

# Creative Writing Against the Background of Big Data

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**Abstract**—Big data is the new sixth medium. Its rise has brought new ideas and development space to creative writing. A single concentrated question tends to be more oriented towards the topic. Text single media expression skills are transformed into multimedia composite presentation. The author's preset structure tends to the reader's multi-path selection. The passenger's passive reading vision turns to the driver's selective vision. The cross-media fusion of writing styles, the combination of pictures and texts, forms a new cognitive function of multiple media. Thesis writing relies on big data to enter a new world.

**Keywords:** *big data, creative writing, cross-media fusion, cross-media narrative*

## I. INTRODUCTION

What is creative writing? It can refer to any form of writing, including fictional and non-fictional works, such as poetry, prose, fiction, drama, film and television script, memoirs, biographies, as well as business papers and political papers. It is not a simple expression of information, but an imaginative and poetic way to express original ideas, feelings and emotions. The process of creative writing is to make the original and vivid ideas clear and obvious. It is an experience of creative problem solving. In academic theory, "creative writing" should also include "creative reading", that is, using creative thinking to interpret the underlying artistic, cultural, and aesthetic information of the work. Creative writing is also a teaching mode adopted by European and American countries in literary creation. The main purpose is to train new writers.

The focus of this article is not on the rules of creative writing itself, but on what new ideas and development space the big data media brings to creative writing. As a new medium, big data will surely push creative writing into a new stage, inspire huge energy, and vigorously promote the innovation and development of other disciplines and fields.

## II. BIG DATA: A NEW PLATFORM FOR CREATIVE WRITING

What is big data? It is a structured collection of related data that serves a variety of applications and is stored independently of the application. The database is a medium that represents a new concept and will lead to profound changes in society. Traditional media mainly refer to printing, broadcasting and film in atomic form. The Internet

is the fourth medium. With the rise of streaming media, mobile network transmission is the fifth media, mobile phone is a typical representative. The database is the sixth medium. The latter three are new media in the form of bits. They are not independent, but permeate, overlap and merge with each other.

Big data is a huge set of data. Its characteristics are: 1. Large data volume. Information is no longer measured in gigabytes and terabytes, but in petabytes (1000T), exabytes (1m T), or ZBS (1bn T). 2. Complex data types. Its sources are complex and diverse, from structured to unstructured data. 3. Fast processing. Data analysis and use is done in a very short time, even in real time. Big data processing and analysis can bring great practical value.

Big data changes the traditional way of information processing. It is a kind of classification and aggregation of nonlinear mass information, which provides a new path and efficient method for information retrieval, and shows distinct characteristics completely different from the traditional database of library. 1. Mass information. It can provide an unprecedented wealth of materials and reference systems, some of which are often unexpected and refreshing. Such as electronic "Siku Quanshu", "four series", "poetry" and so on. 2. High efficiency. What used to require time-consuming searches in the library in chronological order can now be done almost instantaneously on the web. 3. Free sharing. This is the fundamental property of the Internet world, and an era of information sharing has begun. 4. Deformation combination. Electronic bit information has the property of flowing and to be combined. 5. Open participation. The database will break down the boundaries between author and reader, allowing anyone to participate in the construction and updating of the information text can be networked collective creation. The concept of copyright will be reconstructed in the network. 6. Show order. Database information has a certain sequence, and can be generated from different angles. The retrieval results are arranged in order of frequency, which greatly improves the quality and reliability of directional information collection. 7. Unlimited space. It has almost no space and time margin, which can greatly extend the author's brain and information storage space. [1]Various scattered data will change from disorder to order and integrate into a data set with vitality. This vast background radiation provides great energy and vitality for artistic conception and text writing.

Big data opens up new space for creative writing. Big data is qualitatively different from traditional writing media. Printed word and the difference between digital media: Visual / tactile, mechanical / organic, sequential / synchronous, elaborate / improvised, complete / incomplete, monologue / chorus, classification / pattern recognition, center / edge, continuous / non-Continuous, horizontal combination / mosaic, text type / picture type. [2] We can also use linear thinking, logic/concepts, and vertical accumulation to recognize traditional texts, while we can use networks, illogics, impressions and visualization, and horizontal connections to describe electronic texts. [3] Although paper media is the extension and solidification of human thought, its dissemination is limited by certain space and time. Any progress in big data media is expanding the territory of thought communication and opening up new space for creative writing.

The Internet breaks the traditional style pattern and boundary. Bit media is dissolving the territory of traditional art, and some styles merge with other art genres, giving birth to new styles. On the Internet, various art categories will gradually integrate into an organic art whole. There will be a greater affinity between the Internet style and other artistic genres. The sharing of big data triggers the emergence of new writing styles on the Internet, which indicates the rise of a new power, new thoughts and new ideas. E-mail, QQ dialogue, mobile phone SMS, blog, microblog, network news, etc. are rising to become a popular style with high frequency of use. In the field of literature, hypertext novels, image database narrative works, cross-border narrative, flash sketches, software automatic creation works, micro-literature, etc., have sprung up in the forefront of literature. Moreover, Zhen Huan, red building, pear flower, Taobao and so on, which are popular on the Internet, seem to embody the new language style on the surface. In fact, it is language essay, a new style form. Multi-media integration makes the original culture in the background or the edge into the core of the new cultural form. Now it is animation that challenges traditional movies, spatial combinations that challenge time editing, databases that challenge traditional narrative, and search engines that challenge encyclopedias. The development of the new style of network depends entirely on the transboundary and expansion of the expression. At present, a new topic in literature research is "cross-media narration". In addition to words, other media, such as sound, image, video, animation, etc., can all have narrative function. Writing has permeated almost all disciplines, becoming the glue for different fields and Spaces. Big data makes authors and readers interact in a two-way way. Traditional literature creation and appreciation are one-way, while hypertext is two-way, which can realize the interaction of aesthetic appreciation.

Text reading tends to be in full view. After big data entered the field of reading, I found that the traditional reading horizon is a frog in a well and a drop in the ocean. We have collected nearly 200 gigabytes of Chinese books and over 20 terabytes of electronic books in the world's top libraries. In the face of such a vast cultural heritage,

individual cognition is so small and insignificant. The infinite expansion of reading field of vision has really endowed people with the powerful functions of clairvoyance, microscope and X-ray perspective. The passenger passive reading field began to be replaced by the driver's selective reading field. The main function of big data is to predict and solve the dilemma of books to time.

### III. DEEP INNOVATION OF WRITING PHILOSOPHY

Big data is driving creative writing from concept to practice, triggering deep mutations, and promoting the rapid development of new media network literature.

#### A. *Single idea to multiple orientations*

Entering the network era, people's thinking patterns and values are increasingly diversified. People's cognition of text subject and value orientation has also changed. The author will put more emphasis on the multi-level meaning and holographic image of the writing object to create a multi-dimensional space for interpretation. Traditional text themes often require concentration, clarity, clarity and depth. This is often from a single culture, a particular perspective, and a separate text. Electronic texts begin to take on a global dimension and authorship often changes, even introducing the possibility of collective authorship. Therefore, in the future, the establishment of the text theme should have a clear direction on the one hand; on the other hand, it is not to draw the ground firmly, to leave open space for interpretation. Classical texts never have a single orientation and clear boundaries. Cao Xueqin's interpretation of the theme of a dream of red mansions has far exceeded the author's expectations, not to mention the hypertext on the Internet? The rise of big data, electronic text writing will have database color and function, its presentation skills will be more flexible. Therefore, in the past, it was believed that the disadvantages of traditional writing, such as unbridled, skimming, multicentric, unstructured and lengthy, would become a normal state of hypertext. In the electronic text, the content of the topic will be presented as a flow of information with uncertain factors due to readers' participation. The traditional text requests the subject to be concentrated, clear, bright, the structure does not branch does not spread, the word must express the meaning and so on the specification and the advantage, has become the network hypertext fetters.

#### B. *Writing styles are integrated across media*

Multiple media complement has a new cognitive function. "The hybridization or intersection of media is the moment of truth and revelation and the birth of new media forms." [4] Sound, images and video carry far more information than a single text medium. "Our grasp of the world depends very much on sight. According to Hegel, sight (and also hearing) is different from other senses and belongs to the cognitive sense. By the so-called cognitive sense, one can grasp the world and its laws freely through sight. Therefore, vision is free and cognitive compared with the one-sided sense of smell, taste or touch." [5] "Watching is perhaps as profound

a problem as all forms of reading. 'Visual experience' or 'visual upbringing' cannot be fully explained in textual form." [6] With pictures and texts, he called himself minister. The text itself carries very little information, but there is a lot of room for interpretation. And the image contains very rich information, but the imagination space is not as good as the text symbol. At present, the intrusion of images in text has brought important changes to the text. Such as a few meters of photographic book, color magnificent images and pictures, showing a high degree of artistic deformation and exaggerated imagination. Its words are not just a simple explanation and interpretation of the picture, but full of emotion and poetry, life experience and philosophy. It is a kind of graphic poem with unique artistic charm. It is difficult to judge which word is more important than the other. However, it is true that the picture comes first, and the word comes after. It can also be said that the image is the king and the word is the minister, which is the product of the typical image era. Its narrative mode is different from traditional comic strip with nonlinear jump, which is very close to poetry. It is the artistic crystallization that literature and painting permeate each other. The two are integrated into a visual "chord" similar to music.

### C. Closed text to open structure

Hypertext has no fixed boundaries and can extend infinitely in all directions. Source text often becomes the fulcrum and origin of structural extension. Hypertext typically embodies the cross and interactive structure of readers and text. Due to the differences in the interaction points of each reader, the information obtained is completely different. Therefore, for a hypertext work, everyone's actual reading content is very different, and reflects a unique personalized color. "Printed text is bound in a linear order, but hypertext is a network, and people can make full use of various parts of the network. The reader changes from one text unit to another, just press the corresponding key to type an image, a key Words or experiments to find hidden 'hot spots.' [7] The structure of the electronic text is not solidified, but is in a dynamic trend. "Hypertext not only describes or refers to other texts, but also reconstructs the reader's reading space and brings it into a wider field." [8] For example, the hypertext novel "The Afternoon" launched by Michael Joyce in the United States in 1990. "A Story" has a total of 951 links designed to form 539 text sections. Readers can choose different links to get different storylines and narrative texts.

### D. Linear narrative to network divergence

Traditional text structure, often emphasize the integrity, coherence, strict. But network text often presents a variety of structural forms. Hypertext can change people's way of thinking and traditional text structure. It expresses an emotion, an idea, or a situation that can be extended or supplemented by a set of multidimensional Pointers. This requires the author to have a greater artistic imagination and consider readers' diverse interpretation needs. "Hypertext not only describes or refers to other texts, but also reconstructs the reader's reading space and takes it into a wider realm." [8] Electronic text will be transformed from a two-dimensional

plane into a three-dimensional or four-dimensional dynamic, and the development of characters and stories will also show a complex trend of multi-direction. This will greatly expand the information capacity and cultural connotation of electronic text, thus bringing great artistic charm. Although hypertext can enhance divergent imaginative thinking, help to expand ideas and get rid of the shackles of thinking set, sometimes it can weaken readers' directional deep thinking.

## IV. TEXT WRITING BASED ON BIG DATA

Here, I only take thesis writing as a starting point to talk about how big data is to realize the innovation and breakthrough of thesis writing.

Present the research status of predecessors: Predecessors' perspectives and viewpoints are the basis of paper innovation and can enhance the level of original research. In the past, using the library to understand the work of predecessors, the vision is like a frog in a well. Written papers often become repetitive, ineffective, and extremely inefficient. Now, through keyword nonlinear network retrieval, we can understand the history and current situation of the predecessors' related research, their academic views and arguments. Sometimes the feedback can reach tens of thousands of pieces, and it can be overwhelming. Big data information can be the starting point of research to reduce the blindness of exploration, and it is also an important reference for evaluating the academic level of one's own research subject.

Provide essay writing materials: Writing papers in the past, sometimes in order to find a material, will spend a lot of time to look up the library. Now, when we want to invoke a particular text, or introduce a person or event, we can search and download it on the web faster than we can find it on our own bookshelves. Now all kinds of databases are springing up, including text, pictures, animations, videos and so on. We are no longer worried about the shortage of paper materials, but just our rational thinking cannot keep up with the rich tide of information.

Correcting academic research bias: academic papers are mainly logical, but they often need to be based on some illustrative data, because description is the basis of judgment and reasoning. Writing papers involve some concepts, people, events and other knowledge content, often because of the memory of the fuzzy or deviation, need to be corrected through some reference books. The Internet can do this easily. Sometimes, individual views need elaboration, and it is available to call related theories or claims to verify through the network database. [9]

## V. CONCLUSION

To sum up, the concept and practice of big data have opened up a new development space for creative writing and injected strong ideological vitality. With the help of the new media of big data, creative writing will certainly lead literary creation into a new prosperous period. At the same time, creative writing will permeate into other fields and become a

new way of life in the Internet age, thus promoting the arrival of an era of innovation.

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