Chinese Language and Literature Classics Reading under Big Data Network Media

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ABSTRACT

In the big data network media environment, people have more and more ways to obtain information and become more and more convenient. As a ladder of human progress, books should attract everyone's attention, especially the reading of Chinese classics is of great significance to improve Chinese language and cultural literacy. The purpose of this article is to study the reading of Chinese language and literature classics (hereinafter referred to as classics) under big data network media. This study uses interviews and questionnaires to investigate the status quo of classic reading, and analyzes the necessity and urgency of using big data network media technology in classic reading. Through the research and analysis of relevant literature, this paper puts forward the needs and influencing factors of classic reading in the big data network media environment, and provides suggestions on multiple levels to improve the ability to read classic names in the big data network media environment. Starting from the context of the current era of big data network media, this article explores the real situation of classics in the era of big data network media from the perspective of communication, trying to analyze the environment in which classics are formed, and explore the environment of the new media era. Missing, which in turn provides a new perspective for the study of classics. Through research, it is found that among the reading channels, the number of people who tend to read classics through mobile phones is the largest, reaching more than 30%. Computers and tablets and other terminals have the lowest proportion of reading. It can be found that small and flexible mobile devices are more popular among the masses. It is concluded that the study of classic reading under big data network media has certain practical significance.

Keywords: *Chinese Language and Literature, Classic Reading, Online Media, Big Data*

1. INTRODUCTION

In recent years, the output of Chinese language and culture has become more frequent. More and more people are aware of the magnificence of Chinese language and culture, and more and more people have joined the study of Chinese language and culture. Reading classics is an understanding One of the important ways of Chinese language and culture, the classics gather the most important part in the development of Chinese language [3][7]. Today's society is in an era of diversification of information. On the one hand, it facilitates our acquisition of knowledge. On the other hand, the complex and diverse information also makes us lose ourselves when absorbing information. From the perspective of digitalization and industrialization, different practices are made, and the results are not very in line with expectations. Therefore, it is very meaningful to study how to accurately improve people's classic reading rate [2].

In the classic reading research under the big data network media, many scholars have studied it and achieved good results. For example, Busan once said that the Internet, as a double-edged sword, on the one hand enriches people's reading experience and increases people's literary reading channels; on the other hand, popular reading on the Internet has become popular with the rapid development of the Internet. It shocks people's reading experience of literary classics, reduces people's attention to literary classics, and hinders the improvement of the value of Chinese language and literature. He also proposed to seek new developments in classic reading in the Internet age and make full use of the new The development of Internet technology in the era has re-discovered classic reading methods and promoted the development of literature [1].

This research sorts out the concepts and interrelationships of classic reading and reading behavior and reading motivation, investigates the status quo of people's classic reading behavior in the big data network media environment, and understands people's reading status at different levels and their reading needs through sample surveys. The reasons for the current status quo of classic reading and the problems arising in the process of reading behavior. On the basis of summarizing the meaning and significance of classic reading, this article conducted questionnaire surveys and interviews with some readers to understand people's awareness of classics, reading conditions, and attitudes.

2. RESEARCH ON THE READING OF CHINESE LANGUAGE AND LITERATURE CLASSICS UNDER BIG DATA NETWORK MEDIA

2.1. The Circumstances of Chinese Language and Literature Classics under Big Data Network Media

2.1.1. Dispelling and disenchanting

(1) Unlimited reproduction of classic text:In the early days, the copying of the classics had a certain communication function for itself. In terms of its form, it was carried out in the order of the literary classic texts, which would not harm or change the classics themselves, and ensure their original appearance to the greatest extent [6]. In the era of big data network media, classic copying is not only the copying of texts, but also in the form of hyperlinks, out of the category of independent literary texts, and random copying of complete and sequential texts. In this process of copying, the seriousness of literary classics disappeared, the traditionalness of classics was broken, and the integrity and sequence were also destroyed.

(2) The disappearance of classic originality: Originality is one of the qualities that distinguish literary classics from other literary works [5]. In the era of big data and network media, the creation of literary works has become more open under the influence of the noisy environment, and the originality of literary classics has disappeared [4]. Literary works are no longer exclusive to one person. Online works stimulate the creativity of the audience. What each audience gets is to add works of their own creation. The originality of literary classics disappeared, and a large number of classics created by literati in the current era were divided up into small fragments, which were played, teased, and ridiculed.

2.2. Collage and reconstruction

2.2.1. Unlimited adaptations of film and television dramas

The era when big data and network media have not yet developed, classic reading is mainly in the form of text. Subsequently, the film gradually entered people's field of vision. The era of reading dominated by text in the past has passed. Fluid, open and interactive films have begun to replace text and become the main form of understanding the classics. The collage and reconstruction of literary classics of film and television dramas has the following influence on literary classics: the adaptation of film and television dramas to literary classics creates a new way for the dissemination of literary classics; film and television adaptations for the purpose of commercial profit lose the core connotation of literary classics.

2.2.2. The prevalence of online games and board games

There are many ways to accept classics in the era of big data network media, but it is a pity that the prevalence of these methods makes literary classics forgotten. The birth of all kinds of games based on classics has created a world of its own in this prosperous and impetuous era. The use of literary classics in online games not only loses the originality of online games, but also destroys the dissemination of the core connotations of literary classics. If images are the comprehensive sense of vision and hearing, then games are more about image transmission. The ease of reading pictures and the entertainment of board games keep people away from reading full of words, and the superficial expression of flatness makes literature classic and core. The connotation is forgotten in the new era.

2.2.3. Collage of Internet Songs

Song production was unimaginable for the general public a long time ago, but nowadays, it is easy and common. The quality of the songs produced by a large number of online singers is uneven, and a small part of them appear as online songs with literary classic characters and plot collages and are circulated on the Internet.

2.3. Subversion and deconstruction

2.3.1. The Rise of Dahua Literature

After the classics have undergone the adaptation of the texts, the big-talkism has pushed the deconstruction of literary classics to a climax in the era of big data network media. Nowadays, boasting literary classics is not uncommon, and presents a situation of universal

participation. A large number of nonsensical works attract the attention of the public. This way out of the core connotation of literary classics, the number of people who forget the original classics is also increasing, and more will Causes the vulgar interpretation and misunderstanding of literary classics, thus making the classics questionable.

2.3.2. The PK of high culture and popular culture

In the era of new media, the boundaries between elite culture and mass culture have become blurred, and the war between high culture and low culture has begun. However, the results may not be satisfactory. The low culture has subverted and played with classic literature as much as possible. When spoofing has become a fashion, when entertainment has become people's life pursuit, and the reading of literary classics representing high culture, it becomes more and more difficult in this era.

2.4. Suggestions on Improving the Reading Ability of Chinese Language and Literature Classics under Big Data Network Media

(1) National level: As a macro-level control and guide, the state is an important guarantee for the promotion of classic reading. As far as the national level is concerned, it should take the responsibility of leading the domestic reading atmosphere. Reading is the main method of national spiritual needs. The state should introduce a series of policies to protect the reading environment, and actively encourage the establishment of industry and non-governmental reading promotion organizations, pay attention to their promotion power, and advocate in-depth reading and promotion activities.

(2) Industry level: The distribution of classic books should use big data network media technology to promote the works, and realize the double effect of social and economic benefits. Industry insiders should pay attention to the development of bookstores to enhance the city's temperament. Bookstores have a sense of presence that online bookstores don't have. Bookstores assume part of the function of social education and education. These actions have greatly promoted the spread of culture and brought more cultural added value to the business district, even to a large extent. It also promoted the development of the entire city.

(3) Reader level: Everyone hopes that they will get nothing in their lives, and reading is the most convenient and low-cost way to give us different experiences and insights in life. The development of society has given us more tools to understand the world, so we should make reasonable use of the convenience of the environment to increase our self-worth. Readers should read

dialectically and practice reading behavior with practical actions.

3. EXPERIMENTAL RESEARCH ON CLASSICAL READING UNDER BIG DATA NETWORK MEDIA

3.1. Research object

As a representative group of classic reading, this study takes college students across the country as the main research object, and the objects of each grade are randomly selected.

3.2. Research methods and methods

This study uses a combination of quantitative and qualitative research methods, from the appearance to the essence of the analysis purposefully and sequentially completed. This paper conducts sampling analysis through the questionnaires, and conducts objective, scientific and standardized statistical analysis of the returned samples from different angles. Through the investigation of the actual situation of the classic reading of college students, it shows the status quo and discovers problems.

In order to ensure the universality and scientificity of the questionnaire design, the questionnaire was put on a large scale, and the design of the questionnaire was appropriately adjusted with reference to other people's research and individual interviews to ensure that the questionnaire design has good effects and directivity.

3.3. Statistical formula used

(1) Average: The average, which represents the amount of central tendency of a set of data, refers to the sum of all data in a set of data divided by the number of this set of data, and is an indicator that reflects the central tendency of the data.

(2) Standard deviation: The standard deviation is the arithmetic square root of the variance, represented by σ, which is usually used as a measurement basis for the degree of statistical distribution in probability statistics. The standard deviation can reflect the degree of dispersion of a data set. For two sets of data with the same mean, the standard deviation may not be the same.

In the experiment, it is always difficult to avoid errors in a single measurement. For this reason, we often measure multiple times, and then use the average of the measured values to indicate the amount of measurement, and use error bars to characterize the distribution of the data, where the height of the error bar is ± standard error .

The formula of population ratio standard deviation:

$$\sigma = \sqrt{\frac{\sum_{i=1}^{n}(x_i - \bar{x})^2}{n}} \tag{1}$$

Sample standard deviation:

$$S = \sqrt{\frac{\sum_{i=1}^{n}(x_i - \bar{x})^2}{n-1}} \tag{2}$$

Standard error:

$$\sigma_n = \frac{\sigma}{\sqrt{n}} \tag{3}$$

4. AN ANALYSIS OF THE EXPERIMENTAL RESEARCH ON THE READING OF CHINESE LANGUAGE AND LITERATURE CLASSICS UNDER THE BIG DATA NETWORK MEDIA

4.1. Analysis of College Students' Reading Needs

The innovation of big data network media technology has changed the way people acquire knowledge and communication, and everyone wants to achieve different goals through reading. Through the analysis of people's reading needs, we can understand the current situation and reasons of classic reading under big data network media. The analysis of college students' reading needs is shown in Table 1:

Table 1: Reading Needs Analysis of College Students

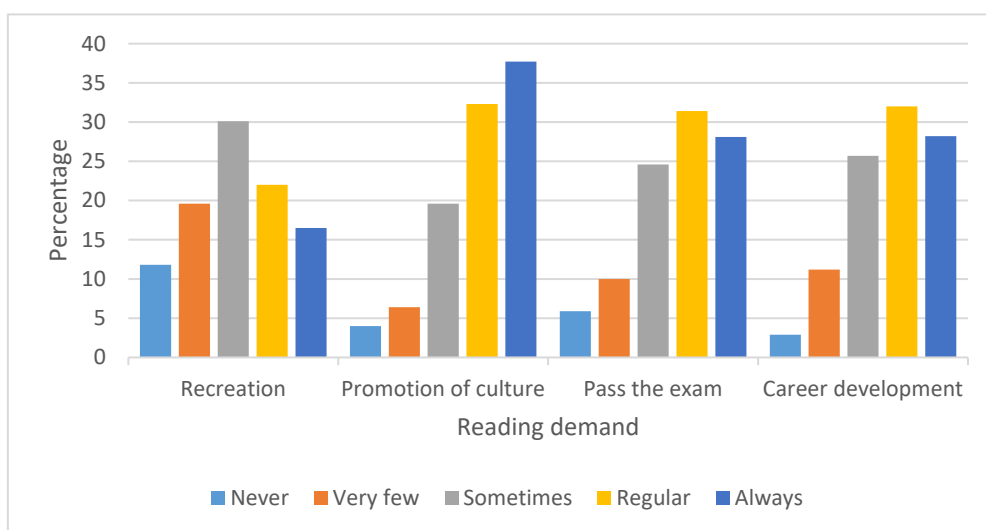|	Never	Very few	Sometimes	Regular	always
Recreation	11.8%	19.6%	30.1%	22%	16.5%
Promotion of culture	4%	6.4%	19.6%	32.3%	37.7%
Pass the exam	5.9%	10%	24.6%	31.4%	28.1%
Career development	2.9%	11.2%	25.7%	32%	28.2%

Figure 1. Reading Needs Analysis of College Students

According to the analysis in Figure 1, it is found that college students' academic pressure is high, and their need for reading is higher. As a group with higher cultural quality, college students have a clearer direction of reading. Due to academic restrictions and the pressure of entering a higher education, they are more oriented in reading. The need for study and work is high. College students have the consciousness to improve their personal cultural literacy, but reading tends to be utilitarian. From this, it can be concluded that the chances of classics entering the field of vision of college students are not high.

4.2. Statistics on Reading Ways of College Students

The development of network and communication technology is changing people's lives, and at the same time portable electronic reading is becoming more and more important in daily life. College students also have

a tendency to read online, which can explain the necessity of studying classic reading under big data and online media. The statistics of college students' reading pathways are shown in Table 2:

Table 2: Statistics of Reading Ways for College Students

	Bookshops	Libraries	Computer	Mobile phone
Female	24.49%	29.9%	14.1%	31.51%
Male	20.71%	29.11%	15.7%	34.48%
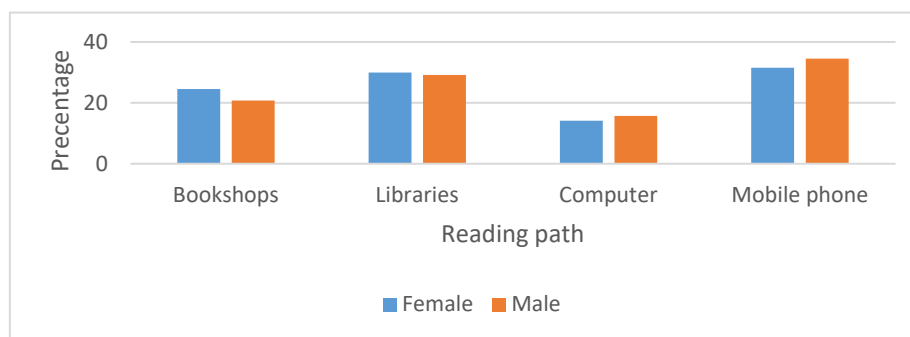
Figure 2. Statistical Chart of Reading Ways for College Students

It can be seen from Figure 2 that among college students' reading tendency, mobile phone reading accounts for the highest proportion, reaching more than 30%. Because of the particularity of the environment and schooling of college students, library borrowing and bookstore purchases are also one of the main ways for this group to read. First, compared with boys, girls have higher access to library borrowing and bookstore purchases. Terminals such as computers and tablets have the lowest proportion of reading. It can be found that mobile devices that are not restricted by time and space are more favored by college students.

5. CONCLUSIONS

Classic reading is of great significance. It can improve the humanistic quality and national spirit of the masses and influence the social atmosphere. The classic development process is a process of continuous construction, continuous advancement, and continuous acceptance. In this process, it needs the support and assistance of many forces. Under the big data network media, the living environment and generation environment of literary classics have undergone earth-shaking changes. The impact of commercialization, the rise of big-speaking literature, and the popularization of popular culture have had a negative impact on classic reading. Faced with this problem, this article puts forward suggestions for improving classic reading ability under big data network media through the analysis of college students' reading needs and the statistics of college students' reading pathways.

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