

Artwork E-Marketing---- New Paradigm of the Artwork Marketing in New Media Era

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Abstract. As a new research perspective and method in the field of art marketing, artwork E-marketing is dramatically changing the forefront of theoretical research. Focused on the research of artwork E-marketing, with the new media era as the research background, starting from the essence of marketing, the evolution of Art marketing paradigm is pointed out in this paper, Artwork E-marketing has gradually become a new paradigm of art marketing.

Introduction

In recent years, with the global art consumer groups tend to be younger, the probability of using the Internet, mobile devices and other new medias has greatly improved. In this background, art marketing grows rapidly the same as the art consumption. Art marketing is changing into a modern high-tech management paradigm from the traditional one. Artwork E-marketing has gradually become a new subject in the field of the current marketing and art theory research both abroad and at home. but in china, the Current research of art marketing is still mostly focused on art marketing management and it's methods, lacking of the thinking that from the perspective of paradigm shifts to investigate the nature of art marketing. As a new art marketing paradigm, in this ever-changing new media era, art E-marketing has gradually become a new paradigm of art marketing.

Connotation of Paradigm and Marketing Paradigm

Origin of the Concept of Paradigm. The word Paradigm derives from the Greek words "paradigm", "model", in Latin, it means "A typical example". However, Thomas Kuhn, a famous American Philosopher of Science, used it as a term which is closely related to conventional science, a systematic exposition about Paradigm and a basic point of view was given in his masterpiece (The Structure of Scientific Revolutions) (1962), He considers that one paradigm transit into another paradigm via revolution, which is a usual development model of mature science. That is to say, paradigm usually refers to some theoretical basis and practical norms abided by conventional science. It's a kind of worldview and behavior jointly complied by a certain group of scientific researchers. He pointed out: "paradigm, in my opinion, usually refers to those recognized scientific achievements, they provide the typical questions and answers for the actual community in a period of time." So, we can see that "Paradigm" is the core concept of Kuhn's thoughts on scientific revolutions. It also provides a reference standard for all kinds of empirical subjects including marketing.

Paraphrase of the Marketing Paradigm. Marketing paradigm is the projection of the human condition in marketing, providing the typical questions and answers for marketing researchers and practitioners under the background of a specific era. It's a concept system of the relatively uniform understandings, ideas, basic methods and theories for the basic problems of marketing. It reflects the subtle and tense relations between people and things; Different marketing paradigms reflect the special structure of the marketing history in different periods of human existence; marketing Paradigm possess the characteristics of environmental dependency, blending subjects, Realistic proposition and so on. From the perspective of paradigm shift, the history of marketing can be roughly summarized as: classical marketing paradigm, marketing management paradigm, relationship marketing paradigm and keep the cycle going, forming a structural pattern of periodic cycles. This is also a rough sketch for us about the development process of the marketing from the

point of view of paradigm shift.

Interpretation of Paradigm Shift. Classic marketing scholars believe that marketing paradigm shift started from the classical marketing to the management marketing and ended up in relationship marketing. but here, we can start from the primary meaning of Kuhn defined paradigm, understanding paradigm shift from the original idea of philosophy. Namely, as a kind of faith and speculative metaphysics, paradigm refers to philosophy paradigm or meta- paradigm. We believe that the marketing paradigm shift is not only the establishment of a specific model or pattern, but also the liberation of a kind of idea and thought. Along with the development of times, this transformation forms the different stages in a specific period, and this cycle repeats perpetually, finally establishing the theoretical model and framework system for people to think about marketing practice.

Artwork Marketing

Artwork and Artwork Market. Generalized artwork is the concrete results that art of production in accordance with its intended purpose, using artistic means of production to do the creative work. The concrete results include the art products and services. The artwork in this article mainly refers to art, design, film, opera and theater works, etc which can be traded, circulated and collected through offline and online. Art as a commodity is bound in common with general merchandise, also has value and use value. Only having a use value, it can be socially accepted and the artist's individual labor can become social labor; only having value, artwork can be exchanged with other commodities.

The great development of the market economy fuelled the boom in the art market. Artwork is also a kind of special commodity, besides the characteristic in common with the general commodity, such as, being able to trade, having the use value and economic value, but also as a special spiritual product, which can satisfy people's needs of aesthetic ideology and culture cognition, aesthetic pleasure, spiritual relax and emotional communication. Compared with the general commodity market, the artwork market has great difference. While the Chinese artwork market return to prosperity marked the maturity and growth of China's art market and art appreciation groups.

Artwork Marketing. As a cultural product, artwork has the very vital significance in the all-round development of human, progress of social civilization and construction of ideology. The ruling class has always attached great importance to artwork production, especially the marketing management of artwork. In addition to formulate laws and regulations related to the management, they also often use political means to intervene. Some artworks with a very high artistic value, the market price may be low. To realize the value of artwork, is not only restricted by the economic law, but also restricted by the rule of art, showing a more complex situation than the general commodity. Therefore, it has strong practical significance to study the art of marketing management. At present, artwork marketing forms a market pattern that auction market for the high end, galleries, art fairs and Trade Fair for the middle end, antiques, collectibles market for the low end.

Artwork E-Marketing

E-Marketing. Based on the Internet, E-Marketing is a new way of marketing that makes use of digital information and interactive online media to achieve the marketing goals. The E-marketing theory, which is still in the developing stage, has no complete theoretical system and contents, but we can be sure that its theoretical basis comes from the traditional marketing theory. The followings are the closer related theories: the integrated marketing, "one to one" marketing, interactive marketing, relationship marketing, soft marketing, viral marketing, experience marketing etc.

The Age of New Media: Context Change of Art Marketing Paradigm. The concept of New Media was proposed by P. Goldmark, the director of technical institute in Columbia Broadcasting Television Network (CBS) of the United States in 1967. Compared to traditional media, new media, a medium appearance developed after the traditional media, such as newspapers, radio, television and so on, is a communication pattern and media form which can service to users information and

entertainment by using the technology of digital, network and mobile , channels of the Internet, wireless communication network and satellite, and terminals of computers, mobile phone and digital TV . Strictly speaking, the new media should be called digital media.

The On-line Marketing of Artwork in the Age of New Media.In terms of the relation between new media and traditional media, there are two main arguments: One shows that over the next 5 to 10 years, most of the current media styles will disappear naturally. They will be replaced by the integrated online media. Yin Xuedong also pointed out that the network media will replace the traditional media. If they can coexist, other media only can be treated as an interest of few. But on the contrary, most people believe that although new media will become a strong media, it will not replace other traditional media but coexist. Superficially, the two arguments seems to be quite different, but in fact it is a complementary. This is because, relative to the traditional media, new media has a very strong deconstruction, which will be increasingly intensified with the continuous improvement of its own configuration of new media and continuous deconstruction of traditional media, but on the other hand, this kind of deconstruction will undergo a rather long process.

The rapid development of new media not only promotes the development and application of technology in network and communication, but also greatly enhances the efficiency and effectiveness of marketing. Moreover, the new media has brought a fundamental change to the marketing. As a fire-new channel of information communication and product sales, new media creates a new business environment for the enterprises, so the relationship between enterprises and customers, partners and competitors will be reconstructed. In the era of new media, online marketing of artwork will become the inevitable choice of China's artistic and cultural industry integrating into the global economy.

Conclusion

In conclusion, if we view from a deep level, the unique online marketing style of artwork has a very strong deconstruction meaning, which is easier to see as long as we put it together with the context of "new media", "globalization" and "network economy". Therefore, we should understand and examine it in a new perspective, or we can state it like this: the current marketing is in a fission state caused by the Internet and other new media, which can be traced back to the original transformation. The change of marketing context and state is the change of marketing paradigm, and the online marketing of artwork in the age of new media will undoubtedly become the new paradigm of art marketing.

Note

- ① Kunn :The Structure of Scientific Revolutions. Peking University Press,2003.p.11
- ② Kunn : The Structure of Scientific Revolutions .Peking university Press,2003. Preface

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