

Novels and the World of Light and Shadow in the Context of Internet +

Jiayin Lv*, Jing Deng, Shanzhi Zhu

School of Film and Television, Sichuan University of Media and Communications, Chengdu, Sichuan, 610000, China

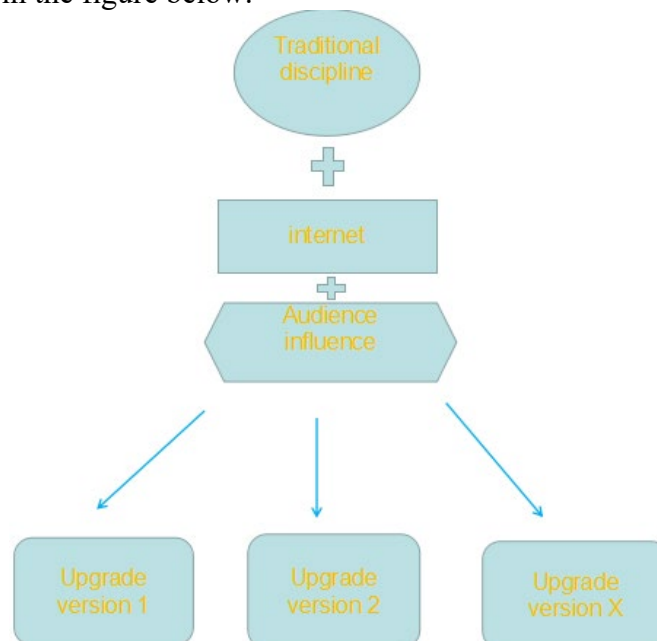
*Email: 28542673@qq.com

Abstract. With the increasing maturity of Internet technology, profound changes have taken place in the traditional disciplines and related industrial chains that rely on the Internet to spread. Novel as a branch of literature, after stepping onto this platform, it not only evolved the new thing of network novel, but also triggered a growing upsurge of film and television adaptation. By 2019, 70% of the top 10 TV dramas rated by Douban were adapted from online novels. The impact of the Internet on fiction and film and television has not stopped. In early 2020, "Lost In Russia" went to the Internet, marking the "Internet+ literature + film and television" influence further strengthened. This paper will focus on the evolution process of Chinese novels and films after they go on the Internet platform, as well as the changes of art form and marketing mode caused by the platform innovation.

Keywords: Internet +; Online novel; Online drama.

1. Preface

The so-called "Internet +" is not a simple superposition of information and network, this interactive communication has a profound impact on traditional disciplines and related industries. The Internet has changed more than just the way information is transmitted. With the popularity and technological innovation of the Internet, the number of people using the Internet is increasing, the degree of participation continues to upgrade, and the audience participation and instant interaction have given birth to an upgraded version of cross-border integration. In the world of "Internet +", $1+1 \neq 2$ is a normal state. As shown in the figure below:



But after the term was clearly put forward in China in 2012, this new thing of continuous growth and evolution has triggered a research upsurge that continues to this day. This article will focus on the change of Internet plus fiction + film and television mode.

2. Classification of " Internet+ literature + film and television" mode

According to the initial publication form, novels or films and TV works on the Internet platform can be divided into two categories:

1 Initially through traditional methods such as print media, cinemas, television distribution, and later uploaded online display, such as the original novel of "the Romance of the three Kingdoms" and the TV series adapted in 1994, adaptation that was first released on the traditional platform. There is little or no audience participation in the creation process of these works, and the creation is relatively independent.

2 The works published on the Internet for the first time. With the maturity of network interaction technology, its creation process will be more affected by the Internet, the changes in form and content become more significant. Take online serial novels as an example, fans leave messages and their preferences affect the creative process from time to time. The author sometimes leaves messages directly to the readers as needed. Even after these works became popular on the Internet and then displayed on the traditional platform, the works have undergone profound changes because of the Internet.

3. Computer communication of" Internet+ literature + film and television" mode

3.1 Copyright conflict caused by cross media communication

As early as when the Internet began to enter the eyes of the Chinese public, literature and film and television began to step onto this platform. At first, the Internet was only the carrier of storage, but from the end of 1980s to the beginning of 2000, with the establishment of major books and film and television platforms, this new mode of communication changed people's reading and viewing habits. The retrieval function greatly saves readers' time and energy in collecting materials. At this time, the high price of computers and high technical requirements of the operation, limited the number of users, but did not affect the Internet bar this new thing popular all over the country. However, due to the timely charging of Internet cafes, although a series of Chinese classic book websites such as Golden Bookstore do not charge extra for readers, reading novels in Internet cafes is still a luxury choice that is not generally accepted by the public, therefore, it does not have much impact on the related industries involved in traditional print media communication. At this time, TV sets with simple and popular operation, movies with low ticket prices and at the same time, the awareness of copyright in network culture is not yet mature, and in the case of lack of technical protection, e-books on the Internet can obtain electronic versions by simply copying and pasting, which opens the door for piracy.

In the 1990s, when pirated books and pirated audio-visual products spread to private bookstores and audio-visual stores on the streets, their low prices had a serious impact on the sales of legitimate books and audio-visual products. Qiu Guoyuan, general manager of the Pacific video company, said pirated DVDs reduced sales by 51% in 1999. Yang Deyan, general manager of the Commercial Press, said that the annual loss caused by the piracy of Xinhua Dictionary alone amounted to 100 million yuan.

In 2001, when China joined the WTO, it undertook four basic obligations, including "further regulating the protection of intellectual property rights in accordance with the agreement on intellectual property rights".

Therefore, the Internet book giant superstar book website began to sign a contract with the author in 2000, through a one-to-one face-to-face contract to obtain authorization by giving book cards instead of cash, Up to now, 350000 authors have directly signed authorization agreements with superstar, including 589 academicians of the two academies, 108 senior academicians, 139 university leaders, tens of thousands of university teachers, 1543 authors authorized by Tsinghua University and its affiliated institutions alone, and 2040 authorized by Peking University and its affiliated institutions.

According to statistics, superstar has signed contracts in some famous universities. The rate is over 80%, which is currently the website with the largest number of legal publishing rights in China.

And its book page exists in the form of pictures, which can not be simply copied and pasted, which is a great progress in the protection of intellectual property rights. And this model has also been promoted by the industry.

With China's accession to the WTO, the standardization of film and television copyright has been accelerated. Iqiyi, who responded earlier, was the winner of this change, by purchasing excellent exclusive rights of film and television, we will vigorously develop members. By 2019, the number of members will reach 96.8 million, bringing 3.4 billion revenue, while Storm Player, who was too late, was the biggest loser. He lost the opportunity to sign contracts with many excellent works, and it is difficult to develop members. The lack of funds further limited development, and by 2019 it was simply announced that it would only do pure playback software. As for the rise of Bailibili, he also paid great attention to copyright issues, not only learning Iqiyi's paid membership model, but also restricting the direct download of free short videos from the platform. This technical processing is similar to that of Superstar restricting text copies on the page, showing a standardized copyright awareness.

3.2 Cross media communication and network novel adaptation

birth of network novel

From the 1980s to the 1990s, Chinese Internet novels began to rise. Rosen's work "Scenery Tales" and literature website "Under the Banyan Tree", as well as the BBS of colleges and universities represented by "Xici Hutong" has attracted the attention of the young generation of literature lovers, especially the online literature competition held under the banyan tree, which made a group of new writers show their heads. Cai Zhiheng's "the First Intimate Contact" published on BBS, is a representative work of these youth School Park works.

"network novel + film and television + paper media" mode appears

The script of film and television works is inherently literary, and the adaptation of film and television works from novels began as early as the beginning of film and television. It is not uncommon for hot topics in film and television to affect the trend of novel creation in turn. When the novel and the film and television are published on the Internet, they show a harmonious development trend.

After the first mock exam, the film adaptation and the print media publishing mode became popular.

reasons for the popularity of network novel adaptation
copyright is cheap.

From the perspective of the interests of both sides, most online writers are still in the stage of accumulating popularity and are not well-known, so they do not have enough confidence to compete with well-known writers in the limited domestic magazine space. Once you get the opportunity to adapt the film and television, you can get a lot of income, and the writer himself can also take advantage of this fame to soar and get more development opportunities. Until 2020, the direct use of online novels to adapt screenplays is still cheaper than finding well-known screenwriters or adapting the works of famous writers, which is an economical and cost-effective choice for film and television companies.

The difficulty of adaptation is small and the market expectation is good.

From the difficulty of adaptation and audience groups, the topic selection of online writers is almost tailored to the market, and through the reading rate of online novels, we can see the audience acceptance. A questionnaire from the China Internet Network Information Center shows that readers are willing to watch the adaptation of online novels with an intention of 79.2%, providing a basis for market protection. And the expectation of the audience is mainly on the after-dinner entertainment, so it is not difficult to adapt.

In contrast, the number of traditional classical novels is limited, the choice is relatively small, and there are more professional elites in the audience, high expectations, difficult to adapt, and it is not easy to take into account both the industry and the vulgarity.

the topic is highly consistent with the taste of the audience.

The characteristics of network interaction facilitate the platform to grasp the market trend in time. The traditional popular novels, such as the resentment of the rich and powerful, the palace fight, the house fight and so on, were adapted into online dramas and put on the market. And the choice of the script is constantly adjusted according to the taste of the audience.

The Legend of "Empresses in the Palace" written from 2007 to 2009 can be said to be one of the most successful adaptations of this kind of novels and TV series, the total revenue is 200 million, triggering a series of dramas in which the patterns are copied. When the repetition is tiresome, "Story of Yanxi Palace" has added more modern female consciousness of new and new human beings. It can be said that Cai Ming, with a poisonous tongue, joined the Qing Dynasty version of "Du Lala's Promotion", the final income is 500 million. This adjustment also takes care of the audience's aesthetic fatigue.

4. The mobile phone communication of" Internet+ literature + film and television"

4.1 Accurate positioning of smartphone Book app to the audience

With the popularity of smartphones in 2014, these books app reader positioning is very accurate, according to the crowd to accurately distinguish the reading section, first by gender to distinguish male channels and female channels, and then by age to distinguish between youth campus topics and mature people love and marriage topics, according to the era to distinguish into the Republic of China, ancient times, according to the topic points to distinguish into fantasy, traversing, rich-family feud, according to the reader's region to distinguish between cities and villages, and so on. It can be said that it is completely tailor-made for readers.

4.2 Integrated communication mode of smart phones

With the maturity of smart phone technology, people have become accustomed to using mobile phones to read and watch movies. The integration of online novel and online drama on mobile app has become the norm.

For example, iqi yi TV series page contains corresponding online novel columns: watching spoilers in the original film and television, which provides customers with the opportunity to understand the development of the plot by reading the chapters of the novel in advance.

In addition, in the online drama page, there will be audience list of topics of concern, always pay attention to grasp hot topics to build a follow-up series, in order to attract the audience to continue to pay attention to provide protection.

4.3 Model creation to please the audience

Both online novels and online dramas will produce production costs. Take iqi yi for example, the main sources of fund collection and income of the website are annual membership fee and advertising income. After accurately positioning the audience, the quality of works created according to the psychological needs of the audience is often discounted.

Some of them are created in groups and patterns, some of them are used to shape daydreams and create the illusion that everyone can get the ideal life. such as the popular mode of love after marriage in recent years is a replica of the story of Cinderella or Cinderella. The protagonists are often vulnerable groups and change everything through marriage. But women's most powerful weapon is often the virgin night, reduced to a reproductive tool to give birth, relying on the child to pull back everything. Men, on the other hand, swept the grievances of their sons-in-law after the display of

support behind them. This kind of works are more self-consolation for the weak, and their ideas are very backward and old-fashioned. And this topic enhanced version of the rebirth or revenge through the plot of the work, projected people's deeper helplessness, if a person goes back to the past to change everything is the reality of their own dissatisfaction, through the direct replacement of the soul of the plot shows the complete negation, only pinning hopes on others, looking for a moment of comfort in the fantasy world. The plot of this kind of works is relatively naive, too idealized and divorced from reality. One of the more successful series is to bring modern medicine, agents back to the ancient routines of miracles, such as "Remnant King Poison Concubine".

Nevertheless, the works still maintain a high popularity. For example, one of the more successful series is modern medicine, where agents go back to ancient times to create miracles. For example, the "Princess of the excrement and poison" has gained 1.695 million popularity only on the platform of seven cats free novel, more than twice as popular as the platform's most popular elite novel "Xiangzi camel".

4.4 Mobile viewing mode and the birth of vertical short play

The online novel is extended to the mobile phone, and the page quickly adjusts to fit the phone's screen view. The same changes have taken place in online dramas. Iqiyi platform launched a vertical short drama column, which is completely suitable for mobile phone vertical viewing mode, with a duration of about 5 minutes, suitable for people who live a fast-paced life to make use of all available space for entertainment.

Among these online dramas, what is refreshing is Iqiyi's homemade online drama "Arg Director" and "Life Has Hit Me". Through parody and discussion, these two dramas use exaggeration to point out the loopholes and deconstruction routines in the youth campus, martial arts, overbearing CEO dramas and the routines in our lives. Make us smile when we are getting tired of the routine.

5. The influence of "Internet plus fiction + film and television" mode on cinema cinema

The rapid completion of online novels and online dramas, as well as the cost recovery mode through advertising or cooperation with internet platforms, will play a new role in the Spring Festival in 2020.

Xu Zheng's "Lost In Russia", the final piece of Xu Zheng's "embarrassing travel series" trilogy gave up theatrical screenings, and his choice of recovering 700 million Yuan through cooperation with the Internet platform is not by chance. The film has the typical characteristics of online drama in terms of creation speed and topic selection.

The script took only five days to complete, abandoning the elite line, the plot has a large number of patchwork of Chinese-style mother-son relationship that the public complained about in life, traces of noisy spots such as square dancers, relaxed and funny content, and played the hot family card of the Spring Festival. This kind of in-depth pursuit of entertainment and hot spots is a typical feature of online dramas.

It can be said that "lost Mom" is the first movie to give up the theater and box office mode and successfully apply the operation mode of online novels and online dramas. With a low score of 5.9 for Douban, it reaps high returns and provides new ideas for the distribution of other theater films.

6. Conclusion

In summary, the Internet and platform for novels and films are not simply carried and overlaid. The interaction of Internet has profoundly changed the form and connotation of Internet novels and network dramas. Technological innovation has impacted the growth of the Internet plus fiction + film and television mode.

Acknowledgement

In 2019, the Research Center for Reform and Development of newly-built institutions of higher Learning in the key Research Base of Humanities and Social Sciences in Sichuan Province (newly-built undergraduate university-- enterprise "dual" education research-- taking the School of Communication as an example, XJYX2019C02); The pilot project of comprehensive reform of Sichuan Institute of Communication: a case study of deepening teaching reform in actual combat. Take the film and television project of cooperation between Sichuan Media Institute and enterprises and institutions in public media as an example (no serial number)

Reference

- [1] "Network Literature and New Century Literature", Su Xiaofang [M] China Social Sciences Press, 2010
- [2] "Copyright Worth 10 Million, 99% of Online Writers Can't Get a Penny" [N] Wenhui Paper, 2015-11-09007
- [3] Iqiyi <https://www.iqiyi.com/>
- [4] "The study of six six six novels from the perspective of popularization" Ju Mei[D]. Soochow University,2015.
- [5] "On the basic types of network literature", Chen Hui[J]. Grand View weekly,2013,(02)7
- [6] "The collision between the thought of network new literature and realism" Pan Jing[J]. Ginseng flower,2015,(10).
- [7] "The development and research status of network literature" Zhou Zhixiong[J]Journal of Shenyang University;2010(01)
- [8] 8"Network communication and social culture"Ouyang Youquan[J]GUI Hai theory;2004(03)
- [9] "My view on the development prospect of network literature" Lu Zheng[J]JOURNAL OF HARBIN UNIVERSITY (SOCIAL SCIENCE),2002(03)
- [10] "Mapping and integration -- the communication significance and ethical appeal of network media to visual images" He Qingjun, [J]Grand View of Art;2012(01).