Research on the Situation and Development Path of International Communication of Chinese Network Literature Works

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Abstract. With the rapid development of Internet technology and the accelerated process of globalization, in recent years, more and more network literature works began to go to the world, which has played an important role in the cultural exchange and cooperation between China and other countries in the world. This paper studies the current situation and development path of the international communication of Chinese network literature works, and puts forward the existing problems and feasible solutions affecting the overseas communication of Chinese network literature works, which can effectively promote the further development of the international communication of Chinese network literature works and help the cultural exchange and integration between China and foreign countries.

Keywords: Network Literature Works, Cultural differences, cultural exchange.

1   Introduction

Network literature refers to a new form of literature published and disseminated by netizens on the Internet for the appreciation of network readers[1,2]. The development of online literature in China has a history of more than 20 years. By the end of 2022, there will be more than 22 million online writers in China. With the huge number of online writers and creations, online literature is playing an increasingly important and positive role in the spiritual and cultural life of the whole society.

With the rapid development of the internationalization of online literature works, there have also been some problems such as excessive commercialization of online literature, lack of evaluation standards, and lax regulation and supervision, which have caused some adverse effects. Michael S. C. Tse and Maleen Z. Gong[3] analyzed the role of online communities in the overseas publishing and promotion of Chinese online literature works, indicating the healthy development of Chinese online literature in the past few years. At the same time, they also pointed out that the rapid expansion of the international market of online literature also led to the problems of low quality, over - commercialization and neglect of cultural value of some Chinese

online literature works. Giuseppe Minacapilli[4] studied the censorship system and creation forms of Chinese online literature works, and pointed out that the relatively backward censorship system of Chinese online literature works has seriously hindered the further development of online literature.

This paper studies the current situation and development path of the international communication of Chinese online literature works, traces the development course of the international communication of Chinese online literature works, analyzes the unique advantages of the international communication and promotion of Chinese online literature works and the main problems and obstacles that still exist, and puts forward practical advice about the further development of the internationalization of Chinese online literature works.

2   Development status of international communication of Chinese online literature works

In developed countries such as the United States and the United Kingdom, traditional publishing institutions still occupy the main position of national publishing business, and the online publishing industry and creative mechanism are relatively backward compared to China, making it difficult to meet the reading needs of foreign readers[5]. In recent years, with the continuous acceleration of globalization, exchanges between different ethnic groups and cultures have become more frequent and extensive, greatly increasing the level of cultural acceptance among different countries and ethnic groups[6,7]. Meanwhile, Chinese online literature often has unique story backgrounds and ideological connotations, which are rare in foreign cultures and have attracted a large number of foreign readers' interest in reading.

2.1   The European and American markets are developing steadily, while the Southeast Asian market has great potential

Due to the developed economy, advanced network technology and high tolerance of foreign culture in Western countries such as the United States and the United Kingdom, the Western market has always been the main market for the dissemination of Chinese online literature works[8]. The development of Chinese online literature in the past few years has also proved that this development direction is correct. Chinese online literature companies have cooperated with well-known foreign publishing houses, established partnerships, and promoted their works on foreign reading platforms through cooperation. For example, in the past few years, China Literature Group has cooperated with Amazon of the United States to release several Chinese online literature works on its Kindle platform.

As the market and technology are developed continually, Chinese publishers have realized the huge development potential of the Southeast Asian country. Countries such as Thailand, Myanmar and Vietnam have a large population base and a large audience base, but this part of the market has been untapped for some time due to backward communication technology and underdeveloped networks[9]. In recent

years, Southeast Asian network technology has been developed rapidly, and computers and smart phone devices have been popularized in large numbers. In addition, Southeast Asian countries are close to China, which have been deeply influenced by Chinese culture in history, and they have great similarities in concepts, customs, religion and other aspects. The cultural gap is not huge, which provides great probability and good opportunities for the development of the international dissemination of Chinese network literature works.

2.2   Chinese network literature companies actively expand the international market

In order to accelerate the international dissemination of Chinese online literature works, Yuewen Group, Tencent Group, ByteDance and other companies actively carry out cross-border cooperation business, expand the national development market, and make important contributions to the international dissemination of Chinese online literature works[10]. The year 2019 is an important year for the international dissemination of Chinese online literature works. In this year, the international reading website of Yuewen was launched. In order to meet the diversified needs of international users, it supports direct login of website accounts such as Facebook, Twitter and Google, and can be adapted to multiple platforms such as PC, Android and iOS. Tencent has partnered with South Korean company NAVER Webtoon to launch an online comic and novel platform, aiming to spread Chinese online literature to South Korean users. ByteDance has quickly gained a large number of overseas users by promoting its online literature software through its subsidiary Tik Tok international short video platform. Table 1 shows the overseas development regions of Chinese online literature companies.

Table 1. Overseas development regions of Chinese online literature companies.(Chinese Writers Association)

	languages	Countries promoted
Yuewen	English, Russian, Korean	USA, UK, Canada, Russia, South Korea
Zhangyue	English, Japanese, Korean	USA, UK, Japan, South Korea
ByteDance	English, Indonesian, Vietnamese	USA, Canada, Vietnam, Singapore

2.3   Coordinated development of multi-types of cultural products to jointly promote the international dissemination of Chinese online literature works

Online novels are the most typical type of online cultural products. In addition to it, network cultural products also include film and television series, animation, comics

and other forms. As Chinese literary works are spread more and more widely overseas, the overseas development of film and television series, animation, comics and other art forms has formed a benign ecology in which multiple types of products develop cooperatively and promote each other. The further optimization of the development mechanism of online literature has effectively brought about cultural promotion impetus and commercial value, and broadened the development of Chinese culture to the overseas. On the other hand, the popularity of some Chinese cultural products such as movies and TV dramas, cartoons and comics in foreign countries has also led to the popularity of literary works overseas.

3   Problems to be solved in the international dissemination of Chinese online literature works

3.1   There are still cultural barriers to the international dissemination of online literature

Cultural barriers usually have two meanings, one is the communication barrier caused by cultural differences between different regions, and the other is the artificial restrictions imposed by a certain country on the dissemination of foreign cultural products. This paper focuses on the second meaning. In order to limit the development of third world countries, western countries will set up targeted restrictive measures in cultural and economic aspects, such as special laws, differentiated review systems, quota restrictions, special tariffs and other restrictive measures.

3.2   Cultural differences will weaken the effect of cultural communication

There are huge cultural differences between the East and the West, which make it difficult for many ideas and languages to understand each other, which has a serious impact on the effect of cultural communication. For example, there are a large number of Christian countries in the West whose culture is based on Christian culture, while China is based on Confucian culture. Therefore, many ideas in Confucian culture are often difficult to be interpreted and recognized in the culture based on Christianity. In addition, in daily life, the common words in the context of greeting, farewell, praise and criticism are quite different between Chinese and Western languages, which makes it difficult for some words in Chinese network literature works to be understood by Western readers in some contexts.

3.3   It is still difficult to protect copyright in international markets

Piracy is not only a problem in China, but also a thorny problem for all countries in the world. The wide spread of online literature and the complicated regulatory process have led to a rampant piracy industry. A large number of lawbreakers have illegally translated and pirated online literature works for sale without authorization in order to seek illegal profits. Such behavior has seriously infringed on the interests of literary

creators and hindered the dissemination of Chinese online literature in other countries through formal channels.

4   Suggestions on the development of the national dissemination of Chinese network literature works

4.1   The government needs to play a leading role and provide official communication paths and channels

The international dissemination of Chinese online literary works has played an important role in the in-depth communication and mutual promotion of Chinese culture with other countries in the world. The government, as the main leader of the overseas communication of Chinese culture, needs to play a macro-control role.

In terms of technology, the government can strengthen its support for technologies related to the development of online literature and improve the efficiency of overseas dissemination of Chinese online literature works. For example, research and development of online literature promotion platforms that consider user experience with intelligent recommendation functions can enhance the market competitiveness of China's online literature promotion platforms. A multilingual translation tool using artificial intelligence technology has been launched to improve the accuracy of machine language translation.

4.2   Enterprises need to further establish a multi-channel promotion model and pay attention to talent training

Chinese enterprises related with online literature works are the main force of the international dissemination, and they need to bear the important responsibility of expanding overseas markets. Those enterprises need to establish a multi-channel international promotion model, including the expanding of overseas channels, in-depth cooperation with foreign online sales platforms, acquisition of foreign online publishers and so on. In that way they can deeply integrate with the international online literature market, so as to form a unified and global online literature market. In addition, enterprises also need to strengthen brand building and publicity to enhance the international visibility and recognition of Chinese online literature.

4.3   Authors of online literature should enhance the diversity of their creations

Creators of online literary works are the source of online literature, and they are also those who have the most understanding and in-depth understanding of the connotation of their works. They should be encouraged to positively participate in the whole process of the international promotion of online literary works, as well as the creation of films and TV dramas, games, comics and other traditional products derived from online literary works.

5   Conclusion

This paper studies the situation and development path of the international communication of Chinese online literature works, reveals the main factors affecting the international promotion and communication of Chinese online literature works, and points out the problems that need to be solved in the further promotion of Chinese online literature works overseas. Through the analysis and interpretation of the problems, this paper puts forward development suggestions for the international communication of Chinese online literature works from three aspects: the government should play a leading role and provide official communication paths and channels; enterprises should further establish a multi-channel promotion model and pay attention to talent training; and online literature authors should enhance the diversity of their creations.

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