A Study of the Rise of Internet Literature and Diverse Influences

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Abstract. This paper discusses the rise of Internet literature as a new literary form and its manifold impacts with the rapid development of computer and network technology. First of all, starting from the characteristics of Internet literature itself, it analyzes its distinctive typological features, the virtual nature of easy obsession, the obvious game nature and the convenient interactivity. However, a series of problems have also been exposed in the rapid development of Internet literature, such as the vulgarization of literary taste and style, the tendency of escaping from reality, and the lack of literary value caused by over-emphasis on commerciality and entertainment. In response to these problems, this paper proposes initiatives to improve the quality of online literature, including strengthening self-discipline and creative level from the author level, as well as taking appropriate guidance and control measures at the state level. In addition, this paper also discusses in depth the positive impact of Internet literature on other subjects, such as providing a platform for more people to express their views and works, improving the interaction between authors and readers, promoting the prosperity of the cultural industry, and satisfying the diversified cultural needs of the public. In summary, as a new form of literature, Internet literature has distinctive features and advantages, but also faces many challenges and problems. Only through effective guidance, control and enhancement can this paper ensure the healthy development of Internet literature and give full play to its positive role in promoting cultural prosperity and meeting people's spiritual needs.

Keywords: OnlineLiterature, Characteristics, Problems, Enhancement Initiatives, Positive Impact.

1. Introduction

Network literature is a new type of literature, mainly network original literature, i.e., literary works created by authors using computers, debuted on the network and read by netizens, which is the product of the unity of computers, networks and authors, and can also be understood as the digital literary works that can not survive without computers and other electronic devices and networks (e.g., hypertext literature , multi-media literature , etc.), and of course, includes textual works that are produced, debuted, disseminated and can be downloaded and published on the network. Of course, it also includes written works produced, debuted, disseminated, downloaded and published on the Internet[1]. As a dark horse, the development of Internet literature is quite amazing, especially in China[2]. As a result, there are many influential literary websites, accomplished writers and readers of Internet literature, all of which are the distinctive banners of Internet literature[3]. The rise of Internet literature has revitalized the written word through the medium of the Internet, broadened the space for its survival and development, strengthened its potential for development, and had an important impact on other artistic disciplines as well as on the daily life of Internet users.

2. Characteristics of Internet Literature

In 1969, computers were born in the U.S. In the late 1980s, digital literature based on computer technology began to appear in Europe and the U.S. In 1991, Chinese students in North America began to create Chinese cyber literature and publish it on their own electronic weekly magazines and websites, and in 1994, mainland China formally joined the family of the Internet[4]. With the publication of First Close Encounters in 1998, the development momentum of Internet literature in China became unstoppable, with many influential literary websites springing up in China, countless

Internet literature writers in China, and a wide range of readers of Internet literature.As an emerging literary genre, Internet literature presents the following four new features:

First, the distinctive genre novels in Chinese online literature, with their strong productivity, stand out to cater to diverse interests of readers and market demands. Categorized broadly, they include metaphysical fiction, fantasy, fairy tale, science fiction, tomb raiding, traversal, empty space, game, suspense, supernatural, secondary, and homoerotic genres. These genres have unique origins, blending eastern and western cultures, demonstrating inclusiveness. Their development has ushered in a novel aesthetic and rhetorical style in new network literature.

Second, the virtual nature of easy obsession. The network itself is virtual, and the human world is getting more and more inseparable from the virtual network world. Internet literature is very good at creating a virtual life world, and can even make netizens obsessed with it and forget about the real life. In Digital Survival, it is mentioned that "if I look out the electronic window (computer screen) of my Boston living room and can see the Alps, hear cowbells, and smell the (digitized) smell of summer cow manure, then in a sense I am almost in Switzerland." [5]This kind of experience, which is similar to the real-life environment, is called "virtual reality" and is characterized by immersion, interaction and imagination. With the rapid development of the Internet and wireless networks, the Internet has penetrated the world of life more thoroughly, not only in the subway, but also in the current online literary activities. The first officially published Chinese online novel "first close contact" Mi Oh ah wrote a poignant love story began on the virtual network, it is worth mentioning that this is not an accidental phenomenon.

Third, obvious gameplay. Network literature and online games have an inseparable connection. Online games are a combination of modern technology and art. Modern technology refers to the program of the game and the setting of the game characters, while art refers to the drawing style of the game. McLuhan regarded the game as a medium of mass communication, an extension of the "popular response to everyday stress", and "a dramatic mode of psychic life, providing an outlet for all kinds of tensions". The playfulness of network literature is mainly manifested in game novels (game novels are one of the most important types of network novels). Game novels generally originate from some kind of game, or take some kind of game as the background of creation, and take the game as the main narrative content and main part of the novel. Its scene combination, character setting, mission setting and other aspects have obvious traces of gameplay and anime, often containing the basic settings of online games, with the design of common plots such as fighting monsters, seizing treasures, upgrading and so on.

Fourthly, easy interactivity. What is said and done on the Internet has the two-way attribute of author and reader. It has been said in the book Digital Growth that "the core of culture in the network era is interaction". In the communication and dissemination of network literature, authors publish their works online, and readers communicate with authors, bookworms and fans in the book review area of websites, posting bars and other platforms, joining the process of creation of works, communicating with authors, rewriting or even rewriting, and becoming a productive group of readers and fans through collecting, subscribing, casting monthly votes, bounty-giving, leaving comments, following posts, and organizing fan activities, and so on. Such exchanges often bring great encouragement and motivation to authors. Nowadays, in order to increase the number of clicks and subscriptions and gain readers' recognition, some Internet writers pay attention to communication with readers, often rewrite their articles according to readers' feedback and preferences, and create works that satisfy readers. The above four points are the characteristics of Internet literature.

3. Problems of Internet Literature Itself

At the same time, the problems of network literature should not be ignored:First, in terms of literary taste and style, some network literature works have problems such as low taste and misplaced values. In the network, the threshold of literary production and dissemination can be easily crossed, which makes the threshold of network literary creation low. Some network writers, taking advantage

of the secrecy and openness of the network, treat the network as a place for individuals to vent their anger and lust. As a result, some online works contain vulgar, vulgar, bad taste content, deviate from the socialist core values (such as emphasizing the law of the jungle, money first, power first, success is king, etc.), distort the colorful and positive life, lack the guidance of positive, positive values, and do not form the integration of praise and criticism of the totality of the meaning and richness, and inevitably into the ruins of the nihilistic. Secondly, in terms of content, there is a tendency of escaping reality in some network literature. In contemporary network literature, fantasy novels occupy a large market share, and the tendency to escape reality is obvious. In this kind of novels, the main character either becomes a prophet or possesses some kind of supernatural power by means of rebirth or crossing over, and changes the world and history easily by avoiding the important and the harmful time and again. This is called "pseudo-reality" or "pseudo-history".Thirdly, in terms of literary value, some network literature works emphasize too much on commerciality and entertainment, while neglecting ideology and connotation, with a serious lack of literary value. Influenced by the network market culture, there is a direct relationship between the update of network literature and the income of writers, therefore, network writers pay special attention to the click rate, collection, the number of likes, the number of bounties, and other indicators that are directly linked to the interests. As a result, network literature writers pay more attention to quantity rather than quality, and their literary creation has become more of a "word competition", with some network novelists' one or two works totaling as many as 20 to 30 million words, and serialized works lasting for more than 10 years and several thousand chapters abound. Although the network literature has such a huge length and amazing update speed, but also led to many works appear "water" phenomenon, low-level repetition, fixed routines and other serious problems.All the above problems show that although there is a large number of works in network literature, there is still a lack of high-quality masterpieces, and the proportion of high-quality network literature works that can be appreciated by both laymen and laywomen is too small[6]. These problems are likely to harm the humanistic spirit and artistic style of literature, thus aggravating the spiritual crisis of contemporary literature.

4. Initiatives to Improve the Quality of Internet Literature

In the rapid development and prosperity of network literature, there are profound and difficult problems such as escaping reality, excessive commercialization and vulgarity[7-8]. The popularization and civilianization of network literature has lowered the threshold of network literature creation; excessive pursuit of clicks, bounties and other indicators make network literature creators appear to pay attention to the quantity but not the quality of the utilitarian mentality; the negligence of the guidance and control of network literature in the early stage of the creation of network literature makes the contents of network literature works mixed, and there are a large number of pornography, vulgarity, vulgarity of the article exists. This paper can tentatively categorize the ways of self-redemption of network literature into two major categories according to these problems:

The first category should start with the author. In view of the high degree of interaction in the creation of network literature, this paper can simply and roughly understand that the author is the reader and the reader is the author, and the two identities can be exchanged at any time. Network literature authors should start from their own heritage, read a lot of books to enrich themselves; cultivate a positive worldview, outlook on life, values, and enhance the courage and courage to face reality; actively learn the knowledge of writing, and rigorously conceptualize and polish their essays; when listening to the readers' suggestions, they should maintain a rational self-judgment, not blindly follow, and not blindly pursue the interest indicators, in order to achieve the best communication between the authors and the readers. This paper will strive to achieve the best effect of communication between authors and readers.

In the second category, the State should adopt guidance and control. The state should adopt the policy of positive guidance, unity and attraction, and encourage and promote the development of network literature while also strengthening the guidance of network literature development more

actively and forcefully; it should improve the laws and regulations related to network communication and pay attention to the maintenance of network copyright, and strictly regulate the management of literary websites; it should grasp the construction of the network literature team, and encourage excellent writers to join the network literature creation, thus improving the overall level of literary creation; it should improve the standard of network literature criticism, and establish the judging mechanism and constraint mechanism in the benign interaction between creation and criticism. It should improve the overall level of literary creation; it should improve the standard of network literature criticism, establish a mechanism for judging and restraining network literature, and introduce network literature into a higher realm in the benign interaction between creation and criticism.

5. Positive impact of cyberliterature

In view of the important influence of Internet literature on other artistic disciplines, the daily life of Internet users, and the production mechanism and dissemination mode of literary works, it is clear that Internet literature has presented four new and more prominent features than traditional literature[9]. As can be seen from "I. Characteristics of Internet Literature and Its Problems", compared with traditional literature, Internet literature presents four new and more prominent characteristics: distinctive typological features, easy to be obsessed with the virtual nature, obvious games, and convenient interactivity[10].

Internet literature has had a series of positive impacts on contemporary literature;

First, online literature has provided a platform for more people to express their views and works. Becoming a writer is no longer an unattainable dream, but has become within reach. The arrival of the network era, so that in the age of print media must be for literary journals, publishers, critics rely on become no longer necessary, the public can become a writer, but also through the network directly face the readers and the market, accept the most real feedback and market timely evaluation. And the public can become a writer, fundamentally benefited from the development of the Internet and electronic products. The creation of network literature, the threshold of education is low, as long as the public has a love of writing and strong action can be completed, no matter how the final product, but always can be published. In addition, the creation of network literature does not require paper printing, so the creation of network literature is cheaper than the creation of traditional literature, where cheap refers to the low cost. As mentioned in the book Culture in the Digital Age, "mass self-publishing is not inconceivable today." On the contrary, the emergence of countless Internet literature works and Internet literature writers can prove that this is indeed the case.

Secondly, network literature has increased the degree of interaction between authors and readers. Internet literature has the characteristics of "producer and seller labor" and "producer and user", and many readers and fans of Internet literature are active, enthusiastic and participatory in the text, and they are both consumers and producers of culture. Once an author's work is released, readers begin to read it, and the process of reading involves the expression of opinions, the debate of topics, and extensive sharing, which is also a process of creation. Various social networking sites and interactive platforms provide strong support for readers to participate in the process of text creation, and authors and readers can communicate and share their insights directly through social interactive platforms, greatly increasing the degree of interaction between authors and readers. In traditional literary creation, the voice of the reader is rarely understood by the author. Network literature makes the monks of the work, dissemination, comments, analysis of that is almost synchronized, the readers' comments on the characters of the novel, predictions on the development of the plot, encouragement, criticism and advice on the work, from time to time, will directly affect the effect of the text's presentation. The book Textual Poachers - Television Fans and the Culture of Participation mentions that "fan culture is so vital and prolific, constantly in a process of experimentation and innovation. The fan community is not a fragile object that needs to be protected, it is always in the process of

transformation, and has always been broadly inclusive and permeable to society and culture. The center of attention of fans has always been creativity, collaboration, community and copyright."

Thirdly, Internet literature has to a certain extent promoted the prosperity of the cultural industry. The development of network technology and the convenience of cyberspace have injected strong vitality into Internet literature. Using this advantage, cyberliterature has enriched and developed literary creation, enlivened the acceptance of literature, driven the development of other artistic disciplines, constructed a "cyberliterature+" business system, and injected new vitality into book publishing, film and television, games, comics and so on, thus promoting to a certain extent the prosperity and development of the contemporary cultural industry.

In addition, in terms of writers' income, Internet literature writers have to be more diversified than traditional writers. The income of traditional writers mainly comes from manuscript fees or royalties, while the income of network literature writers, in addition to manuscript fees and royalties, also includes a part of value-added income, such as readers' rewards, reading on mobile terminals, audiobooks, advertisements, as well as a series of derivatives such as film, television, anime and game changes, and these value-added incomes are sucked into the income diversification of the network literature writers and the cultural industry.

Online literary writers can be equally powerful and appealing. Online writers with appeal have an amazing amount of distribution of their works and a wide variety of copyrights. Their works often cover a variety of copyrights such as online reading, audiobooks, movie and TV dramas, stage plays, games, cartoons, paper books and so on. Many online literature IP have laid a good reputation and audience base, attracted a large amount of capital investment, and created an amazing scale of cultural industry. Some movie and TV dramas and cultural products changed from online literature have even set off a phenomenal cultural boom. This has undoubtedly further promoted the prosperity of the cultural industry.

Fourthly, network literature satisfies the diverse cultural needs of the public. Nowadays, the genres of Internet literature are exceptionally rich and diverse, in line with the prominent typological characteristics of Internet literature. The genres of Chinese Internet literature can be roughly divided into mystery, fantasy, fairy, science fiction, tomb raiding, traveling, overhead, game, suspense, spiritual, secondary and homoerotic, etc. Some of these genres have benefited from Western fantasy stories; some have originated from Western fantasy stories; and some have been developed from Western fantasy stories. Some of these genres have benefited from Western fantasy stories; some are derived from classical Chinese literature or modern popular novels, such as the traditional martial arts novels with their Chinese storytelling kernel, such as walking around the countryside, fastidiousness, chivalry, etc.; and some are new genres that have appeared for the first time in the history of Chinese literature, such as the "infinite stream " Some are new genres for the first time in the history of Chinese literature, such as "infinite flow ", "technical flow ", "farming flow", "mortal flow ", "carry-on flow " and other genres, which expand the space for the development of Chinese literature. Space. Genre writing in network literature can meet the requirements of readers, that is, the works should be good-looking and have the attribute of "cool literature"; it can also meet the needs of ordinary writers, that is, the works should have programmed characteristics and be easy to expand the demand for reproduction; and it may also meet the needs of excellent writers, that is, the works should be appreciated by both the common and the common people, and be transcendent and exemplary. and exemplary. In other words, the unusually rich and diversified genres of Internet literature can satisfy its diversified cultural needs at different levels. Here this paper can roughly summarize Internet literature into two categories, one is fantasy Internet literature and the other is present-day Internet literature. Fantasy web novels build amazing virtual worlds and game worlds with keyboards by virtue of their wild imagination. Words such as "forbidden", "seal", "boundary" and so on are words that often appear in fantasy web literature, and these fresh words add a vivid touch to the extraordinary temporal and spatial state or life state in the works, and also become the basis for the fantasy web literature. These fresh words add a vivid touch to the extraordinary temporal and spatial states or life states in the works, and also become a favorable tool to attract readers and enhance their sense of

immersion and freshness. This novel plot and setting make readers "pass through" and "become famous" in the virtual world, obtaining a sense of pleasure and achievement that is difficult to have in reality, and at the same time satisfying the demand for entertainment. It is worth mentioning that some works also break the setting of the world and the self, change the linear and irreversible history, transcend the finiteness of individual life, and satisfy the readers' demand for alternative in the fields of spirit, body and space. On the contrary, realistic online literature is committed to presenting social life in an all-round way, emphasizing the realism of plots, characters, and depictions, keeping a constant eye on the hot spots of today's society, exposing and displaying the complexities, contradictions, anxieties, and hopes of contemporary China, and presenting the truest experience of the public's existence. It establishes a wide and close connection between literature and reality. It not only meets the readers' entertainment needs, but also resonates with them and satisfies their self-concern and redemption. Some of these grounded works also pull the public's vision back into the world of literature and successfully return to literature.

[U.S.] Henry Jenkins, Textual Poachers - Television Fans and the Culture of Participation, translated by Zheng Xiqing, Peking University Press, 2016 edition, p. 299.Royalties, also known as copyright royalties, are intellectual property rights A monetary benefit that the original owner or copyright holder receives from others who use their intellectual property. use to own the copyright, licensing rights copyrights, and copyright copyrights, copyrights, and trademarks royalties may be payable by those who own intellectual property rights, such as licenses, copyrights, trademarks, patents, and so on. Generally, royalties are paid to the inventor or creator of a work in order to obtain the right to reproduce or perform the work. Infinite flow: its meaning should be "all-embracing", that is: containing infinite elements, including science, religion, myths, legends, history, reality, movies, anime, games, etc., and higher than them, there is such an all-embracing worldview is the essence of the infinite flow of novels. However, some of the infinite stream novels simply imitate the "form" of the infinite trilogy, while neglecting its "God". Infinite stream novels are generally about a unique space created by unknown technology or supernormal ability in the present world, summoning people from the present world to the past and sending them to a virtual space created by this space for training, and so on. Mortal Stream: Mortal Stream is an online literary genre in which the protagonist, without any inherent advantages, uses his or her intelligence and hard work, supplemented by a little luck, to eventually achieve success. Wisdom, hard work, luck, and all three are indispensable, which is very similar to the success of entrepreneurs. Due to the influence of the Mortal Kombat genre, its strengths have been absorbed by other genres of fiction, and in a broader sense, "Mortal Kombat" refers to literature in which "ordinary people achieve extraordinary things". Technological flow: In fiction, technological flow does not refer to science and technology, but more to the depth of human nature, science, theories, social relations and other elements depicted by the author. Technological flow is more like a kind of praise to the author, used to praise the author to write works close to reality, write the characters with flesh and blood, theories are true and reliable, in order to distinguish from the protagonist has no reason to directly invincible, strange encounter directly increase hundreds of years of power to become immortal cool article.Planting Flow: Planting flow novels basically only apply to historical overhead texts (some otherworldly texts are also sparingly covered). That is to say, they first establish their own bases, and then engage in the construction of science and technology, economy, military, and political system on their own territories. In short, it is a novel that conquers the world on the basis of basically no war with external forces, and after the planting of q-field is completed, by virtue of super-age ability, i.e., super-power. Carry-on flow: Carry-on flow novels are divided into broad and narrow sense. The narrow sense of the carry-on flow novel, refers to the depiction of ordinary people identity protagonist, with the help of some kind of magical magic treasure conducive to agricultural and animal husbandry production, management of their own farms, enjoying the type of novels; comprehensively speaking, the narrow sense of the carry-on flow novels refers to the depiction of a certain kind of protagonist can be carried around with the hidden treasure, be applied to the real society of the novels. Broadly speaking, in the narrow sense of the carry-on flow novels, on the basis of the system data flow, item flow, that is, the protagonist unintentionally

obtain high-tech system another, Xuanfeng, cultivation also has this setting, can also be regarded as one of the carry-on flow. The term "some works" in this context refers to resurrection and travel works. These themes are also widely used in movies and TV dramas. For example, the Chinese drama "Qing Yu Nian". IP stands for Internet Protocol and is the abbreviation for TCP/IP network layer protocol in the TCP/IP architecture. IP was designed to improve the scalability of networks: one is to solve the problem of the Internet problem and realize large-scale, heterogeneous networks interconnection and interoperability; and second, to split the coupling between top-layer network applications and bottom-layer network technologies, in order to facilitate the independent development of both. According to end-to-end design principle, IP only provides a connectionless, unreliable, best-effort packet transmission service for hosts.

6. Conclusions

This paper comprehensively analyzes network literature and argues that as an emerging form of literature in the information age, it not only demonstrates the rapid development of computer and network technology, but also profoundly influences the field of literature and the cultural industry. With its unique characteristics, Internet literature provides a new platform for creators and readers, but it also has problems such as vulgarization and escaping from reality. This paper proposes strategies to strengthen authors' self-discipline, improve the level of creation and guide and control at the national level to ensure its healthy and sustainable development. At the same time, Internet literature plays a positive role in promoting cultural prosperity and satisfying spiritual needs. Therefore, one should face up to the challenge and fully recognize its positive effects.

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