

The Changing Body View and the Body Orientation of Communication Studies in the Era of Intelligent Media

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Abstract: This article explores the relationship between the evolution of the body view in the era of intelligent media and the body orientation in communication studies. With the development of society and technological progress, traditional body views are constantly changing and influenced by factors such as social culture, technology, and globalization. The advent of intelligent media has provided a new research perspective for communication studies. In the era of intelligent media, the body is not only the object of expression and dissemination but also the carrier of existence and experience in virtual spaces. Meanwhile, the interaction with digital technology has also brought new possibilities to the body. This article presents an analysis of the relationship between the body view in the era of intelligent media and the body orientation in communication studies and in-depth case studies. Finally, this article provides prospects and reflections on future development trends and research directions.

Keywords: Intelligent media era; Body view; Communication studies; Media; Virtual space

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1. Introduction

With the advent of the era of intelligent media and the continuous progress of social technology, the concept of the body is changing. The traditional body view mainly emphasizes the entity and materiality of the body, viewing it as the foundation of human existence and communication. The modern body view emphasizes the diversity, plasticity, and virtuality of the body. The influence of social and cultural factors on the body view is one of the important driving forces of this change. Different social and cultural backgrounds determine the cognitive and evaluation criteria for the body. For example, different countries have different definitions of beauty and health. Technological progress has also had a profound impact on the body view. The emergence of digital technology enables people to express and communicate with their bodies through virtual spaces, enriching the way their bodies experience. At the same time, the acceleration of globalization has also made it easier for people to be exposed to various body concepts in different cultures, promoting the diversification

of body concepts. The study of communication in the era of intelligent media focuses on the expression and dissemination process of the body in the media environment. On the one hand, the body, as a medium of expression and symbol system, transmits information through posture, body language, and other means. On the other hand, virtual spaces enable people to reconstruct and experience their bodies in environments such as augmented reality and virtual reality, further breaking through the boundaries of traditional body views. The interaction between digital technology also provides new possibilities for the relationship between the body and the media, such as tactile games and virtual social platforms. The arrival of the era of intelligent media has triggered a transformation of the body view, and traditional body views have gradually evolved into modern body views. The study of communication in the era of intelligent media focuses on the expression and dissemination process of the body in the media and expands the research scope of the body view from the virtualization and interactivity of the body. The body view in the era of intelligent media and the body orientation in communication studies are interrelated and mutually reinforcing, providing an important theoretical basis for better understanding and responding to the challenges and opportunities brought about by the era of intelligent media.

2. Changes in the body view

2.1. Characteristics and limitations of traditional body views

The traditional body view largely emphasizes the physical and material nature of the body, viewing it as the foundation for human existence and communication. The following are some characteristics and limitations of traditional body views. The traditional body view emphasizes the materiality of the body. The traditional concept holds that the body is a tangible existence, perceiving the world through the senses. The body is regarded as the foundation of the individual, interacting with thinking and consciousness. The traditional body view focuses on the external manifestations of the body, such as appearance, posture, and movements, which play an important role in social interaction and communication. The traditional body view emphasizes the functionality of the body ^[1]. Traditional beliefs believe that the body is a tool for performing daily activities and meeting physiological needs. The body is seen as a tool for performing various tasks and behaviors, such as working, exercising, and eating. The traditional body view closely links the functionality of the body with individual abilities, health, and social roles. The body view of philosophers such as Nietzsche has a significant impact on understanding contemporary rheological body views. Their thoughts provide profound insight, helping to understand the relationship between the body and oneself, society, and culture. In domestic and foreign cases, we can see the influence of philosophers such as Nietzsche on their views on the body. For example, in contemporary art, body artists explore the limitations and freedom of the body through physical behavior and body movements ^[2]. They attempt to transcend traditional physical norms and moral constraints, showcasing individual uniqueness and authenticity through autonomous bodily expression. These artists convey rich information and emotions through their body postures, movements, and body language, triggering viewers to think and reflect on their body concepts ^[3].

2.2. Transformation of the modern body view

2.2.1. The influence of social and cultural factors on the body view

The continuous changes in modern society and the diverse cultural atmosphere have had a profound impact on the concept of the body ^[4]. There are differences in the recognition and evaluation standards of the body among different cultural traditions and social values, leading to diversity and changes in body concepts. Social and cultural factors play an important role in shaping body image. Every society has its unique aesthetic

standards and physical ideals, which are often influenced by cultural, historical, and economic factors. For example, in some cultures, a slim and tall figure is considered the ideal body type, while in other cultures, a full and curvy body is considered a symbol of beauty. The diversity of this aesthetic concept reflects different cultural perspectives on the body. Social and cultural factors also influence the evolution of the concept of physical health. With the progress of society and the development of science and technology, people's attention and understanding of health are also constantly changing. In the past, physical health mainly focused on physiological aspects, such as consuming reasonable nutrients and maintaining moderate exercise. However, in modern society, the concept of physical health has expanded to a wider range of areas, including mental health, emotional balance, and quality of life. This change reflects a more comprehensive understanding of overall health in society ^[5].

2.2.2. Changes in body views caused by technological advancement

Technological progress has had a profound impact on the body view, changing people's perception and experience of the body. The rapid development of digital technology has made the existence and experience of virtual bodies possible. Through virtual reality technology, augmented reality technology, etc. ^[6], people can enter virtual spaces and interact and experience digital bodies. For example, in virtual games, players can play different roles and control the actions and expressions of the virtual body through controllers and sensors. This digital body experience has expanded the concept and scope of body view. The rise of social media and mobile communication technology has changed the way people communicate and express themselves physically. Through social media platforms, people can showcase their bodies and images through various forms such as images, videos, and texts. This purely visual communication method makes the presentation of body views more diverse and refined. At the same time, the popularization of mobile communication technology has also promoted the infinite extension of the body in time and space, allowing people to communicate with others anytime and anywhere through mobile phones or other devices.

2.2.3. The impact of globalization on the body view

Globalization has also had a profound impact and influence on the body view. Globalization has accelerated the exchange and integration of different cultures ^[7], leading to the diversification and collision of body concepts. Globalization has led to the mutual influence and exchange of body concepts among different cultures. With the development of cross-border tourism, immigration, and digital technology, people are increasingly exposed to various body concepts in different cultures. This cultural exchange promotes the diversification and mixing of body concepts, allowing people to learn and absorb different body concepts from other cultures, and broaden their horizons. Globalization has also brought about conflicts and contradictions in body concepts between different cultures. For example, there may be discrimination and prejudice against specific body images or behaviors in certain traditional cultures, and the impact of globalization poses challenges and changes to these concepts. At the same time, globalization has also brought broader attention to physical rights and respect, promoting social awareness and calls for diversity and inclusivity in the body ^[8].

3. Communication studies in the era of intelligent media

3.1. Definition and characteristics of the era of intelligent media

The era of intelligent media refers to the era in which intelligent media is increasingly becoming the main means for people to obtain, transmit, and exchange information in the context of highly developed information technology. In this era, people use advanced technological devices and online platforms to participate in media

interactions and content creation in forms such as social media, online videos, and virtual reality. Here are some characteristics of the era of intelligent media. The era of intelligent media emphasizes the widespread application of digital technology. With the rapid development of computer technology, the Internet, and mobile communication, digital technology has penetrated every aspect of people's daily lives. The important feature of the era of intelligent media is that digital technology has become the core tool for people to obtain and disseminate information, such as social media platforms such as Weibo, WeChat, and Twitter, as well as various online video and audio services. The era of intelligent media emphasizes user-generated content and participatory media. Compared to traditional media, the era of intelligent media places greater emphasis on user participation and interaction. Through social media platforms, individuals can easily share their ideas, photos, and videos, and interact with other users. The characteristics of user-generated content and participatory media make communication more equal and diverse, and people can become creators and disseminators of information, rather than just receivers ^[9].

The era of intelligent media emphasizes seamless connections across platforms and devices. In the era of intelligent media, people obtain and disseminate information through different devices (such as mobile phones, tablets, and televisions) and different applications (such as social media, online videos, and games). This seamless connection across platforms and devices enables people to access media content anytime, anywhere, and maintain a coherent experience between different devices. The era of intelligent media emphasizes personalized and customized media experiences. In the era of traditional media, people often receive the same content passively. However, in the era of intelligent media, through algorithms and data analysis techniques, media platforms can provide personalized content recommendations and suggestions based on user interests and preferences. This personalized and customized media experience allows everyone to enjoy media content that meets their own needs, enhancing users' right to choose and satisfaction with information ^[10].

3.2. The body orientation of communication studies

3.2.1. The expression and dissemination of the body in media

Communication studies emphasize the expression and dissemination process of the body in the media environment and believe that the body is one of the important elements for information transmission and communication. The performance of the body in media plays an important role in conveying and understanding information. Non-linguistic elements such as body language, facial expressions, and posture can convey rich information, helping people better understand and interpret the content of communication. For example, in television news reporting, the body language and facial expressions of journalists can enhance the audience's perception and understanding of news events.

The portrayal of the body in the media significantly influences the reception and trustworthiness of information. Studies indicate that individuals are more likely to trust speakers who display confidence, positivity, and friendliness while expressing skepticism towards those who appear nervous, contradictory, or unnatural. Consequently, how the body is presented in the media plays a critical role in establishing trustworthy relationships and facilitating effective information dissemination ^[11].

3.2.2. The existence and experience of the body in virtual spaces

The rise of virtual and augmented reality has introduced the concept of the body's existence and experience within virtual spaces, drawing attention from communication studies. Virtual reality technology offers immersive experiences, creating a sensation of being in a completely new virtual environment. Utilizing devices like head-mounted displays and controllers, the body can interact within the virtual environment, enhancing its sense of presence and engagement. For example, in virtual reality games, people can control game characters

through their body movements and feedback, achieving a more immersive gaming experience. Augmented reality technology overlays virtual elements onto the real environment, allowing the body to interact with virtual content in the real world. Through devices such as smartphones and tablets, people can view virtual elements on the screen and interact with virtual content by operating the device. For example, through augmented reality applications, people can see virtual navigation markers or product information on the streets, and interact with virtual characters.

3.2.3. Interaction between the body and digital technology

The development of digital technology has provided new possibilities for the interaction and interaction between the body and media. Digital technology enables communication through social media and online platforms. For example, people can express their physical state, activities, and experiences, and share and interact with others through texts, images, videos, and other forms. This type of physical communication is not limited by time and space, greatly expanding the scope and ways of interaction between people. Digital technology provides more creative ways for the interaction between the body and the media. Through various applications and software, people can interact with digital content through gestures, sound, touch, and other means. For example, on touchscreen devices, people can control games, browse web pages, or perform other operations by swiping and clicking with their fingers. This interaction between the body and digital technology not only increases user engagement and interactivity but also enriches the expression forms of media content. The development of virtual reality technology and augmented reality technology has also provided new possibilities for the interaction between the body and digital technology. The use of devices like head-mounted displays, controllers, and sensors enables individuals to manipulate characters or objects in virtual environments through body movements and receive feedback. In virtual reality games, for instance, players can employ their body movements to perform actions such as attacking, evading, or solving puzzles, enhancing the overall immersive gaming experience ^[12].

4. The correlation between the body view in the era of intelligent media and the body orientation in communication studies

4.1. Influencing factors and interactions

There is a mutual influence and interaction between the body view in the era of intelligent media and the body orientation in communication studies. The body view in the era of intelligent media is influenced by social and cultural factors. The body concept and values in different social and cultural backgrounds can affect people's body awareness and expression in the era of intelligent media. For example, in some societies, the body is considered a private and conservative field, which may limit people's display and discussion of the body on social media. In other societies, the body is seen as an open and free field, making it easier to accept and actively express body concepts. The differences in social and cultural factors have led to a diversity of body views in the era of intelligent media, and have provided different cases and materials for communication studies.

4.2. Analysis of related research cases and achievements

In the era of intelligent media, many related research cases and achievements have emerged, further deepening the understanding of the body view and communication-oriented body in the era of intelligent media. A typical case is body expression and identity construction on social media. Through social media platforms, individuals can showcase their bodies and images by posting photos, videos, and text. This bodily expression enables

individuals to build their own identity and brand image on social media, influencing others' perceptions and evaluations of themselves. Related studies have analyzed the mechanisms and influences of body expression on social media, revealing the correlation between body views and personal identity construction in the era of intelligent media.

5. Conclusion

In the era of intelligent media, there is a close correlation between the body view and the body orientation in communication studies. The body view in the era of intelligent media is influenced by social and cultural factors, and different cultural backgrounds leads to the diversity of body views in the era of intelligent media. At the same time, the body orientation of communication studies provides important theoretical support for understanding the body view in the era of intelligent media, focusing on the expression and dissemination of the body in media, the existence and experience of the body in virtual space, and the interaction between the body and digital technology. The body view in the era of intelligent media is closely related to the body orientation in communication studies and influences each other. The differences in social and cultural factors, the exploration of communication research results, and related case studies all provide opportunities for a more comprehensive and in-depth understanding of the body view in the era of intelligent media. Understanding and studying the relationship between the body view in the era of intelligent media and the body orientation in communication studies will help better cope with the challenges and opportunities brought about by the era of intelligent media while providing theoretical and practical guidance for future communication practices and media design.

Disclosure statement

The author declares no conflict of interest.

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