An Analysis on the Development of Chinese Language and Literature in the Background of New Media Era

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Abstract: China is one of the four ancient civilizations and has an unparalleled culture of destruction. The Chinese language is an important part of the continuation and development of Chinese civilization. Chinese language and literature, with its unique charm, has nurtured generations of Chinese children, who are Chinese children. Spiritual treasure. With the continuous development of China's economic construction, the influence of Chinese culture in the world has been continuously enhanced, and Chinese language and literature have also been welcomed by the world, fully demonstrating the charm of Chinese language and literature. However, with the advent of the new media era, the network has brought a broader development space for Chinese language and literature, and it has also brought some challenges to the development of Chinese language and literature. This paper focuses on the analysis of the opportunities and challenges brought by the new media for the development of Chinese language and literature, and analyzes the problems existing in the development of Chinese language and literature in the Internet age, and puts forward how to better promote the development of Chinese language and writing in the new media era. Some ideas and ideas.

1. Introduction

The new media era has changed people's learning habits and promoted the development of society and the prosperity of culture. It also created a good development environment for the development of Chinese language and literature, and made Chinese language and literature have new development opportunities. Chinese is our mother tongue. We use Chinese from small to large. Chinese is closely related to the life and work of every Chinese. We communicate, learn, perceive the world, understand the world and change the world through Chinese. Therefore, Chinese is very important for us Chinese [1][2][3]. At the same time, China’s 5,000-year history of civilization development, Chinese is also an important component of this. Through Chinese, we have learned the unique wisdom of the ancients. Many Chinese language and literature classics know today. It also has a very important role and significance[4]. The current development of new media has given Chinese language and literature a new platform for display. Our excellent culture can be spread all over the world through the Internet. It can be said that the new media era has brought great development to the Chinese language. Promote and promote[5].

1.1. The new media era has made the development of Chinese language and literature increasingly diversified

The new media era has obvious features that are convenient, fast and extensive. Although paper books still occupy a major position, the prosperity and development of electronic cultural products are gradually weakening the status of paper books [6][7][8]. In order to cope with this change, electronic publications are beginning to increase, and language and literature are also being used. The dissemination of new media can also provide a broader library of teaching resources for Chinese language development research. People can directly search and acquire teaching resources through the network, and not only can get problems, but also get video, audio, etc. The information helps the auxiliary resources of learning, and can make the learning of Chinese language more targeted [9]. Different groups of people can rely on the Internet to conduct targeted learning according to their own habits and knowledge structure, which provides a good development for the
development of Chinese language and literature [10].

1.2. The New media era promotes the study of Chinese language and literature more flexible and changeable

In the era of new media, every Internet user accessing the network is equivalent to having a database full of massive resources, in which people can freely obtain the information resources they want according to their own needs. In the traditional Chinese language literature study and promotion, the method is too rigid, the form is too single, the learning process is relatively boring, but in the new media era, this situation has been greatly improved, everyone can pass their own habits and I like to choose a learning style that is good for my own characteristics, and build a unique new media learning model. And the massive database support can make the learning of the family, can not only learn the theory of an expert scholar, but also learn different theories of different scholars, thus forming a set of their own learning views on Chinese language and literature, and more conducive to the spread of Chinese language and literature, but also more conducive to stimulate interest in learning.

1.3. The new media era provides a smooth channel for Chinese language and cultural exchanges

No matter which kind of knowledge is learned and researched, effective communication is needed to better inspire vitality. In the process of learning traditional Chinese language and literature, although there are also exchanges, most of them are concentrated in literature lovers. Communication has certain limitations and a relatively narrow scope. In the new media era, the limitation of this time space does not exist. Whether it is near the end or far away, you can gather together through the new media platform to talk about your understanding of Chinese language and literature and the understanding of learning. Improve the extensiveness and interactivity of Chinese language and literature studies. Moreover, in the process of learning, the zero-distance communication between experts and scholars and literature lovers has been realized, which has greatly improved the effectiveness and scientificity of learning. At the same time, it can also attract more people to join the discussion, so as to cultivate more lovers of Chinese language and literature.

2. The Problems and Challenges Brought by the New Media Era to the Development of Chinese Language and Literature

New media is all-encompassing. Everyone can speak through the Internet, express their opinions, and talk about their feelings. This creates conditions for cultural prosperity, but it also brings some problems to the development of Chinese language and literature. Its main performance is in the following aspects:

2.1. The use of non-standard Chinese language hinders the healthy development of Chinese language and literature

In the new media era, people's thinking is more active. In the process of communication, because they are all facing mobile smart devices or computers, there is a big difference in communication with reality in the process of communication. Some people may be In real life, it is not good at words, but in the Internet age, it can become a topic leader, and there will be many new terms, the emergence of new languages. Although in one respect, the Internet language has the characteristics and characteristics of the Internet language, for the Chinese language. The forms of expression are more diverse and richer. However, the buzzwords on these networks are not standardized in use, and may be representative in certain periods. Many online buzzwords are derived from specific periods and specific events. After a period of time, it loses its meaning. This situation will bring certain destructiveness to the development of Chinese language in China. Even some words that are derogatory in itself become derogatory under the fermentation of the network. Some neutral vocabulary changes. It has another meaning. In the long run, it will cause some people to study the Chinese language and literature. Because of the deviation in the understanding of some words, the
impact is huge..

2.2. The change of the status of Chinese language and literature has hindered the healthy development of Chinese language and literature

The changes brought by the Internet to people's work and life are profound. Under the influence of the Internet revolution, people's life and work rhythm are getting faster and faster. People are busy with entertainment and feel the more exciting time that information technology brings to people. There are more and less time to really calm down and read books, especially for young people in the moment, books are becoming less and less attractive to them, writing has begun to be replaced by computers, and channels are being used by smart devices such as mobile phones. In the minds of many young people, the Chinese text has naturally become a combination of 26 letters on the keyboard, which has become the number in the input method of the mobile phone, and the charm and meaning of the text itself have been neglected. Words have become the norm, and writing has become an occasional one. Under such circumstances, the development of Chinese language and literature has become more and more difficult. At this moment, which is highly dependent on electronic information technology, the cultural connotation of the Chinese language has been marginalized. The noble culture passed down by the Chinese nation for thousands of years has begun to be ignored and even forgotten by more and more people. Under the influence of various information in the new media, people's ideas are also changing. For the ability to understand Chinese language and literature, the ability of logical analysis begins to weaken, and young people choose to learn Chinese language and literature gradually. This is for Chinese language and literature. Development has brought great impact and challenges to the cultivation of young talents in Chinese language.

2.3. The teaching of Chinese language and literature cannot meet the new requirements put forward by the new media era

The development and inheritance of Chinese language and literature is inseparable from the teaching of Chinese language and literature. At present, the development of Chinese language has encountered many problems and challenges, which makes the Chinese language begin to weaken both in status and function. Although Chinese is our mother tongue, it is the language that every one of us uses, and it is also an important medium for us to acquire the cultural charm of knowledge. However, in order to achieve better development, Chinese language and literature needs to be taught in Chinese language and literature. jobs. However, judging from the current situation of Chinese language teaching, the concept of Chinese language and literature teaching is relatively backward. The emphasis on theoretical teaching is only a rigid way of transmitting Chinese language and literature theory knowledge to students, but there is no strong education on the nature of the text. guide. Especially in the current highly developed social environment, the active thinking of young people is more likely to be attracted by new things, but our teaching work rarely uses new media. For new media, the development of Chinese language and literature Insufficient understanding of impact and impact, little reform in teaching autonomy and flexibility, and little progress in integration with new media, these issues are not conducive to the development of Chinese language and literature in the new media era.

3. The Relevant Measures to Crack the Dilemma of the Development of Chinese Language and Literature

Chinese language and literature is an important component and an important manifestation of the inheritance and development of Chinese culture. It is incomplete that culture does not have the support of its own language. Chinese language and literature represent Chinese culture, embodying Chinese wisdom, and continuing the cultural heritage of the Chinese nation for thousands of years. Protecting, inheriting, and using good language and literature are the new requirements that the times have given us to every Chinese. General Secretary Xi Jinping always attaches great importance to cultural prosperity, especially the traditional classic Chinese language and literature.
It has been used in many important speech conferences and has been used in international exchanges. It has been adopted by all people and people of all nationalities in the world. Welcome, this fully shows that Chinese language and literature in China is very attractive and attractive. In the face of the difficulties and challenges brought by the new media era, we must have a clear understanding and make full use of new media. At the same time, we must also pay enough attention to the difficulties brought about, aim at problems, change concepts, and implement reforms to solve problems encountered in the development of Chinese language and literature.

3.1. Pay attention to the new requirements of Chinese language and literature in the new media environment

Language enables people to exchange important media for learning. In the end, in the new media era, the whole society and the development of the country's cultural undertakings are changing, especially people's thinking, and it is constantly changing with the times. Moving forward, the emergence of online buzzwords is a concrete representation of the changes in people's thinking, and such representations can be positive. It provides many new ideas for the development of Chinese language. The new usage has a certain promotion effect in a certain sense. Therefore, in the process of promoting Chinese language and literature, we cannot listen to the words of other families. These network buzzwords find vocabulary that conforms to the public opinion and conforms to the characteristics of Chinese language, enriches the vocabulary reserve of Chinese language, creates conditions for the development of Chinese language and literature, on the other hand, it should focus on strengthening guidance, and must have strategies for some bad buzzwords. Guided, especially to strengthen the guidance of young people, educate them to develop a standardized use of Chinese, develop self-conscious protection of Chinese, maintain Chinese habits and action consciousness, thus ensuring the development of Chinese language and literature to create more open and more inclusive And a more standardized development environment.

3.2. Focus on optimizing the development environment of Chinese language to promote the healthy development of Chinese language and literature

The development of Chinese language and literature needs to keep pace with the times, and it is crucial to build a good development environment. Without the development of a good development environment, the development of Chinese language will lose its foundation, and to build this foundation, we must make full use of the advantages of Internet interconnection and interoperability, build a network of Chinese language promotion learning exchange platform, and use the unique advantages of the Internet to promote modern Chinese language development. We must pay attention to the diversification, personalization and customization of platform construction. We must fully understand the Internet, understand new media, learn to use new media to improve the influence and appeal of Chinese language and literature, and pay attention to the construction of online learning environment. Increase the superior resources, enrich the content of teaching and the form of teaching, enrich the expression and unique charm of Chinese language and literature, better the Chinese language learning atmosphere, and attract more popular Internet Chinese language and literature promotion platform, let more People began to pay attention to Chinese language and literature, like Chinese language and literature, study Chinese language and literature, and how to realize the healthy and orderly development of Chinese language and literature.

3.3. Strengthen the teaching of Chinese language and literature with new media means

The teaching of Chinese language and literature is of great significance for promoting the development of Chinese language and literature in Chinese language and literature. Through teaching, it can better cultivate excellent Chinese language and literature talents and provide a steady stream of outstanding talents for the development of Chinese language and literature. Therefore, it is necessary to strengthen the teaching of Chinese language and literature. In the face of the new changes in the current thinking of students in the new media era, and the changes in the learning styles that new media bring to students, teaching should also actively change, make good use of new media, and make new media better to help students learn Chinese language and
literature. A powerful weapon, reforming the traditional teaching model, highlighting the proportion of new media in education, highlighting the dominant position of students in learning, continuously improving the methods and methods of teaching, paying attention to the individualized needs of students, and making good use of new media in an open and timely manner. Sexual characteristics combine traditional teaching with Internet teaching, combining teacher-led teaching with student participation in teaching, and building a more interactive, personalized, and self-contained diversification that meets the needs of students in the new media era. The cooperative teaching mode promotes the quality improvement of Chinese language and literature teaching and lays a solid foundation for cultivating more excellent Chinese language and literature talents.

4. Conclusion

The times are developing, human beings are making progress, and any work in any industry will encounter many new problems in the development of the times. The same is true for the development of Chinese language and literature. It is necessary to firmly grasp the broad development brought about by the new media era to Chinese language and literature. Opportunities must face up to the impact of the new media era on the development of Chinese language and literature, actively seek change and actively seek change, advance in reform, develop in the future, make good use of the Internet, use new media, and establish requirements in line with the times. The development concept to achieve the healthy and sustainable development of Chinese language and literature.

References


