, after polishing the current living environment and traditional art, he will finally make a further transformation of his cultural attitude and thinking mode, so as to show our unique pop art in China. In Wang Guangyi's various works, we can find descriptions of the meaning of Chinese political pop. In general, it is mainly to show the meaning of political irony at an appropriate time in combination with foreign pop art, which has made China's political pop art comprehensively reformed and improved.

Conclusion

As a representative of Chinese political pop art creation, Wang Guangyi fully displayed his unique understanding and thought in the process of reference and application of pop art, and showed his unique artistic style and art form to the readers the characteristics of various times, which effectively promoted the development of political pop art in various periods in China.

Wang Guangyi abandoned the originality and painting in traditional art, directly "moved" the ready-made products of the current society into the picture, and reprocessed and reused the cultural phenomena in history using the artistic techniques of copying and collage to brew a "political pop" with the Chinese culture and critical spirit. In the collision between Chinese and Western cultures, Wang Guangyi made great efforts to explore the forms of expression in line with China's national conditions, added Chinese unique cultural elements and themes, embodied his own ideas in the pictures, and expanded the influence of Chinese pop art. Wang Guangyi's pop art combines western art styles and Chinese national culture, The aesthetician Gombrich once said: "To understand the style of an art, we need to understand its diachronic and synchronic characteristics. diachronic can be understood as the background of the era that led to the formation of the artist's style. synchronic refers to the artistic performance of a group in an era. It can be seen that to understand an artist, we need to analyze the era the artist lives in and the customs and habits of the group in which he lives, so that we can have a correct understanding of the art, which is also the basic factor that determines everything Reason. " [1] It is the fixed artistic language that has led a group of artists such as Wang Guangyi to enter the international art market and create higher commercial value. However, as long as everything is dependent, it will bring certain negative effects. Once the artist is recognized by the market, he will have a certain dependence on the conventional artistic elements used in his creation, which will eventually be reflected in his works, It is like the "art nameplate" that is constantly repeated. As long as there is such a "art nameplate", the works can be highly appraised in the art market, thus generating certain commercial value. This creative method of repeatedly using image elements will eventually lead to the slow development of Chinese contemporary art. Perhaps Wang Guangyi realized this, so he stopped the creation of the "Great Criticism" series around 2006 and began to create some installation works that reflect the development of the times. He believed that contemporary art should be diverse, and the art market should also be free and open. As a member of the artistic work, we should avoid over-reliance on artistic language and create artistic works that can express our true feelings. "Political Pop", as an "exotic", has the background of the times and national culture with Chinese characteristics. It tends to be localized in its form of expression and subject matter. Unlike Western Pop Art, Chinese artists have moved the era they have experienced into their works of art, combining political factors with popular culture, reflecting the spirit of the times that Chinese artists dare to try and innovate, Therefore, Chinese pop art has more profound and great significance.

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