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On the Development Approach to Wenzhou Internet Literature Industry

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Abstract: It requires to melt with other industries for Internet literature if it is developed as industry. Internet literature can be better promoted by analyzing the relevant industries, such as media industry, science and technology industry, film and television animation industry, game industry, garment industry, jewelry industry and others.

1. Introduction

The publication of the first Internet novel can be dated back to Michael Joyce's Afternoon, A Story, which is thought to be the starting of Internet literature that not only started the model of hypertext writing but also revealed the prelude of Internet creating. Italo Calvino pointed out, "In such an era, software conducts hardware and the outer world; hardware exists in accordance with the requirements of software, that is to say, 'Machines made of iron exist forever, but they must obey the weightless information units." It indicates that Internet literature is a modern culture based on science and technology especially media technology, whose content and form is quite different from any previous cultural form. Tridimensional industry chains of cultural product are composed of Internet literature reading, publication, movies, games, cartoons and so on lying in Internet literature IP, which forms the unique development model of cultural industry. Derivatives of Internet novel covers movies, TV, stage plays, books, music, games and other various performance forms of art.

It is the highlight that Zhejiang Internet writers' writings are strong in product transformation and highly capital acception. Empresses in the Palace, Time Raiders and the Legend of Sword and Fairy have been adapted to be movie and TV works. Startling by Each Step by Tonghua having been adapted to be TV play, arouses the trend of domestic costume "time-travel" drama series. The Legend of Miyue by Jiang Shengnan being broadcast on Beijing TV and Shanghai East TV, becomes the media lucky devil and the book becomes the best-seller. After Time Raiders by Nanpaisanshu is adapted to be Internet play and stage play, it has been flicked 2.75 billion times. The cartoon of Battle Through the Heaven adapted from the works of Tiancantudou was flicked for one than 0.1 billion times on the first day of premiere within 24 hours, which broke the record of domestic 3D cartoons. To look into the Internet article IP product ranking list for each year, Zhejiang Internet writers take up a big percentage. The Internet literature of Zhejiang plays a significant role in China's Internet literature.

2. Development Trend of Wenzhou Internet Literature

The masterpieces of Zhu Qian whose pen name is Shanshui, are the Legend of Mansion Demon, the Only Chief, Summon the Lord, the First Demon in History, Forced to be Demon, Senior Taoist Priest and others, more than 10 sagas in all. A dozen of his works have come out in simplified Chinese characters and the original complex form. A few works have been adapted or will be adapted to be movie and TV plays, cartoons, or games, among of which the Legend of Mansion Demon was initially published on the literature website of "Impossible World" that has been invested 65 million yuan to shot with the game being adapted at the same time.

At present, there are more than 130 people in Wenzhou Internet Writer Association, among of whom are the renowned authors such as Jiang Shengnan, Shanshui, Shengqishidechuanshuo,

including Jiang Shengnan's Yanyun Gazebo, Shengqishidechuanshuo's Practice Chat Group, Shanshui's the Legend of Mansion Demon, Yunji's Difficult to Find a Fairy and Nana's Where to Keep a Mistress and many other works having received warm welcome. The meanings of the commercialization of Internet literature lie in to feed literature with commercial industries and to promote the blooming of general literature with the commercialization of Internet literature so as to put forward the developing process of culture. Internet literature works also provide materials for the movie and TV circle and excellent Internet literature works can promote the cultural level of general literature. Wenzhou Internet literature has good developing foundation. The topic will further put forward the industry development of Internet literature (IP) to create the industrial space surrounding Internet literature as well as speeding up the blooming of Wenzhou social and cultural life.

3. Analysis on Features of Internet Literature

3.1. Mutual Participation

Traditional discussion participants are writers or reviewers who are "Circle Insiders" with some cultural accomplishments belong to creation roots. While the mutual participants of Internet literature are ordinary readers who are the consuming roots of literature, most of whom even do not have the basic skills to create literature or critics. However, they have the same rights of participation. Therefore, the interaction of Internet literature are together taken part in by quantities of readers who are the masters of Internet literature. In the process of creating Internet literature, readers are not the passive receivers any longer but also they enjoys the joy of reading; meanwhile, they own the sense of satisfaction and sense of achievements. Authors are not the image of preachers any longer but they are spokesmen of readers to make ordinary people understood under the appreciation requirements of ordinary people.

3.2. Resonance of Internet Literature Catharsis

Internet literature pays more attention to individual performance and gets the living satisfaction out of the catharsis of affection so as to gain social acception for one's values. The catharsis is not checked or restricted by the traditional publication system because it is in a liberal, equal and open Internet space, together with anonymous publication form. Thus, it can make writers to say out their genuine affection, to state out their minds, to draw up themselves. The catharsis of Internet literature seems more "unscrupulous" and "without misgiving". Internet literature has influence by such a catharsis that results Internet literature in stepping to flourishing.

3.3. Aesthetic Taste of Civilian and Entertainment of Internet Literature

The majority of Internet literature aims at the most ordinary people, not for art but being literature itself. As usual, it adopts the method of description to simply state a story and puts forward the general civilian to the extreme whose landmarks are the emergence and popularity of numerous "Small Ordinary Articles". The content is at the bottom of the reading pyramid and the reading level requires little but to suit the great majority of readers. Such texts read easily and they stress the close plot, the changes, rich imagination, endless climax, continuous innovation with strong recreation values. Therefore, it becomes the entertainment for many people to enjoy leisure and relax. Writing has no heavy sense of mission any longer but become the seasoning of life and cultural consumer, giving back the freedom of writing to readers as well as the enjoyment of reading to readers.

3.4. Genuine Expression of Emotion in Internet Literature

The expressed emotion in Internet literature is always simple and genuine, like making a portrait of human personality without objective edition or being inveterate poseur. It is not frightened to "supposed to be the most evil intention" or never "pretend to be tranquil" confronting the attack in the real life. "The emotion in Internet literature is the genuine emotion without any false." To create a psychological gray zone in Internet literature, "true oneself" is released completely while

"oneself" is being shortened with emotion and desire being deposited. People live in a world without the restriction of morals and at last what people are in pursuit of is not the craziness but sublimation of mind.

4. Approach to Develop Wenzhou Internet Literature

4.1. Attain the Model of Changing Hot Internet Literature "IP" into Commercial Value

Internet publication and paper publication have close relationship on Internet literature chains for the time being. Meanwhile, Internet industry chains have been further prolonged with the development of technology and extension of industry, which covers telecom operators, online literature platforms, e-commerce platforms, content brokers, publishers, video investors, game vendors, comics companies, client product manufacturers, advertising agencies and others to form a rather adequate industry chain.

Internet literature has sufficient foundation to be real commercial values that refers to the marketing value of Internet literature in reality that can also be named the ability of becoming commercial value. The commercial model of IP's value in the previous text: novel+ TV play+ movie (or Internet play)+ game (music). From the result of Internet examine, the game players are mostly novel fans with TV play fans or movie fans.

4.2. Completely Play a Role in Internet Popularity

The carrier of traditional literature is restricted paper and the readers are merely silent receivers. As the Internet urges the birth of Internet literature, the media has been changed and the receivers change readers into users. Internet literature can be sold as long as being authorized and it can be connected with movie and TV industries, when the receivers change users into audience. When the TV plays and movies are adapted to games, the receivers change audience into players. When music is named with the name of Internet literature, fresh sense is brought and the receivers are changed to be listeners. The roles of receivers in the complete chain of Internet literature are kept changing as a whole.

4.3. Promote the Integration of Internet literature and Mainstream Culture ,Draw Lessons from Mainstream Cultural Advantages

Promote the Integration of Internet literature and Mainstream Culture, develop relevant innovative commodities such as clothing, accessories and so on, strengthen the copyright protection for Internet literature, protect the rights of Internet literature writers, strengthen the support in policies of governmental sections, strengthen the supportive force for Internet literature writing talents such as setting up writing space-- providing offices.

5. Conclusion

The exploration approach to develop Wenzhou Internet literature industry is not only the focus but also the trouble. After dozens of years' development, Wenzhou Internet literature has a further development. However, there is still a long way to go on the industrialization of Internet literature. Hence, the exploration approach to develop Wenzhou Internet literature industry is the key to the topic. Seek the theoretical basis that suits the development of Internet literature based on summarizing and researching the features of Internet literature. Give a description of the significance of developing Internet literature industry by making a further analysis on the features of Internet literature. Speed up the development of Wenzhou Internet literature industry by analyzing the resources of Wenzhou Internet literature, learning about the developing foundation of Wenzhou Internet literature industry and decomposing the approach to develop Wenzhou Internet literature industry.

Acknowledgements

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