

The Value and Influence of Internet Development on British and American Literature Communication

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Abstract: The Internet infinitely draws closer the distance between the world, more people around the world together, people close to each other, more communication, British and American literature spread easier. With the connection of the Internet, the cross-regional communication and cross-domain communication of British and American literature can get rid of the old days by relying on human resources and word of mouth, which greatly improves the cognition of British and American literature in other countries and even in the world. This paper will demonstrate the value and influence of Internet on British and American literature communication from the development advantage of Internet and its positive influence on British and American literature communication.

1. Introduction

In the era of information technology going deep into thousands of households, people prefer to know the convenience and quickness of everything in the world without leaving home. Although in the process of social development, the more frequent use of the Internet also brings some troubles and hidden dangers to people's material and cultural life, but in most cases, this rapid development still brings more benefits and convenience to people. The social development of our country is becoming more and more stable, and the living standard of the people is improving day by day. With the guarantee of life, people pay more attention to the pursuit of ideology and culture. There are also new requirements for the degree of learning. With this premise, the Internet is a very fast and convenient auxiliary help, which makes the British and American literature in our country has a gratifying progress.

2. Communication and Development in British and American Literature

Owing to geographical constraints and the fact that the English language and culture of the people have not been able to read an excellent English-American literature independently (Fig .1), as well as to the fact that, in an era when the Internet has not yet developed, the amount of outstanding foreign literature stored in China is very small only in some high-level libraries or institutions of higher learning, as well as in the homes of some high-level intellectuals. Before the advent of the Internet, most of the British and American literary works in our country were handed back through returned overseas students or businessmen, and brought home with foreign friends who came to China to study abroad, the quantity is rare, the price is expensive, not accepted by most people[1]. Later on, when the nation entered a well-off society, its British and American literary works began to increase, and its cultural knowledge was enriched, China entered the era of fast-paced life. Limited by such factors as language, cultural background, ideology and belief, few people in China can spend too much time to understand English and American literature deeply. This also leads to the spread of British and American literature in China is still not high achievement.



Figure 1 Literary dissemination

3. Features of Internet

3.1. Full Coverage

Internet Unicom thousands of households, a variety of learning, communication, public welfare, business platforms all over it, in order to maximize the needs of Internet users, but also to maximize the Internet to achieve their respective purposes. The Internet has a vast reserve of knowledge. In these various platforms, all walks of life can find detailed information above. The greatest possible solution to people's information, knowledge needs. Easy for users to learn to access.

3.2. Easy Access

In the absence of the Internet, it is not easy to get the necessary knowledge or information, people can only through a large number of books, or ask people to consult, and when these conditions are not established, people will be a huge obstacle to learning knowledge. The internet connection world has successfully solved this problem[2]. People do not leave home, just need to search the Internet, can immediately find their own needs in the vast amount of knowledge on the Internet. Save time and effort. Even if you don't find a satisfactory answer online, you can also communicate with people around the world (Figure.2) through an online communication platform. greatly facilitate people's daily needs.



Figure 2 Literary dissemination

3.3. Population Size

The country is strong and the people benefit. China's basic cultural level has been rising, more and more people began to understand the network, rely on the network. Internet has been spread throughout the country, people are more accustomed to rely on the network office, study, life.

4. Internet Positive Help for British and American Literature Communication

4.1. Speed Up the Spread of British and American Literature

Compared with traditional cultural communication methods such as word of mouth, systematic education and so on, the Internet makes rapid development of British and American literature (Figure.3) by using its convenience and global versatility. Leaving the limits of the region, people understand that British and American literature no longer need to cross the mountains, across the sea. And no longer need to run around. Looking for literature books. There is no need for long-term search, and it is difficult to find teachers who can learn more about British and American literature. Breaks the British and American literature dissemination in the domestic biggest difficulty[3].



Figure 3 Literary dissemination

4.2. Deepening the Spread of British and American Literature

In China, in the absence of the Internet to achieve online interworking, students learn English and American literature is more words, grammatical familiarity and translation, for British and American literary works expressed cultural connotation and knowledge inside information, in the absence of systematic professional guidance, students are difficult to understand and understand. The ways of thinking between different countries and nationalities, national beliefs, development history and so on make the spread of British and American literature in China can not reach the depth of true expression of literary works. It also makes students' impression of British and American literature always floating on the surface. With the help of the Internet network environment, students have the opportunity to obtain more comprehensive knowledge of British and American literary works on various learning and exchange platforms, and can also exchange experiences and views with more people of the same interest, which makes the depth of British and American literature dissemination in China greatly improved.

4.3. Broaden the Spread of British and American Literature

In the absence of the Internet, British and American literature in the domestic dissemination of the main direction is school teachers to students; British and American literature lovers to the family[4], social communication; British and American literature related work units to customers, friends and other means of communication. However, there is no doubt that this small part of the human force through the influence of contact with the way of communication for British and American literature in the domestic dissemination of limitations are too small. The results received were also insufficient. This is mainly because, after all, British and American literary lovers are a small number of people, the success of this way of influence depends on the number of people they meet in life and work. too large regional limitations lead to low returns. The global connectivity of the Internet solves this communication problem very well. Every day, online users are a huge number. These users come together through the same interactive platform to work together for things of interest. Let more people who do not understand British and American literature across the geographical restrictions, see the charm of British and American literature, to maximize the spread of British and American culture.

5. A Negative Influence of Internet on the Communication of British and American Literature

5.1. Leading to a Decline in the Translation Accuracy of British and American Literature

There is a lot of information on the Internet, not all information is true and effective. There is also a lot of information is the network platform put out to attract users to click or use to make up the number of spam. Especially for the spread of British and American literary works online, some websites for the translation of British and American literary works is very rough, even nonsense. There are also reasons why many excellent British and American literary works need to be charged, online imitation of a lot of similarity is very high, but many of the words are wrong, paragraph lost no quality of the free "British and American literary works ", greatly mislead learners of English and American literary works.

5.2. Distortion of the Inner Image of British and American Literature

The era of Internet prevalence and no real name system[5]Many of the classic English-American literary allusions and passages of classical works have been arbitrarily adapted to completely change the original artistic conception of British-American literary works. Literature is sacred, clean and elegant. But after these changes, lost the original taste, changed the impression of many people who do not know much about British and American literature.

5.3. Leading to the Value Transfer of British and American Literature

Literary works should have been people's spiritual food for edifying sentiment, learning knowledge, transmitting emotion and purifying thought. But after the internet became popular, because of people's dependence on the internet, many businesses focused on it, and for more benefit, they affected many people who did n' t know the truth by using british and american literature, packaging and adaptation, or promoting it as a commodity or entertainment. Let the quality of British and American literature spread by a great blow.

6. Conclusion

To sum up, the above comparative argumentation can be concluded that the prosperity of the Internet has a great influence on the spread of British and American literature, and the change of people's way of life has created the change of behavior thought. The Internet has made use of its advantages and has greatly promoted the spread of British and American literature at home. Nowadays, there are many excellent works in English and American literature in China. More and more people know English and American literature. Understand British and American ideology and culture. Cultural exchanges between China and the West are becoming more and more frequent and more unimpeded. However, because of its network information complex so that the British and American literature in the process of dissemination lost truth, there is a certain degree of flaw. Also because of the network entertainment atmosphere, and some bad network business people do not benefit from the early network style so that the British and American literature in the process of online dissemination of entertainment programs, lost the original British and American literature charm. However, this still can not conceal the favorable contribution of the Internet to the dissemination of British and American literature.

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