Literary Turn in the Era of Consumerism

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Abstract. Under the wave of consumerism stage, literature increasingly become object of consumption, which resulting in four divisions presented in the field of literature: The sublime to daily life; Elite literature to popular literature; Literature theory to readers; Enlightenment literature to entertainment.

Introduction

In the era of consumerism, literary products as well as other products are facing confusion after great abundance. In the process of literature production, diffusion and consumption, the literature field presents an unprecedented posture of diversion. Before the consumerism promising, literature is with "charm", people hope to learn from the literature, people still hold the awe of heart to read, but now people treat the literature is not the case, now consumers who hold money, they spend money to meet their need with literature. In other words, people used to look up to literature before the age of consumerism. On the contrary, now people began to look down at literature. Consumerism unified all value into the orbit of consumption value[1]. So what is the consumption value, this value is not defined by the traditional elite, but by the mass media enterprise marketing and the public who incited by consumption desire and identify it.

The Sublime to Daily Life

Since 1980s, foreign cultures have a strong impact on our existing culture. The pattern that Model Opera and Red Classics monopolize cultural resources has changed. The revolutionary heroism culture like iron wall become no longer unshakable in the face of challenges to the material culture. Some pop culture from Hong Kong, Macao and Taiwan swarm into like the tide. Red literature is no longer the only choice for readers. Hong Kong and Taiwan's romantic novel, martial arts fiction more accord with natural humanity and to win the favor of the public interest. The martial arts fiction’s de-political make the masses transferred from revolutionization, conceptual, complanation revolutionary hero image to the individual heroism worship in wulin in the imagination of delight. The joys and sorrows of romance novels can achieve reasonance in the sentient beings. Chinese culture is a kind of sublime cultural attitude before the mass culture which is represented by Hong Kong and Taiwan enters the mainland of China. This Chinese style is built in the sublime that nonuniversal sense, specific historical context. This kind of sublime is the product of the specific historical context, and it must be kept in a specific historical context. As the context of The Times towards the popularization, the sublime in the era of mass culture has been reexamined and cared. This Chinese sublime formed in the specific historical context and constructed by the specific power group encountered strong shock of consumerism ideology under the new historical conditions. The biggest characteristic of the consumerism ideology is "the material" itself becomes the ideology. In the sublime, the ideology is spiritual, in the consumerism ideology is the "material". Then, the ideological and spiritual ideology conflict happens, the result of the conflict is not who is determined by who, but both shaking hands. Because the ideology of sublime and the ideology of material are conductive to the rule of the ruling class. The ideology of sublime make people acknowledge the existing system in the imagination of spirit. The ideology of material make people degradation in this consumption of things. In this kind of degradation to
abandon any thinking and practice of change current situation thinking and practice. In the context of culture, the spirit of sublime turned to the "material", the distance between sublime and life transformed into reality of everyday life, the other side of sublime regression transformed into consumerism daily [2].

Elite Literature Turn to the Public

The elite literature has experienced a popular turn in the modern times. Just the end of The Great Proletarian Cultural Revolution in 80s, intellectuals with a strong reflection and criticism appear on the stage of history, they claim to be enlightened, through various cultural forms shouldering the historic great trust of enlightenment. The culture of this era encounter the strong intervention of the cultural elite, the literature of this period is also a strong color of the elite as well. Elite literature always tries to reveal the depth of reality, always in the literature to show through the subject of intense reality, always cannot get rid of the grand narrative of enlightenment, always consciously practiced a depth mode. However, when history into 90s, especially after Deng Xiaoping's southern tour speech, the market economy vigorous in our country, at the same time, the cultural change is difficult to measure. At this time of China, the rapid emergence of emerging classes, the rapid development of urbanization, a substantial increase in the rate of national literacy and so on. These conditions are important driving force of literature popularization. Indeed, the baptism of the market economy and the political storm also make the elite literature of enlightenment and narrative lost the better development of the historical context.

The popular turn of elite literature is mainly reflected in three aspects. First of all, the mass production of literature. Consumption of literary in Consumer society is bound to promote the mass production of literature. Consumer society literature is only a kind of fast consumer goods, the recipient of literature constantly consume new literature instead of repeatedly pondering the so-called elite literature. So literature production pattern obviously can not meet the time of such elite literature consumption of consumer society. So the literature of the consumer society is like fast food, which is produced and reproduced in large scale. Secondly, the landscape of literature communication. The ultimate pursuit of literature in the era of consumerism is not immortal, but has a strong business sense of the pursuit of flower briefly as the broad-leaved epiphyllum. The pursuit is not value and function, but the pursuit of public recognition, and willing to spend money on literary consumption after recognition. Again, the rapid impact of literary consumption. Literacy consumption of consumerism focus on pleasure, pleasure is the most prominent feature is not through speculation, but simple and direct access to the sense of pleasure. This kind of pleasure is not the kind of grand theme that can bring, but those text of sensorial and subversive can bring it. In fact, sensory had rejected a deep pattern and enlightened significance, more prominent the orientation individual interests, although this orientation of individual interests is built by the society. But this kind of pleasure comes from the main body of literature consumption, social construction is diluted infinitely.

Literary Theory Turns to Readers

The literary theory of Consumerism Era also changes greatly in the great changes of consumerism literary practice. The literary theory of pre Consumerism Era was centered on authors for a long time. The theory of literature is in fact about the writer's life and psychological study of piling and carding, this theory reflects the simple causal model of logic, is the specific work of specific writers specific traits, the relationship between parents and children as the writer and the work of the. The theory of the author centered literature is a typical literary practice for linear analysis model, its greatest contribution is to find an important literary interpretation method, the later exposed the problem is to ignore the text dimension. Later the focus of literary theory turned to the work itself. Russian formalism, new criticism, Prague school and so on all take the form of literary text as the center of works research. This text centered study is an "internal research" approach. To highlight the independence of literary forms, ignore the literary sociological research
methods, the structure, rhetoric, ambiguity, irony and so on literary works in the form of details to explain the literature, this literary theory emphasizes the autonomy of literature emphasizes. But with the development of theory and practice, people gradually found that the limitations of the author and the theory of taking the works as the center have ignored the significance of the reader in the whole literary practice. The reader turn in Consumerism Era is a subversive, sensual, spectacle and playful theory of literary reception. In this era of consumerism, the theory of literary reception is actually an anti elite attitude, which is actually an elite literary interpretation. Counter interpretation is also counter theoretical, because the theory constructs this depth pattern has been the cultural tool which the elite uses to carry on the culture or the social partition. Pay attention to personal feelings more consumerism literature in the era of consumer, and enjoy the feeling of literary theory is not likely to be completely indifferent to such kind of literary practice, so there is a unique era of consumerism to personal feelings of the recipient's Center for literary theory.

Enlightenment Literature Turn to Entertainment

In the age of consumerism literature is no longer a serious face, the era of consumerism literature overall mainly highlight the "music" of the characteristics, so how to make people enjoy music, what people, what music has become a core issue in literary theory and practice. Why does "music" become the core issue of literary theory and practice in Consumerism Era? Because the literature consumption "music" is the literature of consumers from the inside out and generated, and has great significance as literary education is from the outside into the literature of consumers, in short, one is from the inside one is from outside to inside. This from the inside of the "Le" in the literary education in the context of consumerism in weakened conditions, by the external oppression less, so in the long suppressed after a sudden burst out. Popular in the single political system and the planned economy in the helpless literary education mode exit, but this is not the real exit, just become more hidden [3]. The legitimacy of this kind of literary music comes from the affirmation of the market, and the affirmation of the market comes from the awakening of the popular taste of the public. And from the Enlightenment literature, suffered a huge challenge in the era of consumerism, not only in literature market are neglected, and become the source of mining non mainstream literature of resistance of pleasure. The coming of "music" era is a kind of cultural reaction based on the profound changes of social politics, economy and culture.

In this social context of consumerism and after full of spiritual demands of people of truth questioning, questioning the central position of dramatic changes in society and the era of material scarcity in people's spiritual life but in a matter of rapid growth, people desire for material expansion, the relatively steady in the social context, the core spirit of people's life has been a huge challenge of material. People back to life world from the utopian world, Paramilitary people's spiritual pursuit to the shore. In such a context, the importance of material highlights, mental decline. So, people are no longer the enlightenment narrative of grand narrative. The truth, people more fascinated by the side, can touch, emotional, physical beauty, distant beauty, replaced by the side of everyday life in the United States. The literature in this context of the times also had to return to the real life, real life is not to return to the guidance of life, is not to give people the teachings, but to increase the interest of daily life, add color to life, to achieve the most simple and direct way is entertainment, literature also entered the era of comedy. Elite literature in the comedy era is no longer the only darling of those comic literature, network literature, romantic literature, martial arts literature all appear, these literary works and popular style, the intersection more broadly, enter and really penetrated into public life.

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References

