

# A review of the overseas dissemination of Online literature

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**Abstract.** In recent years, online literature has attracted the attention of many scholars, and there are some research achievements on the overseas communication of online literature. This paper sorts out the relevant researches on the overseas communication of online literature at home and abroad, and tries to present a complete research map of online literature overseas communication, laying a foundation for the subsequent research of scholars.

**Keywords:** Network literature; research, Atlas; overseas dissemination.

## 1. Research status of foreign countries

### 1.1 The traditional study of network literature by Western scholars mostly focuses on the technical level, or the research method combining traditional theory and computer technology

The earliest study on network literature in the West is the critical theory of "hypertext" by Bote and Langdon, whose representative works are Bote's Writing Space (1991) and Langdon's Hypertext (1991). The early researchers represented by these two scholars mainly started from postmodern aesthetics and explored the characteristics of "hypertext" with the theory of deconstruction. They believed that "hypertext" subverted the traditional linear way of reading and that openness and decentralization were the main concepts of deconstruction.

Murray (1997) found a contradictory phenomenon, that is, readers' participation in interactive network works such as hypertext novels, interactive dramas and computer games can indeed improve readers' sense of participation, but results in the destruction of the original narrative logic of the text. How to solve this contradictory phenomenon? She starts from the traditional narrative theory and combines the characteristics of interactive works to explore how to create interactive works with artistic charm, giving consideration to narrative skills and interactive effects. After her, Glazer and Ryan also tried to explore the narrative mode of online literature.

Arthas proposed the theory of "brake text", which means that attention should be paid not only to the mechanical composition of the text but also to the relationship between the consumer and the text. Reading the brake text requires constant consideration of the consequences of each decision. Reading traditional texts, readers are unable to participate in the narrative and intimate interaction with the text, so traditional paper literature cannot provide readers with realistic interaction effects. The rise of Chinese network literature makes good use of the advantage of "braking text" and provides new possibilities for the study of network literature.

After Murray and Athes, western scholars have appeared many new perspectives on the research methods of network literature, such as narratology, hermeneutics and reception aesthetics, among which Helis's Electronic Literature (2008) is the most important representative work. Starting from the development, category and theory of network literature, she puts forward a theoretical framework for the study of network literature. She believes that network literature is the mutual intervention of human cognition and machine cognition. Simanovic interprets digital literature. He believes that the close reading of digital literature not only includes the traditional "new critical theory", but also includes the close reading of factors outside the text. Enslin believes that the human body is an important part in the process of reading, and readers' free cognition and randomness form various possibilities for the closed loop.

To sum up, it can be seen that western researches on network literature mainly focus on two aspects: the technical level and the combination of traditional theory and computer technology. These two aspects are trying to establish a set of theoretical methods suitable for network literature. Generally speaking, the study of network literature in western academic circles is still in the stage of exploration and trial, and many fields have not been involved, and only the tip of the iceberg is understood.

### **1.2 The rapid development of Chinese online literature has attracted the attention of overseas Sinologists, but the amount of research is very limited.**

The development history of Chinese online literature is only more than 20 years. Although it has experienced "savage" growth, it has been only 7 years since 2014 when Lai Jingping, founder of Wuxiaworld, translated "Coiling Dragon". Although Chinese online literature is favored by overseas readers, the readers are mostly folk, and the recognition of Chinese online literature by overseas literary circles as a professional group is not high, so there are relatively few relevant professional studies.

The research finds that the overseas research group on Chinese network literature is mainly sinologists, and these research objects mainly focus on the current situation and influence of Chinese network literature's international communication. In 2011, Richard Lugar based on mass and culture grade, foreign culture development trend of Chinese network literature research, the study found that the external network literature began in China's domestic network literature, foreign network literature and traditional literature of China is the difference between readers' participation, the participation greatly promoted the Chinese network literature's external communication and the rise, At the same time, the market economy prospered with the dissemination of Chinese online literature.

Like Lugar, He Maixiao is also an early overseas scholar who pays close attention to The development of Chinese network literature. He has been studying Chinese network literature since around 2003. He transplanted the research method of periodical into network literature and published Chinese Network Literature in 2015. Based on the background of socialist literature, Chinese Online Literature reviews the evolution of Chinese online literature from the 1980s to the 21st century, and studies the conflicts and contradictions of different literary environments and social forms in the process of Chinese online literature spreading to the outside world.

Yin Haijie, a student of He Maixiao, mainly studies Chinese contemporary poetry, focusing on the type of Chinese online literature known as online poetry. Magil van Crevel, a professor of Chinese language and literature at Leiden University in the Netherlands, draws on literary history, sociology and anthropology, and translation studies to track Chinese writers of online literature, based on text analysis and regular field trips to China since 1991. The Production and Consumption of Chinese Internet Romance by Professor Feng Jin of Grinnell College in the United States mainly investigates the evolution of Chinese Internet romance novels based on the romance literature of Jinjiang novel. He adopts the method of ethnography to analyze literature.

### **1.3 The study of network literature by foreign modern scholars is scattered, without mature schools and systems**

Korean scholars have done a lot of research on network literature. Xu Young-won and Han Hui-won published the article "Research on Mobile Network Literature", discussing the characteristics and significance of network literature born in the information age. Wang Yiyao and Shen Hengde published the article "OSMU Evolution Path: Online Novels and Online Animation" to discuss the differences in the evolution path of One Source Multi Use (OSMU) between two kinds of original works, online novels and online animation. Chen Guanlin and Jin Zhiyun published an empirical Study on the Influencing factors of Middle-aged Online novel Users' Satisfaction and willingness to continue using by investigating 580 middle-aged online novel users between 40 and 60 years old, and concluded that the resistance and immersion of middle-aged online novel users should be improved to improve their satisfaction. Qiao Suyan and Ha Yonge

published the article "Identifying readers' internal needs and characteristics by Using Keywords in Korean Online novels", which used quantitative methods to analyze the quasi-text keywords of existing online novels to judge the internal needs and characteristics of modern people.

## **2. Domestic research status and analysis**

China's network literature has gone through 20 years of development, there are many domestic scholars on The Chinese network literature has a certain degree of research and discussion. The network literature research team represented by Ouyang Youquan in the School of Literature of Central South University is the founder and founder of Chinese network literature research. They have conducted many explorations and researches on network literature, providing important reference for the further study of network literature by later scholars.

### **2.1 Contributions of researchers with more published papers to network literature research**

Ouyang Youquan team has been paying attention to the development of network literature since 1999, and was the first to study the origin, development, academic form and essential characteristics of network literature. With the rapid development of online literature, Ouyang Youquan's team began to conduct in-depth research, to identify the value dimension of online literature, to study the form, motivation and barrier of the overseas dissemination of Chinese online literature, and to build an evaluation system of online literature, which is tree-like. The research on this problem is still quite challenging.

Shao Yanjun, JiYunFei basic research, published papers, they mainly study the origin of the network literature, motivation, "literariness" "networked" and so on the basic content of network literature, from the perspective of media revolution, and communication platform for network literature in China is introduced, mainly introduces the research and discuss the issues of network literature ontology.

Zhang Yiwu mainly introduces the phenomenon of Chinese network literature, which is the new increment and new space of cultural industry and successfully catches up with the pace of the world, without in-depth study of Chinese network literature.

Zhou zhixiong's early research mainly introduces specific network literature works, such as love is lost in thirty-three days. With the deepening of attention, he turned to focus on the narrative content of network literature. Since 2017, it has focused on the evaluation system of online literature, including the evaluation system of writers' works, and put forward the dimensions and paths of constructing the evaluation system of online literature.

### **2.2 Some scholars begin to pay attention to the overseas development of Chinese online literature**

Chinese online literature has been spreading overseas for many years, but it exploded in popularity in 2014 and attracted global relations. These concerns come from the civil society, industry and professional media. Since then, many experts and scholars have begun to pay attention to the external communication of Chinese online literature. In the Contribution and Limitations of Overseas Chinese Online Literature by Ouyang Ting, a Domestic scholar, online literature of overseas China is divided into four categories, namely, Southeast Asia and China, Japan and South Korea, Europe and North America.

### **2.3 The number of research articles on the translation and dissemination of Chinese network literature in the process of external communication is increasing year by year.**

However, these studies tend to start from the whole, with individual cases in the process of research and less quantitative data in the process of analysis. On the whole, the research can be divided into two categories. One is the translation mode of Chinese literature in the process of foreign communication, which introduces the government's support for the foreign communication

of Chinese literature and analyzes the translation mode of Chinese literature in the process of foreign communication. The other is to explore the translation status of Chinese literature in the process of foreign communication.

### 3. Summary

To sum up the above research status, the research on the external communication of Chinese network literature is mainly in the direction of cross-cultural communication and translation, mainly based on case analysis and current situation research, and obviously insufficient theoretical exploration. In particular, this paper analyzes the problems existing in the process of Chinese network literature's international communication from the perspective of works translation, and provides translation solutions from a professional perspective. In addition, from the perspective of communication, this paper analyzes the process of Chinese online literature's external communication and the cross-cultural communication phenomenon caused by the differences of cultural network environment. However, from the perspective of traditional culture copyright culture, there are relatively few studies and articles on Chinese network literature, and the research depth is not enough. The rise of The external communication of Chinese network literature is limited to itself, and its reference significance to Chinese literature and even the export of Chinese image is not obvious. In other words, the study of Chinese network literature is more pragmatic. In the process of spreading Chinese online literature to the outside world, the overseas market of Chinese literature continues to flourish, and the spreading of Chinese online literature also turns from spontaneous behavior to self-consciousness, in which the role of Chinese private economy becomes more and more obvious. Among them, the main advantages are copyright awareness and content of works, among which the more successful starting point international website.

At present, The rapid development of Chinese network literature, the speed of its research has not kept up, especially in the prosperous process of Chinese network literature to the outside world, targeted research is not enough, there is no relevant professional evaluation standards. The recognition degree of online literature is relatively low in the industry or academic circles, so it is an important work for the whole Chinese literary circle to establish a corresponding evaluation system for the effect of Chinese online literature's external communication and reverse the development and standardization of Chinese online literature.

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