

The Development of Online Literature and Its Impact on Traditional Literature

Beier Luo

Xi'an Fanyi University, Xi'an, 710000, Shaanxi, China

gtysnmdn@gmail.com

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Abstract: As an emerging literary form in the digital era, online literature is having a profound impact on traditional literature. Its convenient dissemination channels and broad audience base provide more possibilities for literary creation. Online literature, with its unique charm, attracts young readers and promotes the development of the literary field towards a more diverse and inclusive direction. However, online literature is relatively weak in terms of humanistic and aesthetic aspects, and the intuitive and concrete presentation methods also limit readers' imagination and innovation. Nevertheless, online literature still has enormous development potential and will continue to maintain a thriving momentum in the future, with a greater emphasis on enhancing humanistic and aesthetic qualities. At the same time, the integration between online literature and traditional literature will also become a future development trend, jointly promoting the prosperity and development of the literary industry. Traditional literature is also colliding with online literature, constantly absorbing new elements and inspiration, achieving self renewal and sublimation. We should actively pay attention to the development trends of online literature, deeply tap its potential, and contribute to the innovation and development of the literary field.

1. Introduction

With the rapid development of network technology, the field of literature has also ushered in unprecedented changes[1]. Traditional literary forms are gradually being challenged and reshaped by the emerging force of online literature. Online literature, with its characteristics of large output, multiple levels, and rich content, has become a peculiar flower in the current literary field, adding new colors to the literary garden[2]. Online literature has deeply penetrated into our lives. Its convenient dissemination channels and broad audience base have led to a growing interest in online literature among young people. They are eager to find resonance in online literature and meet their reading needs[3]. Therefore, the study of online literature has become particularly important. It is not only an inevitable product of the development of the times, but also an important way to meet the cultural needs of young people. Although there are differences in the forms of expression and dissemination between online literature and traditional literature, the two are not completely opposed. Online literature, with its unique material and technological advantages, has had a strong impact on traditional literature. However, this impact is not entirely negative, and it has also to some extent promoted the transformation and innovation of traditional literature. The emergence of online literature has provided more possibilities for traditional literature, making the development of literature more diverse and inclusive[4].

The relationship between online literature and traditional literature is more characterized by complementarity and development[5]. Online literature, with its unique creative methods and dissemination channels, has injected new vitality into traditional literature. At the same time, traditional literature is also colliding with online literature, constantly absorbing new elements and inspiration, achieving self renewal and sublimation[6].

We should approach the relationship between online literature and traditional literature with an open mindset, recognizing both their differences and conflicts, as well as their complementarity and development[7]. Only in this way can we better promote the prosperity and development of the literary industry, and make literature a beautiful scenery in the spiritual world of humanity.

2. The Great Era Background of the Development of Online Literature

Under the current wave of digitization, the literary field is undergoing unprecedented changes[8]. The rise of online platforms and the convergence of massive online resources have paved a broad road for netizens to access literary creation. Online literature, as an emerging force in this transformation, is attracting more and more attention with its unique charm. Online literature, as the name suggests, is a literary form that utilizes online platforms for creation and dissemination. Compared to traditional literature, its creative threshold is relatively low, and it does not require profound cultural heritage or long-term literary education. As long as there is enthusiasm and talent for creation, one can use online platforms to convey their stories, emotions, and thoughts to thousands of readers. This low threshold characteristic makes online literature the preferred choice for many young people, who express themselves and pursue their dreams by creating online literature. Online literature may not be on par with traditional literature in terms of connotation. Traditional literature, after years of sedimentation and polishing, often has profound ideological connotations and artistic value. However, due to the particularity of its creative environment and dissemination methods, online literature often focuses more on the ups and downs of the plot and the direct expression of emotions, and may have slightly insufficient exploration of depth and connotation [9].

The dissemination advantages of online literature are incomparable to traditional literature. With the convenience of online platforms, online literature can quickly spread to various parts of the world at an extremely low cost, attracting a large number of readers. This widespread dissemination has increasingly strengthened the influence of online literature, becoming an undeniable force in the field of contemporary literature. Under the impact of literature, the integration and integration of traditional literature and online literature has become an inevitable trend. Traditional literature can draw on the dissemination methods of online literature to expand its influence; Online literature can also draw nutrients from traditional literature and enhance its artistic value. In the future, we cannot predict in what form traditional literature and online literature will coexist. But what can be certain is that this integration and combination will drive the continuous development of the literary field, bringing us more literary masterpieces and a feast of ideas[10]

3. The Impact of Online Literature on Traditional Literature

3.1. The positive impact of online literature on traditional literature

The emergence of digital means is like a revolution in the field of literature, completely overturning the constraints of the traditional model of "black and white paper". It makes the dissemination and storage of literary works more diverse and colorful, as if opening a door to a new world. In this context, paper publishing no longer holds the monopolistic position of the past, and literary works can be rapidly disseminated through various electronic platforms and online channels, with their evaluation and dissemination speed greatly accelerated. This transformation not only breaks the long-standing "discourse dictatorship" of authoritative figures and organizations, but also makes it possible for the entire population to participate in literary creation. Everyone can publish their own works on online platforms to showcase their talents and creativity. This free and fair literary creation environment makes literature more closely related to people's lives and more truthfully reflects the style of society.

The emergence of online literature has injected new vitality into traditional literature. It breaks the traditional literary conventions and presents itself to readers in a more free and tolerant manner. In the era of rapid development of modern technology, online literature has added new colors and connotations to traditional literature with its unique charm.

The communication between creators and audiences in cyberspace is more frequent and in-depth. After reading a certain work, the audience can express their thoughts and opinions to the author anytime and anywhere through online platforms. This timely feedback mechanism not only provides valuable writing inspiration for the author, but also enables the work to be continuously improved and optimized, ultimately presenting a more perfect form.

The transformation brought about by digital means has brought new vitality and vigor to the literary field. It breaks the constraints of traditional models and allows literature to spread and develop more freely and fairly. In this era full of opportunities and challenges, we have reason to believe that literature will usher in a better future. Table 1 clearly shows the impact of digital means on the literary field.

Table 1 The Impact of Digital Means on the Literary Field

The field of change	Impact description	Specific performance	Future outlook
Propagation and Storage	Diversified communication methods	Rapid dissemination through electronic platforms and online channels	Wider dissemination range
Paper publishing	Weakened status	No longer monopolizing, electronic books are popular	Traditional and digital coexist
Literary evaluation	Speed up	Rapid flow of information and immediate feedback	More efficient creative optimization
Discourse power	Break monopoly	National participation and free expression	The trend of literary democratization
Creative environment	Freedom and fairness	Being close to the people and reflecting society	A genuine and diverse creative atmosphere
Online Literature	Injecting new vitality	Innovate forms and enrich connotations	Integration of tradition and modernity
Creator and Audience	Deep communication	Timely feedback and joint improvement	A closer literary community

3.2. The negative impact of online literature on traditional literature

Online literature, as a new phenomenon in the digital age, has indeed brought unprecedented changes to the field of literature. However, in this transformation, we also have to face the issue of relatively weak humanistic and aesthetic qualities. The humanistic and poetic spirit displayed in online literary works often appears superficial and one-sided due to the pursuit of click through rates and popularity, making it difficult to compare with the profound humanistic care and aesthetic pursuit in traditional literary works.

The existence of multimedia text is a major feature of online literature, but it also makes the presentation of works too intuitive and concrete. In this intuitive and concrete presentation, readers often do not need too much understanding and comprehension to quickly obtain the content of the work. However, this "fast food" reading style invisibly stifles readers' innovation and imagination, leaving them with a lack of space for in-depth thinking and insight when facing works.

The physical characteristics of online literature have also brought tremendous impact to the traditional publishing and distribution industry. Readers no longer need to rely on traditional newspapers and magazines, they can easily appreciate various literary works with just a click of the mouse or a swipe of the screen. This convenience and immediacy have given online literature a clear advantage in terms of dissemination speed and breadth, but it has also caused a significant impact on the traditional publishing industry.

In the face of these challenges and problems in online literature, we should maintain a clear understanding and rational attitude. As an emerging form of literature, online literature has its unique charm and value, but we cannot ignore its shortcomings in terms of humanistic and aesthetic qualities. While enjoying the convenience and entertainment brought by online literature, we should

also actively advocate and pursue higher levels of humanistic care and aesthetic pursuit, so that literature can shine more brilliantly in the digital era. Table 2 clearly shows the negative impacts and coping attitudes brought about by online literature.

Table 2 Negative impacts and countermeasures brought by online literature

Change and Problems	Description and Impact	Response attitude
The Humanities and Aesthetics of Online Literature	Relatively weak, pursuing click through rates and popularity, resulting in a lack of profound humanistic care and aesthetic pursuit in the works	Advocate and pursue higher levels of humanistic care and aesthetic pursuit
The existence of multimedia text	A major feature of online literature is its intuitive and concrete presentation, which facilitates readers to quickly access content	Encourage readers to cultivate deep reading and thinking abilities in order to uncover the essence of the work
Fast food reading style	The reading method of online literature is too direct, lacking space for in-depth thinking and insights	Advocate readers to engage in in-depth reading and reflection to enhance literary literacy
The Physical Characteristics of Online Literature	Convenience and immediacy have impacted the traditional publishing industry, but they have advantages in terms of dissemination speed and breadth	While enjoying the convenience of online literature, we also pay attention to and support the development of traditional publishing industry

4. The future development trend of online literature

In the current era of surging digitalization, the development trend of online literature and traditional literature presents a trend of both competition and integration. Traditional literature, as a treasure of human civilization, carries a rich historical and cultural heritage. However, under the impact of the internet age, its survival soil has gradually become thin. In order to regain its former glory, traditional literature must actively embrace the Internet and use this powerful communication tool to open up new development space. The Internet has provided an unprecedented communication channel for traditional literature. Through online platforms, traditional literary works can quickly spread to various parts of the world, breaking geographical restrictions and allowing more people to have the opportunity to access and appreciate excellent literary works. At the same time, the Internet also provides a new way for traditional literature to interact with readers. Authors can communicate with readers in real time through the network platform, listen to their opinions and suggestions, and constantly improve their own creation. In the process of embracing the Internet, traditional literature also needs to break some inherent rules. Traditional literature often emphasizes the standardization of form and the depth of content, but in the era of the internet, this constraint may limit its development space. Therefore, traditional literature should draw inspiration from the creativity and flexibility of online literature, be brave enough to try new forms of creation and expressions, and make works more in line with the aesthetic needs of modern readers. Integrating the creativity of online literature into the development of traditional literature can not only inject new vitality into traditional literature, but also bring new vitality to traditional literature in the era of the internet. Online literature, with its unique creativity and expression, provides rich materials and inspiration for traditional literature. Traditional literature can draw nutrients from it, create more diverse works, and meet the diverse needs of modern readers. If traditional literature wants to find the soil for survival again in the network era, it must actively embrace the Internet, break the shackles, and integrate the creativity of network literature. Only in this way can traditional literature radiate new vitality and vigor in the era of the internet.

5. Conclusions

As an emerging form of literature in the digital age, online literature is having a profound impact on traditional literature with its unique charm and dissemination advantages. It provides more possibilities for literary creation with its convenient communication channels and broad audience base, promoting the development of the literary field towards a more diversified and inclusive direction.

We should also note that online literature is relatively weak in terms of humanistic and aesthetic aspects, and the intuitive and concrete presentation methods also limit readers' imagination and innovation. These issues often lead to online literature neglecting the depth and connotation of literary works while pursuing popularity and click through rates. We cannot deny that online literature has enormous development potential. With the progress of technology and the development of society, online literature will continue to maintain a thriving momentum, and pay more attention to the improvement of humanistic and aesthetic qualities. At the same time, the integration between online literature and traditional literature will also become a future development trend. They will learn from each other, complement each other, and jointly promote the prosperity and development of the literary industry. Under the impact of online literature, traditional literature is also constantly undergoing self renewal and sublimation. It can draw new creative inspiration and elements from online literature, expand its creative field and forms of expression. Meanwhile, traditional literature can also leverage the dissemination advantages of online literature to expand its influence and attract the attention of more young readers. We should cherish the value and status of traditional literature, and strive to protect and promote excellent traditional cultural heritage. In the process of integration and complementarity between online literature and traditional literature, they will jointly promote the prosperity and development of the literary industry, adding more colors and charm to the spiritual world of humanity.

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