

New Media Art Utilization in Commercial Photography

——Innovative and practical research in the direction of women's psychological healing

Yan Sheng

University of the Arts London—London College of Communication, London, SE1 6SB, UK

ABSTRACT

The women's economy has become a rapidly growing segment of the Chinese economy in recent years. The growth of the "she-economy" is a reflection of the development of feminist thinking. In recent years, the topics of "acoustic family, workplace relationship, family structure, mental health, male-female relationship" have been emerging, and modern women are pursuing a deeper exploration of their inner self, and by deconstructing their relationship with the society, they are gradually focusing on their own remodeling. With economic independence, women's more emotional spiritual world needs to be filled with more media. Photography has become a major part of women's consumption in recent years, and the commercialization of photography has become a unique way for women to express themselves. The huge market potential prompts the development of commercial photography needs more diversified integration, combining women's psychological healing with commercial photography to form a unique artistic expression and marketing strategy. It is the focus of this paper to explore commercial photography and new media development in a more innovative way, focusing on women's perspectives and serving the public with more practicality.

KEYWORDS

Commercial photography; Art healing; New media art; Feminism; Mental health

1. BACKGROUND, PROCESS AND CURRENT SITUATION OF WOMEN'S ECONOMIC DEVELOPMENT IN CHINA

1.1. The Background of the Development of Her Economy, the Process

The she-economy, also known as the women's economy, is an economic phenomenon that has developed as women's social status and economic capacity have risen, and women's dominant position in the consumer market has gradually increased. The transformation of the social and economic structure has brought opportunities for the development of women's economy: in the late 1970s, the reform and opening-up led to the rapid development of China's economy, which provided more employment opportunities for women, and the process of urbanization pushed urban and rural women to gradually get out of their families and join the social and economic construction; since the 1980s, China has begun to carry out compulsory education, and to push forward the equality of education genders and the equality of educational resources, so that women have the same opportunities to receive education. Since the 1980s, China has begun to implement compulsory education, promote gender equality in education, and equalize educational resources, so that women have the same opportunities to receive education. As women's education level continues to rise, and higher education and vocational skills training become more widely available, women's knowledge and skills have been strengthened, giving them a solid foundation and competitiveness in professional positions. At the same time, the support of national policies has provided more employment

opportunities for women, and the enactment of a number of bills to protect women's rights and interests, such as the Protection of Women's Rights and Interests Act and the Labor Law, has provided a guarantee to encourage women to enter the workplace. Since then, the development process of her economy has shown three phases. In the 80s and 90s, the industrialization and urbanization process pushed women to become an important part of the labor market, working in the manufacturing industry, the service industry and other fields, and taking care of the family and the personal economy; in the 21st century, the status of women in the workplace has been enhanced. As the economic structure changed, more women entered management, and the influence of education led to a sharp increase in the number of professional women, who have made their presence felt in the fields of finance, education, and science and technology; after 2010 to the present, the she-economy has taken over as the dominant consumer position, and the takeoff of China's economy and the popularization of the Internet have led to the emergence of women's economy and women's sense of self-awareness. In recent years, women have taken over the consumer market, with consumer groups in cosmetics, apparel, travel, education, and health shifting to female roles, and many brands have begun to pay attention to the needs of female consumers and develop products that meet women's aesthetic preferences.

1.2. Consumption Distribution and Future Trends in Her Economy Under the Internet

From 2014 to the present, China's Internet governance has entered a new stage of integration and innovation, with the network technology industry realizing innovative leapfrog development. New modes of convergence and development based on the Internet have continued to emerge, accelerating economic transformation and upgrading and improving quality and efficiency. E-commerce leads the development of the Internet economy. [1] According to the "Women's Consumption Insight Report" released by the 21st Century Business Research Institute, the report puts forward the concept of "three new generations", which divides women's consumer groups into the post-Z generation of girls who enter the workplace after the 00th century and pay more attention to the "kernel of the concept of consumption", the post-80s generation who start a family and get married, and the post-80s generation who start a family and get married. A generation of millennial mothers who have started their own families, gotten married and had children, and pay more attention to developmental consumption. In the past, the post-60s are gradually retiring, and the new generation of "silver hair economy" customers pay more attention to "compensatory consumption". [2] According to Questmobie's 2024 "She Economy" Insight Report, over the past year, the proportion of women in the mobile Internet has continued to increase to 49.5%, and women have begun to experience "emotional consumption" while completing their fixed consumption of family and work. Women are beginning to have "emotional consumption" while completing their fixed consumption on family and work. She attaches importance to emotional fulfillment in consumption, such as "B-girl games, valley consumption, silver-haired travel, beauty customization, custom photography, tea brands, etc.", "her consumption" is gradually moving towards non-sexist "TA consumption", and even the automobile industry has also become "TA consumption". Even the automobile industry has begun to launch models that focus on women's groups in line with the rising demand for women to buy cars. The common logic of consumption is to be able to meet the different psychological needs of women, focusing on the deeper spiritual state of women, so that women pay for it, thus generating a huge female market. In the future, women's consumption will be more diversified, the development trend will be more personalized, customized, brands will pay more attention to women's demands, and design more detailed products for women to choose. Marketing for "female power" is becoming a new trend, and women's festivals are focusing on issues such as "female independence and feminism", which will make more women focus on their own investment and further expand the female market.

2. DEVELOPMENT OF COMMERCIAL PHOTOGRAPHY

2.1. Basic Concepts of Commercial Photography

Commercial photography is a form of business for commercial use, mainly serving product, brand, advertising, corporate image and other marketing activities. Its core objective is to attract audiences through visual means, convey brand concepts and product characteristics, thus promoting sales and enhancing brand awareness. Commercial photography, including advertising photography, product photography, architectural photography, commercial photography, etc., is a highly specialized field of photography, requiring photographers to have professional technical and artistic qualities, professional equipment and venues, according to the needs of customers to provide high-quality photography. Although in recent years the cell phone camera technology continues to innovate, but still can not replace the professional status of commercial photography.

2.2. The Changing Market for Commercial Photography

Commercial photography, as an indispensable part of modern life, with the Internet technology, e-commerce and the changing needs of consumers, the market is also experiencing a new round of change. The current market of commercial photography is still as a link to attract consumers through the shooting of brand publicity, its functionality, commerciality is the basis. Accompanied by the rise of the Internet economy, jittery voice, small red book, tiktok and other platforms of rapid commercialization, e-commerce has become a major reason for the impact of the traditional commercial photography, the self-media era of brand publicity of the timeliness of the stronger, the incubation of the self-media bloggers, as well as the loyalty of the fans and users, are to a certain extent, the impact on the choice of the brand publicity. The commercial photography market is starting to segment, some photographers serving brands are starting to combine new media technology for post creation, to enhance the visual effect. Photography studios began to customize a variety of types of shooting services, such as hippocampus customized ID photos differentiated from the traditional ID photo market advantage; some freelance photographers use the Internet platform, digital operation account, construction of personal brand, greatly reducing the cost of online appointment shooting, social sharing has become a trend. Diversified development of cultural expression, combined with traditional Chinese culture, to increase the culture of commercial photography, art.

2.3. Trends in Women's Consumption in Commercial Photography

Throughout the development of commercial photography, fashion photography, as an important branch of commercial photography, plays an important role in the expression of feminism. Traditionally, fashion photography tends to portray women as "payers", usually the "perfect woman" who is docile, elegant and sexy. With the development of the feminist movement, fashion photography has begun to break away from the stereotypical image of women, and photographers have begun to present women in a diversified way, giving women the subject position of the "gaze". The cover of the November 1988 issue of <Vogue> fully demonstrated this trend, with the model wearing fall/winter haute couture, paired with a pair of \$50 jeans, signaling that fashion was beginning to reach the masses. The cover model graciously shows off her baby belly from her vacation, along with a confident, sunny, infectious smile. In the 80's and 90's, it began to break down the very demanding requirements for women. As women's consumption ability to enhance the demand for photography increased, in the "spiritual consumption", can be found in women's consumption characteristics of the two elements are "value + emotion", commercial photography of high technology, high quality features by women's consumption of favor. The perfect model, exquisite lighting, and professional post-processing in commercial photography have become the factors that women are willing to pay for.



Figure 1. Vogue, November 1988 Anna Wintour's first cover. Photographed by Peter Lindbergh
<https://archive.vogue.com/issues/1988>

3. NEW MEDIA ART UTILIZATION OF COMMERCIAL PHOTOGRAPHY

3.1. New Media Art Concepts

New Media Art (NMA) emerged in the 20th century, especially in the mid-20th century, with the rapid development of new technologies. It refers to contemporary art that is produced, modified or disseminated using new media technologies, including video art, digital art, interactive art, Internet art, virtual art, sound art, as well as artworks created using new technologies such as robotics, biotechnology, 3D printing technology and animation production technology. New media art is characterized by its interactivity and participation. The interaction between the appreciator and the work is the core of new media art, and this interaction can be realized through touch, spatial movement, vocalization and so on. New media art works are not just passively displayed to the audience, but require the audience to actively participate and change the image, shape and even meaning of the works through interaction with the works. This interactivity enables new media art to transcend the limitations of time and space, connecting people around the globe.

3.2. Ways of Using New Media Art in Commercial Photography

The combination of commercial photography and new media art enables brands to communicate their messages in a more creative way, achieving a higher level of innovation in visual performance, interactivity and emotional resonance. At present, there are several common ways to utilize commercial photography and new media art. 1. Artificial Intelligence (AI) image processing. The use of AI technology for style transformation, according to different consumer data to generate different styles of brand image. 2. Augmented Reality (AR) and Virtual Reality (VR), allows consumers to immersive experience of the product, through the AR display of the resulting 3D model, or the use of VR to create a virtual brand space to allow users to "enter" the world of brands. 3. 3. Dynamic images and GIFs, adding dynamic elements to static photography to display product features more vividly. 4. Projection art and interactive devices, projecting dynamic images onto photographic scenes

through digital projection technology, and designing interactive devices to allow consumers to participate in the brand experience.5.3D modeling and digital compositing, combining 3D modeling with photography to create a surrealistic effect that captures the audience's attention through a unique visual presentation.6.Mixed reality and digital compositing, combining 3D modeling with photography to create an immersive experience of the brand. audience's eyeballs.6. Mixed reality (MR) and holographic projection, bringing virtual elements into the real world through mixed reality and holographic projection.6. Emotional narrative and immersive experience, telling emotional stories through photography, triggering the audience's emotional resonance, for example, beauty, home, and other brands talk about women's self-care moments, conveying the main theme of psychological healing, and feeling the warmth of the brand. Taking Gentle Monster brand promotion as an example, Belgian artist Frederick Heyman's works combine fashion and transhumanism, and multimedia technology is utilized to scan the models in 3D and immerse them in special effect scenes. Through digital sculptures, dynamic installations and virtual portraits, the store brings the audience a visual experience that is "independent of time and space". Injecting artistic temperament and experimental expression into the brand, the store has quickly gained a group of customers who pursue individuality in the market.



Figure 2. Gentle Monster Face

4. CHINESE WOMEN'S ART HEALING IN COMMERCIAL PHOTOGRAPHY

4.1. Status of Feminist Development in China

In recent years, Chinese feminism has undergone significant change and development, influenced by the global feminist movement and reflecting the uniqueness of China's social, economic and cultural environment. With the popularization of education and the rise of social media, feminist ideas are spreading rapidly among the younger generation [3] "Women no longer appear as onlookers or general participants on the Internet, but increasingly enter the field of communication as communication subjects and establish discursive authority." The rise of women's education level and economic status, the rise of "her economy", individualization, independence and diversified lifestyles have entered the mainstream, driving the market to start tilting towards women. However, there is a clear difference in the status of women between urban and rural areas, with urban women more concerned about equality in the workplace and personal development, while rural women still face traditional gender issues such as patriarchy, domestic violence and land rights. At present, there is an increase in the number of female-themed movies, literature and art creations, such as "chick flicks" and "female-themed art exhibitions", etc., and women's perspectives have gradually become an

important part of social expression. There are obvious conflicts between traditional and modern feminist concepts, and gender confrontation has intensified on the Internet, while the rights and interests of some disadvantaged groups (e.g., rural women) are still neglected. The psychological problems of women, who have long been treated unfairly in many ways, from numbness and obedience to the awakening of a sense of independence and autonomy, need to be addressed by society in order to help women to solve their psychological problems.

4.2. The Way Women's Psychological Healing is Integrated in Commercial Photography

At present, the commercial photography market, the combination of the theme of female psychological healing can be reflected from the direction of brand topic positioning output and user private customization. The commercial use of feminist-related topics has always been the tendency of brands. The advertisements and posters of major brands have begun to abandon the inherent image of women as white, thin, and delicate. Taking the sports brand Lululemon as an example, with "Be all in" as the brand concept, the brand promotion shows that women of different ages, body types, races and backgrounds display their images with confidence, breaking the weight figures that confine girls and emphasizing the "beauty of strength" instead of "beauty of strength". "Instead" of "beauty in numbers", the brand provides full-size products for girls, starts the fashion trend of yoga pants, and allows women of different sizes to boldly wear their own fashion, and positively affects women who have psychological problems because of their body shape. In the offline market, some photography studios, studios in the direction of healing although there is no strong thematic concept, but based on female consumption, for the demand for beauty, the photographer will be based on different needs through the construction of different scenarios, props, styles, to reshape the consumer, they are in the process of consumption to experience a different version of themselves, to record themselves, to show themselves. Relatively private customized travel photography, is to allow consumers to interact with nature, and gradually repair the psychological level of the problem. The emergence of services such as follow-up photography and accompanying photography is to provide a more detailed and safer shooting atmosphere for women who are withdrawn in character.



Figure 3. Lululemon Woman Power

<https://www.eu.lululemon.com/en-se/c/community/about-us/inclusion-diversity-and-equity>

4.3. The Significance of Women's Psychological Healing Development in Commercial Photography

The significance of the development of women's psychological healing in commercial photography lies in the integration of art, psychology and commercial services to provide high-quality visual experience for female consumers and help them realize psychological repair and growth, which has far-reaching social value and economic impact. This development has far-reaching social value and economic impact. By showing their true emotions and inner selves through the lens, it helps women to re-accept themselves, break the shackles of traditional aesthetics for women, and through psychological healing, it allows different women to discover their true selves, explore their own aesthetic styles, and enhance their self-identity. Under the "she economy", "self-pleasure, emotion, value, ceremony, personality" have become the trend of women's consumption characteristics, and commercial photography can meet these needs. Through customized and emotional services, the satisfaction and loyalty of female consumers can be enhanced; the upgrading of female-centered emotional consumption will broaden the service field of commercial photography and promote the development of related industrial chains. Through the lens, the exhibition expresses the inner world of women, promotes the diversified expression of women's rights and values, and promotes the social progress of gender equality. Breaking the traditional way of psychological healing, attracting women to actively participate in mental health improvement in a living and artistic way, and providing new ideas for cross-border cooperation in the fields of psychological counseling and treatment. To lead the exploration of new modes for the future development of commercial photography, multidisciplinary integration, and expansion of the target market.

5. PRACTICALITY AND PROSPECTS OF NEW MEDIA ART UTILIZATION OF COMMERCIAL PHOTOGRAPHY FOR WOMEN'S HEALING

5.1. Innovativeness

The direction of women's healing in the commercial photography market is currently in the exploratory stage, so the integration of new media art and other technologies is a diverse creative expression and emotional experience, which will bring innovative healing effects. Some female brands can build healing scenarios by designing storylines, virtual reality (VR) and immersive experiences to enhance the added value of the brand and allow users to release their emotions in an immersive environment. Users can also create their own personalized photo shoots based on the advice of a therapist. Photography studios in the market can personalize the image of women through AI technology, and through shooting different images, users can discover their own unique charms through new perspectives. In some art exhibitions, photography exhibitions, artists will use interactive devices to allow the audience to participate in the exhibition and become a part of the work display,[4] as Roy Ascott said, "the power of interactive art discourse lies in the fact that the artist leaves the creation of the content to the person who experiences the work," adding sound therapy, color therapy and multimedia to be integrated into photography to create a multi-sensory healing effect. In the future, along with the promotion of the market, women's economic upgrading, professionals will continue to explore the integration of artistic expression, emotional connection and psychological healing. New media art, as a means of art that has been rapidly integrated with various industries in recent years, and the continuous innovation in the field of commercial photography, focusing on women's perspectives as a new direction, will generate huge economic benefits for society and the market, and can promote the innovation of the industry's future development model.

5.2. Practicality

The practicality of the research on the use of new media art of commercial photography in the direction of women's psychological healing lies in the following: 1. Completion of the service-oriented transformation of the commercial photography industry. All along, the main object of commercial photography service is the brand, and the brand publicity guides the consumption. As people pay more attention to their own needs, commercial photography has begun to transform the service object into the public, and guide the brand to make different changes according to the needs of the public. 2. New media art injects innovative elements into commercial photography, and provides more technological means for picture creation; the application of Ai can reduce the workload of the photographer, and the big data can accurately determine the customer groups. 3. Promote the equality of women's rights in the region, so that more new social media can be used to promote women's rights. The process of social new media art unique interactivity and participation, can cross the regional, time and space limitations, can let more women around the world to participate in the wave of self-liberation. 4. Concerned about women's psychological problems, so that more people pay attention to the reasons behind women's self-help to assist the treatment of the way, to help them out of the predicament. 4. Driving the economic income of related industries.

5.3. Future development

In the future, the use of new media art of commercial photography in the direction of women's psychological healing is very broad, and the economy of women's healing will form a complete service industry chain. Some brands with women as their target group will focus on the topic of "feminism" and increase the means of publicity through new media technology. Photographers will increase their creative space and at the same time emphasize the upgrading of service psychology. Currently in the market of art healing, pottery healing, non-heritage healing, music healing, meditation healing, etc., [5] "the essence is to participate in the process of specific interaction with the body through the media, the environment, the therapist, etc.". The development mode of commercial photography can also be towards the direction of personal photography, personal exhibition, according to the different psychological problems of consumers to help them carry out their own small exhibitions, to face the real themselves to solve the problem, which requires the intervention of more professional psychological knowledge. Combined with the Internet, the formation of a comprehensive service platform, such as about shooting app, small program. Relevant organizations set up art healing workshops and hold seminars to build a communication community, so that more people can participate in the creation and discussion.

6. CONCLUSION

To summarize, the use of new media art in commercial photography is an inevitable trend for the industry to seek breakthroughs. The use of new media art can subvert people's common artistic concepts, the traditional picture using new technology to break the concept of time and space, with a stronger visual impact to contact the audience's interaction. The exploration around the direction of women's psychological healing is the embodiment of her economy, women to meet the spiritual consumption, this process of women to accept the latest technology to bring them inner repair, so that they become the protagonist for the commercial photography industry to increase the added value of art and humanistic care. At this stage, the commercial photography market scale has not yet matured from the concern for women's psychological healing, as both the care of women's consciousness, the integration of new media art of photography, and the expansion of the market economy of the related industries, the direction of the research both innovation and practicality. Therefore, more professionals need to take the initiative to meet the new technology and constantly interact and explore in order to inject more creativity into the development of the industry.

REFERENCES

- [1] Jones Lang LaSalle, 21st Century Research Institute. Women's Consumer Power Insight Report (2024) [EB/OL] (2024-04) [2024-11-10].
<https://www.hainanexpo.org.cn/upload/default/20240510/4b37ba378c928394884663a93f4030fd.pdf>
- [2] QuestMobile. "2024 'She Economy' Insight Report)" [EB/OL] (2024-03) [2024-11-10].
<https://www.questmobile.com.cn/research/report/1764860900811051009>
- [3] Wu Shiyao. Feminist Awakening in the Threshold of Social Media-Based on the Case Study of Online Women [J]. News Communication, 2021(9):11-14.
- [4] [E] Roy Ascott: The Future is Now: Art, Technology, and Consciousness [M], Translated by Zhou Ling and Ren Aifan, Beijing: Jincheng Publishing House, 2012, p. 199.
- [5] Liu Yi, Xie Duanmu. Multi-sensory media: Embodied interaction in art healing [J]. Media Criticism, 2023(1):29-47.