

Exploring the Cross-media Communication and Nurturing Path of Online Literature Film and Television Adaptations

Yuhan Wang

Sichuan University of Media and Communications, Chengdu, Sichuan 611745

Abstract: With regard to the current development situation and problems faced by the narrative strategy of online literature film and television adaptation, it is necessary to balance the different needs of business and art, deepen the industrial model in building the IP ecological chain, help upgrade the industry, and let the Chinese online literature film and television adaptation with a solid foundation really “go out” and become a new window for Chinese culture to spread abroad. When seeking the development of globalization, we need to take every step to truly break the barriers, release the value of IP, and help cultural dissemination.

Keywords: Network literature; Film and television adaptation; Cross-media communication; Educate

1. Development background of cross-media communication of film and television adaptations of online literature

The film and television adaptation of Chinese network literature has become a trend. Through cross-media integration, the film and television adaptation of network literature can be better presented to the audience, and the audience can feel the storyline and character image more deeply. Internet literature is characterized by novel storylines, rich characters and wide audiences, which are exactly what the film and television industry needs. Film and television adaptations can present the storyline and characters of online literature to a wider audience, and also bring more attention and commercial value to the original works. The cross-media integration also makes film and television adaptations more abundant and diverse. The film and television adaptation of Chinese online literature has become an important form of cross-media integration, through which the audience can experience the charm of the work in greater depth, and at the same time promote the development and dissemination of online literary works.

Since the new development of online literature film and television, the unique charm of online literature has made online novels of love and history popular in Vietnam, Laos and other countries belonging to the “Asian cultural circle”, and the theme of metaphysical cultivation has satisfied the Westerners’ imagination of the “mysterious East”. The theme of mystery and cultivation has satisfied the Westerners’ imagination of the “mysterious East”. The film and television production of online literature is an intuitive presentation of content that cannot be “brainstormed” without the same cultural background, just as the East can understand the life and struggles of Western aristocrats, so the West can understand the “court battles” of the East. By studying the subjects that are of interest to the West and the narrative forms that are more acceptable to the East, we can draw lessons for the overseas dissemination of Chinese culture. In recent years, under the guidance of national policies, companies such as Shanda Literature and Starting Point Chinese have been developing rapidly overseas, hoping to provide a new and powerful way to transmit Chinese culture to the world through online literature and its film and television adaptation.

2. The significance of cross-media communication and education of online literature film and television adaptations

2.1 The positive direction of cross-media communication education of film and television adaptation of network literature

2.1.1 Break the barrier feeling and enhance the aesthetic cognition

Film and television culture is a way for people to know the world and express it in an aesthetic form. It can infect, enchant and

educate people through many distinctive artistic images shaped on screen and screen to guide audiences to pursue specific value goals, establish life ideals, use certain aesthetic beauty to discern the truth, goodness, beauty and falsehood, evil and ugliness in the world, and think about what moral principles should be adopted in the relationship between individuals and society. Excellent film and television works not only provide audiences with rich spiritual food, but also have the effect of influencing and reshaping their spiritual world. It can guide wide audiences to establish positive worldviews, outlooks on life and values through the long-term, comprehensive and wide-scale penetration, radiation and subtle influence of excellent film and television culture.

2.1.2 Empowering the narrative and extending the release of IP value

In recent years, film and television adaptations of online literature have attracted more and more widespread attention and discussion. The film and television adaptations of Chinese online literature have been made after more than twenty years of accumulation and have penetrated into various fields of popular culture and public life. The continuous output of online literature has accumulated a huge content reserve and provided rich content materials for film and television. In particular, the young, diversified and networked characteristics of Chinese online literature creators and readers perfectly match the receptive qualities of the main audience groups of multiple communication media, such as movies, TV, web dramas and short videos. Unlike traditional paper-based literature, the grounded language and daily-chapter format of online literature are fully compatible with the current rhythm of “short, flat and fast” communication through short videos and social media. The pan-entertainment IP film and television adaptation system and strategy derived from the film and television adaptation of online literature, promoted by cross-media communication, adds new opportunities for the development of the film and television industry.

2.1.3 Expanding communication channels and enhancing cultural influence

The road of cross-media communication for the narrative strategy of Chinese online literature film and television adaptation. The content volume, population coverage and market share of Chinese online literature are substantial worldwide. This unique cultural industry situation makes Chinese online literature regarded as a culture expected to be disseminated globally after ACG, and the audiovisualized dissemination methods, social media and short-video platforms’ dissemination boosts the progress of Chinese online literature in forming influence overseas. A number of film and television dramas adapted from online literature, such as “The Order of Chen” and “The Legend of Zhen Huan”, have attracted widespread attention overseas, spreading the effectiveness of the film and television adaptations of Chinese online literature and playing a role in the dissemination and promotion of Chinese culture overseas.

2.2 Negative direction of cross-media communication and education of film and television adaptations of online literature

2.2.1 Bad values transmission

Some of the works are done out of the creators’ personal emotional catharsis or for commercial purposes to pursue sensory stimulation, and the nihilism, violence, money-chasing values and luxurious lifestyles in certain films and TV works have a strong penetrating and infectious effect on the audience. The ethical and moral concepts of material enjoyment, luxury consumption and indulgence reflected in the current commercial film and television culture have a great influence on the audience’s life values and behavior. It is difficult for us to completely eliminate this powerful seductive force through traditional norms and ideological education. The audience is envious of the lifestyles and material conditions of the “successful” people, and the gap with the real life arouses their stronger desire to desire and pursue material enjoyment, and to approach and emulate such lifestyles. In the process of this pursuit, money and even power are the main means to achieve the goal, which often leads them to “look for money”. Many young people’s worldview, outlook on life and values are not yet fully set, and they are in the stage of integration and formation, so they are inevitably influenced and misled by them, so they interpret ““people-oriented”” one-sidedly as extreme individualism, utilitarianism and pleasure first, and even integrate this value into their career choice and interpersonal communication. This value is commonly accepted and applied in the process of career choice and interpersonal communication.

2.2.2 Misinformation

In cross-cultural communication, film and television productions may overstate or one-sidedly portray the ideas of a particular culture or nation. This may lead to misconceptions, misunderstandings, and prejudices among viewers about other cultures. Some film and television works may have stereotyped character portrayals. For example, stereotypical gender roles portray women as weak and dependent, while men are portrayed as strong and aggressive. Such stereotypes may affect the audience’s understanding and acceptance of real-world diversity. Similarly, sometimes films and television productions may present historical events in a misleading manner, deliberately falsifying historical facts or exaggerating the impact of certain events. This may lead to a biased understanding of history or even misunderstanding and misdirection on the part of viewers.

3. The network literature film and television adaptations of cross-media communication education path exploration

As one of the important means of cultural communication, film and television works assume a strong value guidance and edification function. In recent years, with the continuous improvement of people's cultural and aesthetic level and the innovative development of film and television production technology, the number of film and television works has exploded in the new era, and film and television communication has begun to become an important platform for educating people in the new era. As a new type of modern information media, film and television works have integrated political, economic, social, philosophical, juridical, literary and educational connotations of various social thoughts, and have had a wide and profound impact on contemporary audiences by virtue of their unique dissemination and expression. Incorporating film and television works, especially those adapted from online literature, into the education system helps broaden ideological and political education and guidance channels, and helps cultural dissemination.

3.1 Incorporating film and television appreciation education into the education system

Film and television appreciation can be treated as an independent course or integrated into existing literature, art or culture courses. Enhance audiences' ability to analyze, interpret and evaluate film and TV works, and develop their aesthetic skills and critical thinking. Through schools, cinemas, distributors, educational institutions, lectures, and communities, a diversity of film and television works, including films of different genres, styles, and cultural backgrounds, can be made available to the entire community. This helps audiences broaden their horizons and increase their understanding of and respect for different cultures and perspectives.

3.2 Regulating the order and content of communication

Film and television works can reflect social reality and cause audiences to pay attention to and think about social issues. For example, the movie "I am not the God of Medicine" reveals the problems in China's medical industry, which has aroused widespread concern and discussion in society. Through watching and discussing the movie, audiences can understand the social reality more deeply and form a more comprehensive social cognition. Film and television works can convey values and guide audiences to establish a correct world view, outlook on life and values. For example, the TV series "In the Name of the People" emphasizes the authority of the law and the supremacy of people's interests, guiding audiences to establish the awareness of the rule of law and civic consciousness. Through viewing and discussion, audiences can understand the correct values more deeply and form a correct ideological orientation.

Film and television culture is an integral part of social culture. Audiences living in the era of mass culture have also become accustomed to understanding life and society through the contents expressed in mass media. As a literary worker extremely change the concept, learn to use film and television culture as a channel and means of information to educate people, help expand the platform of education, help cultural dissemination. We should adhere to the diversified adaptation line and constantly improve the technical concept, adhere to the creative transformation and innovative development.

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