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The Examination of Cultural Consumerism in the Internet Age

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Abstract: The cultural consumerism in the network era has the realistic representation of utilitarian consumption consciousness, vulgarization of consumption spirit, entertainment of consumption content and symbolization of consumer products. The promotion of capital, the power of media and the psychological drive cause the prevalence of the social ideological trend in the network space. This trend of thought induces some irrational cultural consumption behaviors on the Internet. In order to solve the dilemma brought by cultural consumerism in the Internet era, it is necessary to regulate capital, strengthen media management, cultivate a healthy consumption mentality, and guide and promote the public's consumption behavior to be reasonable, healthy and positive.

Keywords: Internet Age; Cultural Consumerism; Rational Consumption.

1. Introduction

In today's rich material life, people have put forward higher requirements for spiritual and cultural needs, and cultural consumption is an important channel to meet people's spiritual needs. The party's 20th annual report points out to "flourish and develop cultural undertakings and cultural industries" to meet the diverse, multi-level and multifaceted spiritual and cultural needs of the people. However, in today's rapid development of productive forces and economic globalization, consumerism, which advocates money worship, hedonism and individualism, is also spreading around the world. At the same time, consumerism not only exists in the field of material goods consumption, but also enters the field of spiritual and culture, and cultural consumerism is born accordingly. In the Internet era, the mode of information transmission presents new characteristics, which have greatly changed people's way of thinking and way of life. Cultural consumerism enters more into daily life, guiding people's consumption concept and consumption behavior, and has an important impact on people's spiritual life. Therefore, it is of great theoretical and practical significance to examine the realistic representation, generative logic and coping strategies of cultural consumerism in the network era to prevent the further infiltration of cultural consumerism, put forward corresponding solutions and realize the healthy development of cultural industry.

2. The Realistic Representation of Cultural Consumerism in the Internet Era

Cultural consumerism is a compound concept. " Cultural consumerism refers to the modern social consciousness that people consume cultural products under the control of capital logic, ignore the unique attributes of culture itself, blindly pursue the sensory pleasure brought by culture, and make the nobility of culture increasingly decline [1]. "In today's era, the scientific and technological revolution represented by information technology has enabled the rapid and profound development of digitalization, networking and intelligence, and cyberspace has become an important field for people to conduct cultural consumption. Healthy network culture consumption is the network culture product of value for money and enriching the spiritual world. The network culture consumerism is the pursuit of comparison and the commercial value and entertainment value of network culture are constantly exaggerated, mainly summarized as follows.

(1) Utilitarian use of cultural consumption consciousness in the Internet era

In the Internet era, with the continuous change of digital media technology, the number of network users has increased significantly, the cultural creation environment has been continuously optimized, and the network culture has developed vigorously. The cultural industry contains great economic benefits. In order to pursue profits, the utilitarian consumption consciousness is filled in the whole network culture market. Network culture has a unique educational value and spiritual orientation function, but some cultural businessmen use the unique value of network culture, the spiritual value of cultural products can be measured by "price" goods, cultural products and activities are simple commercialization, this is a typical performance of money worship in the network culture. For example, in the star-chasing circle, there is a slogan of "use data to flaunt love, only krypton money is true", which comes from some online platforms to set up lists to induce fans to spend money to hit the list to enhance the popularity of stars. In addition, with the growth of economic income and the rise of consumption power, people's consumption desire increases significantly. Network cultural consumerism will amplify the pursuit of perceptual desire, advocate unrestrained consumption, and promote consumers to believe that only in consumption can they realize their self-value and get the identity of others. For example, the network reward, in order to prove their strong funds, rich capricious, someone in the broadcast room seconds brush tens of thousands of yuan. The values of network culture, such as acquiring knowledge, increasing wisdom, cultivating sentiment and comforting the soul, are neglected. The utilitarian and daily value of network culture market increases, and people fall into the mire of meaningless and utilitarian consumption.

(2) Vulgarization of the spirit of cultural consumption in the Internet age

In cyberspace, some platforms and merchants produce low-level and vulgar cultural products in order to increase their market share and cater to vulgar cultural tastes, and the value cognition of online consumption subjects is also eroded by cultural consumerism. Cultural consumerism emphasizes sensory hedonism and conscious individualism, in this process, it will strengthen consumers' sensory desires, further deprive them of rational thinking, cause consumers to pursue personal pleasure, gradually dissolve lofty ideals in self-centered consciousness, ignore the historical responsibility and mission given by the times, and indulge in self-pleasure under the guidance of egoism; The pursuit of self-worth is distorted, Replace of multidimensional value with economic value, To exclude the mainstream social values, "Trend first", "money first", "pleasure first" and other values as the truth; Out of balance in personal mental needs, Lost in the illusion of vulgarity, Drunk in the midst of false information; The vulgarization of aesthetic life, In the Internet age, Traffic can bring huge economic benefits, Some online platforms treat vulgar content as "traffic passwords," Such as the popularity of vulgar culture, such as "vulgar network language" and "spoof culture", The audience is affected for a long period of time, Will follow the trend, This produces an aesthetic deviation.

(3) Cultural consumption of content and entertainment in the Internet era

With the help of capital and network media, pan-entertainment invades many fields of politics, economy, culture and society, and human beings seem to further enter the state of "entertainment to death" described by Botzman. Marx once pointed out, " In addition to human productive labor, there should be time for non-productive labor, during which time, people can relax and entertain, so as to promote people to become 'complete people'. [2] "This can be obtained, entertainment is that people in people's non-productive labor time is necessary, can relax the spirit, make people become" complete people ". But excessive entertainment will make people's spirit to nothingness. Driven by interests, Internet media entertain many things that need to be seriously discussed and think rationally. The vulgar and vulgar entertainment culture fills the whole cyberspace, only for consumers' simple entertainment, such as "revisiting" history, "slander" martyrs and "smear" great men. [3] In cultural consumerism build carnival situation, boman wrote in the book entertainment to death, we "willingly become a vassal of entertainment, without complaint, even silent", consumer life creed is "life is short, carpe", the experience of life only around the instant happiness, and then into nothingness, in pain helpless cannot extricate themselves. The entertainment of network culture consumption content leads to the more barren spiritual world of consumers.

(4) Symbolization of cultural consumer products in the Internet era

"Driven by the logic of capital, consumers no longer focus on the use value of goods, but pursue the symbolic code meaning created. This kind of consumption of the meaning system is the symbolic consumption. [4] "In cyberspace, cultural products will be endowed with a variety of explicit or recessive symbol meaning, goods use value is ignored by people, more want to pursue the symbolic meaning of items, in order to reveal life value and gain identity, but cultural consumerism can cause a lot of irrational behavior phenomenon, lead to waste of resources. Network shopping festival, in some specific festival, electric chamber of commerce in the entire network build shopping consumption atmosphere, with coupons, discount marketing means to attract consumption, such as high-profile "double a" electricity shopping festival, all kinds of preferential strength ignited the consumption desire, in the process of carnival, it is easy to produce irrational consumption behavior. With the increase of the number of "indigenous people" on the Internet, netizens more embrace independence and freedom, and some cultural products that promote individuality and express themselves are more likely to attract people's favor. For example, VANS is committed to building street trend culture brand, which is the representative of trend culture in the hearts of young people. In the process of consumer brands, consumers will unknowingly fall into materialism and regard consumer brand symbols as a way to realize their dreams and reach success.

3. The Generative Logic of Cultural Consumerism in the Internet Age

Cultural consumerism fills the whole cyberspace, infiltrates into the People's Daily life, and has a great negative impact on people's spiritual needs. Cultural consumerism induces people to one-sided pursuit of material enjoyment, dissolve the meaning of life, alienate cultural function and distort cultural value, and makes culture gradually become a pure entertainment tool for pure pleasure. To study and clarify the generating logic of cultural consumerism in the Internet era is conducive to help people consciously resist consumerism, avoid falling into the consumption trap, and take further measures to prevent the infiltration of cultural consumerism.

(1) Capital logic of the generation of cultural consumerism

In the Internet era, the generation and prevalence of cultural consumerism are closely related to the logic of capital. Capital is the value that can bring the surplus value, so the nature of capital is to pursue profit. Network cultural products are the crystallization of people's thought and practice, condensing the spiritual wisdom, which can edify the physical and mental sentiment, enrich the spiritual world, and enhance the spiritual realm. But under the impetus of capital logic, some cultural works are made into goods for sale, such as network secondary yuan culture, animation peripheral products, into People's Daily life, especially hand, refers to according to the animation, game character modelling design of humanoid doll, hand do price dozens of yuan to tens of thousands of yuan, also has a great market. Second, money becomes the criterion for measuring the value of products. Under the action of capital logic, the value of cultural products is reflected by the exchange value in the market, that is, the amount of money, so the production of cultural products must conform to the law of value and consider the relationship between supply and demand. For example, the quality of a film is proved by the box office, the quality of videos is judged by the number of clicks, comments and likes, and the TV production attracts attention by streaming stars. All these are the utilitarian manifestations of cultural products. Finally, the excessive entertainment of cultural consumption, capital in order to pursue greater profits, promote the development of culture to entertainment and fast food, which can accelerate the speed of capital cycle and realize proliferation. Driven by the logic of capital, the entertainment and consumption of culture have replaced its spirit, and people will relieve their anxiety, paralyze themselves, lose their rational thinking ability and

the pursuit of ideals and beliefs.

(2) Media logic of the generation of cultural consumerism

Digital media technology has brought about great changes in the way of information dissemination, and is the technical support for the generation and development of cultural consumerism. Network media technology is a "double-edged sword". On the one hand, because of its strong interactivity, rich form, high coverage and other characteristics to promote economic development and social progress, and provides great convenience for the public. On the other hand, network new media also has many problems, poses a threat to cultural security, becomes the driving force of cultural consumerism, and profoundly affects the motivation, form and purpose of cultural consumption of the public. First of all, the network media guides the public's cultural consumption behavior by constructing symbols. In the era of "we media", cultural products are endowed with symbolic significance and will be spread in a rapid and large-scale manner, providing the basis and conditions for the public to pursue symbolic value. For example, "the first cup of milk tea in autumn", an Internet meme brings the public's irrational consumption psychology to drink the first cup of milk tea in autumn. Secondly, the network platform guided by the flow logic tends to be utilitarian. In the era of the media, the core of the network platform pursuit is flow, traffic can bring hits, discussion and economic benefits, including entertainment is the easiest to attract attention and manufacturing flow, so each big platform to send entertainment messages and star gossip, and real spiritual value of cultural products are not effective transmission. For example, in the past few years, the entertainment hot spots accounted for a relatively high proportion, while the social hot spots accounted for a relatively low proportion. In the long run, the illusion of the prosperity of cultural consumption created by the media brings about the dilemma of personal spiritual loss and value nothingness.

(3) Psychological logic of the generation of cultural consumerism

As a social trend of thought, cultural consumerism has spread rapidly in the Internet era, which is not only driven by the help of capital logic and media technology, but more importantly, inseparable from the drive of the special psychology of the public. With the abundance of material products and spiritual products, people's demand for personalized and diversified products is increasing day by day. At this time, the public consumption is no longer limited to meeting the rigid consumption demand, but under the mentality of conformity, vanity, curiosity and differentiation. First, the herd mentality triggers consumption. Conformity psychology is the basic feature of social groups. Network media will induce a certain group of audiences to follow the trend and consume through the star fan effect and build brand culture, and gain identity and self-belonging in the process of consumption. For example, fan economy, fans will buy stars' albums and endorsement products to obtain the certification of fans. Second, desire-induced consumption. Consumerism will stimulate the public's consumption desire by creating false demand, and the brand side of the network platform will replace the real need with false needs through various means of publicity, making the public fall into the gap of desire. Third, seek for the consumption brought about by different psychology. As a social animal, when relying on the group for production practice and communication activities, on the other hand, they will want to show their differences in the group to get more attention and appreciation. The brand side will explain the distinctive cultural products by labeling them, and promote them through the network media, thus being consumed by the public to meet their own new psychology. In the network environment, the public is unable to extricate themselves in the illusion of various symbols, gradually lose themselves and live in the material world of desire.

4. Coping Strategies of Cultural Consumerism in the Internet Age

In the Internet era, information flows conveniently and spreads rapidly. Under the role of the media, cultural consumerism is full of the daily life of the public. The public are bound by the consumption desire and live in a materialistic society, and the spiritual needs of the public cannot be met. Analyze the formation and development of cultural consumerism from a critical perspective, adopt effective strategies to deal with cultural consumerism, optimize the network environment, build a positive consumption culture, and shape a high-quality spiritual life.

(1) Regulate the capital logic to meet the needs of a better spiritual life

The profit-driven and instrumental value of capital with market exchange simply obliterates the spiritual value of network culture and makes culture lose its original meaning. Therefore, in practice, we must support and guide the healthy and orderly development of capital, and strengthen the norms and constraints on capital according to law. On the one hand, there should be strong laws and supervision to create a favorable market environment and legal environment for online cultural products and maintain fair competition in the online market. In order to obtain economic interests, the network platform traffic is supreme, mercenary, so the network culture consumption utilitarian, vulgarization, entertainment, symbolic, therefore must strengthen the supervision of network platform and network company and value guidance, against the public morality, blasphemy the content of the law and behavior, adhere to the social interests first. On the other hand, use capital to enhance the vitality of cultural creation. As early as in 2012, the ministry of culture is about encourage and guide the folk capital into the field of cultural opinions, to give full play to the folk capital in the prosperity of cultural industry, literary and artistic production, the role of inheriting traditional culture, guide the capital to meet the demand of people's better spiritual life of cultural products, promote high quality and high connotation of cultural products output.

(2) Strengthen media management and provide excellent online cultural works

In the Internet era, people obtain external information and accept values through the media. The dissemination of cultural consumerism cannot be separated from the media among social factors. Therefore, it is necessary to strengthen media management and optimize the network environment. First, we should pay full attention to the public opinion guiding role of the mainstream media. The mainstream media of the network platform should stick to the position of ideology, analyze the generating logic and internal essence of the network culture doctrine, and let the public fully understand the harm of the network culture consumerism, and consciously resist it. Second, strengthen media responsibility. In the context of omnmedia communication, value information is diversified and the social trend of thought is

complicated. Under this background, cultural consumerism brings about the wrong trend of symbol consumption and irrational consumption behavior, and the media also plays an important role in promoting this process. In the practice of creating cultural products, network media and platform to have the overall situation idea, adhere on the correct guidance of The Times, give top priority to social benefits, completes the balance of social benefits and economic benefits, resolutely resist money worship, abandon the thinking for profit, attach importance to the cultural humanities value and education function, adhere to the people as the center of value orientation, create more meet the requirements of The Times, reflect the social mainstream values of excellent network culture works.

(3) Cultivate a healthy attitude and shape a reasonable concept of cultural consumption

In the face of the erosion of cultural consumerism in the Internet era, we must help the public to cultivate a healthy and good attitude, guide the establishment of scientific and reasonable consumption concepts, and develop rational and moderate consumption habits. First, cultivate a positive consumption mentality. Cultural consumerism induced conformity, vanity, curiosity, different psychology is an important driver of irrational consumption, so to foster rational, honest, healthy, positive cultural consumption mentality, guide the public from their own actual need especially the economic ability for moderate and reasonable consumption, consciously resist money worship, hedonism and extreme individualism, against excessive consumption and excessive consumption, keep the ability of independent thinking, sober cognitive judgment and positive spirit. Secondly, to help the public to develop the correct cultural consumption behavior. Guide the masses out of the cultural consumerism build symbol illusion and virtual space, truly understand the multidimensional value of cultural products, combine value pursuit and realistic struggle, carry forward the traditional morality of thrift, hard work, improve the spiritual and cultural life, establish the lofty ideal faith, improve the discrimination of network culture, shaping positive personal aesthetic, perceive the value of excellent cultural products, consciously develop positive and healthy cultural consumption habits.

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