Study on the Children Literature on Screen in the New Media Era

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Abstract: As the development of digital technology, more and more people are inclined to change their reading habits and crave for the glamorous audio-visual effects, which have prompted the diversity of literature. With the children's literature and their adaptation of the film and television as the object of study, this paper analyzed the interaction between the two, the role and direction of development etc., it is expected that this paper will help to bring about a positive influence for the domestic children's literature and film creation.

Introduction

With the rapid development of new media technology, equipped with modern communication technology and global integration platform, the transformation from literary works of paper to the visual three-dimensional has become an irreversible trend. In other words, the media focus gradually shifts from the text to the image. Diversified means of presentation has replaced the traditional form, which has turned into a prevailing phenomenon among the mass. Children as a distinctive group, their acceptance of external information is limited, compared to reading the text, the intuitive image is more likely to be recognized.

Under the background of this reality, this paper focus on analyzing the interaction between the adapted motion pictures and the original works, aesthetic characteristics, educational function and social influence etc.. By means of a variety of literary criticism, it deeply explores the children's literature and adaptation of films from the following angles including educational function, childrenizing presentation as well as the film creation, and also focus on acknowledging the different impacts in the two forms among the children at different ages, especially in the current times in which multimedia and communication channels are more advanced.

The Interaction between Children's Literature and Adaptation of Films and Television

First of all, viewed from the nature and modes of transmission, different medias lead to variation in the transmission and methods. The relationship between literary narration and film narration is subtle, and literature is constructed with language, its image is not intuitive and is established in reading imagination. While the image of the films and television is more concrete, this kind of fantasy to the intuitive transformation is a certain certainty, and the vivid scene of films is easy to be accepted, but its certainty also impedes and denies the imagination. Two ways can bring the audience different feelings and influences.

The intricate relationship between words and images offers many possibilities of films adaptation, such as children's movies, cartoons, children's plays and so on. For instance, based on a popular work "Shuke and Beita" wrote by a famous fairy tale writer Zheng Yuanjie, its adapted cartoon won the Outstanding Art Film Award in1991 China Children's Film "Tongniu Award", which has been infiltrated into the minds of several generations for a long time. And a classic fairy tale "The Magic Gourd" created by writer Zhang Tianyi has been adapted and filmed into the same name animated film in 2007, also received the love of all ages. Besides, based on Cao Wenxuan's literary works "Grass House", its adaptation of the same name children's film has been simultaneously released in the mainland and Hong Kong, not only set a milestone that a domestic film made its premiere in Hong Kong, but received wide acclaim. In total, this film won 8 awards including the "Huabiao
Award", the "Gold Rooster Award", the "Calf Award", for the best film and the best screenplay.

Secondly, from the aspects of art forms and aesthetics, children's literature through narration and description to characterize people, shape the image, and express main idea, children only through the understanding of language and by means of imagination, then they can imagine "still picture" in their own minds. While films and television works use the motion picture as the basic means of expression, intuitively put the photographic image in the actual scene, so as to convey the main idea to the audience. The transformation between these two forms shows the difference between the artistic approach and the way of transmission.

The film historian George Sadoul in his book "Histoire Du Cinema" said, a kind of art cannot be produced out of virgin land and suddenly appears in front of us. It must absorb all kinds of nutrients in human knowledge, and digest them as soon as possible. For instance, the famous children writer Yang Hongying's work "Naughty Boy Xiaotiao Ma" has rooted in her own experience with students, with its profitable sales of more than 30 million in the ten years, and has been successfully adapted into a TV series, the film, cartoons, stage plays, music plays, comics and other art forms, these film and television works also received the Flying Goddess Award and other awards.

Thirdly, from the perspective of educational function, due to the particularity of age, children's literature and relative film and television has become an important part of children's spiritual growth. With its widely dissemination, which is also enough to witness its impact on children's growth and role model. As a child's favorite art form, educational function is also its duty-bound mission.

Through the image display and storytelling, the viewing process itself is the most effective way to carry out implementation in children's moral education. It can be stated that in such a graphic art world, their curiosity, fantasy and innocent nature can be maximized upon enjoyment and satisfaction, which offers more joyful happiness beyond the candy and the game, and the joy of art appreciation.

The philosopher Democritus argues that "Great pleasure comes from the admiration of beautiful works", and the so-called "great pleasure" is spiritual influence and emotional cultivation other than sensory stimulation and materialistic satisfaction, which is a way to build a fine character and pleasant feeling, this pleasure is worth cultivating and developing.

The Adaptation Needs of Children's Literature into Films and Television

Some classic texts to be selected to adapt into films and television, which are regarded as an expanding and reconstructing, in line with the development of the times, the audience needs and artistic creation and other aspects, undergoing a process of reshaping. The successful promotion of adapted film and television works is also making the children's literature classic. This win-win interaction is also a fine reflection in film and television transformation. Under the broad aesthetic culture, the interaction between children's literature and adaptation of film and television works is pluralistic and co-prosperity.

1. From the perspective of the text: it provides a broad source of re-creation for the film and television works, and in terms of how to narrow down the choices as well as how to organize the text for adapting children's literature into motion pictures, the field has its own unique principles.

First of all, the most popular works which is easy to be accepted and understood among the children seems to be expected to be featured storytelling, fun and epochal character in line with the characteristics of the times and the current status of life, such works can be integrated into the children's world, will be widely accepted. Next, the fine works are expected to be embedded with educational senses; then, literary works must embrace a certain space to present images, so as to fit the artistic expression of film and television.

Generally, the indifferent and cruel stereotyped preaching and education which is divorced with art barely can achieve the desired effect, let alone to become a classic and trendy. In addition, due to the lack of outstanding literary texts, we have to face up with the frustrated status of children's literature creation, which not only hinder its own development, but also triggered a lot of serious problems for the children's literature and television development.
2. From the perspective of the audience: with its own specificity of the audience, which determines the children's film and television works need to meet the aesthetic and physical as well as mental needs of children. If that be absent, then adaptation of children's literature text would struggle longer to achieve success.

And as a matter of fact, each age stage has its own tastes for different works, such as infant stage are easily attracted by colors and shapes, when they grow older, animal roles came to be their favorite choice, which is apparently hardly understood by the other age groups, while teenagers who mostly tend to imitate adults in the growing period embrace dramatically diversity for their affection.

In particular, take only one child family as an example, due to the lack of peer playmates, and their parents busy with their livelihood, multimedia player terminal have become to be the best "friends" in their growth. Therefore, a large number of children's films and television works came into being.

However, a hot debate about whether all these works are suitable for children to watch has been ignited among the mass. Some people argued that for some reasons, the adaptation of film and television works simply streamlines the text to cater the children’s tastes, which are a one-sided understanding that should be abandoned. And also some people acclaimed the dramatic drop of children's film market share as well as the frustrated status of domestic childish animation work creation are responsible for the seriously unbalanced children's cultural ecology.

3. From the perspective of the market: the global integration of the market economy has caused and promoted the change of pace of life and communication forms. With the popularization of Network and multimedia, people's reading habits have undergone enormous changes, every family member has at least one kind of mobile terminals, compared with literary works, the intuitive film and television works which are easy to understood are more likely cater the current culture needs in the society.

While the trend to adapt the children's literature into motion pictures is also subject to its limitation and impact. It is irresistible for children to pursue the concrete and audio-visual works, so the acceptance of film and television works is far faster than people expected.

However, some of the film and television works on the market in full compliance with commercial adaptation, which in large sense away from children's psychological features, deviating from children's lives, is absolutely the erosion of children's mind, which should abandoned by children's literature.

For instance, one of the most popular Disney animation "Frozen" has earned the high box office as well as broke the global viewing record, while compared with Andersen's original works, this adaptation to a large extent imply children to understand and accept the story as adults do, which embodies with the post-industrial features. Viewed from this angle, this adaptation is biased, let alone failed.

The Concerns that Children’s Literature on Screen May Have

In the era of multi-cultural and media integration, the ways we spread images as well as the different media channels have been shift from the paper media—the printing era and the image—the network era of the two media inter generational, then how to successfully dig and spread the essence of some classic children's literature in the commercialization form of children's film and television is a severe test.

While it can be anticipated that children's literature works would enrich in film and television material, which provides a lot of mature material and the vast foundation to make the best use of its strengths and bypassing the weaknesses. On the other hand, the film and television drama based on the media conversion and visual culture context also would nurture the traditional children's literature back, which will be brought into a new field of video media, bringing new opportunities to broaden the theoretical perspectives of children's literature, update academic discourse as well as step into a diversified development space. In such a condition, its concerns should also be multi-angle and multi-level.
First of all, with the deep understanding of the different historical and cultural contexts by studying the classical children's literature from the creation to the spread, and the detailed analysis upon the similarities and differences of the diverse aesthetic ways, performance carriers, emotion expression and ideology as well as educational senses via researching the adaptation of film and television works in different media ages and media forms, it aims to draw more practical attention to the interactive relationship between contemporary children's literature and film adaptation, explore how to form a more intimate two-way interaction and cooperation between the "image age" and the children's literature in such contemporary commercial atmosphere, so as to promote the two more blending and access to new life.

Secondly, through research and discussion, it strives for attracting the attention and inspiring some in-depth thinking so as to figure out some key issues between the children's literature and adaptation of film and television drama in the cultural production of industry under the contemporary commercial atmosphere. As well as studying and discussing the existing children's literature and the style of film and television drama and other issue.

Under the background of a new century featured with multicultural and media integration, based on film and television, it is expected to focus on exploring more suitable ways for the development of Chinese children's literature and Chinese children's drama development and the more effective integration between these two. And also, it is expected to guide the children's literature writers to pay more attention to the richer new media video presentation forms other than only focusing on the traditional paper literature, aiming to bring children's literature more diverse development possibilities, and expose traditional children's literature creation in the new video media field.

Thirdly, in the face of the increasingly complex domestic animation film market, a clear summary of experience and gains and losses should be carried out, it is a necessity to break through the mindset, fully learn from the successful experience of foreign animation market operation, thinking about how to successfully convert children's literature text into animated films toward a wider and deeper direction, and with its organic and rapid integration into the industrial chain, so as to improve the ability to create more domestic original children's play, as well change the thinking patterns to form a positive interaction between social and economic benefits.

In 2016, the Ministry of Culture issued the "Film and Television Animation Industry" Tenth Five-year "flagship development plan" clearly pointed out that "during the Tenth Five-year period, China's film and television animation industry development shares a goal of making a significant increase in the number of domestic animation production, improving better quality, produce proper oriented works, booming the film and television development, with a more scientific management, fully sound laws and regulations, reasonable structure mechanism as well as the fully opened market, so as to urge the domestic animation industry fully embarked on national, popular, scientific and industrial development path. With all these helpful policies, it is expected that a large number of outstanding children films and television works would be created.

Apparently, film and television works adapted from children's literature have extraordinary charms, with its colorful imagination, which can achieve a higher altitude and broader development space. From "Black Cat Sheriff" to "Shining Red Star", from "Big Head Son Little Head Father" to "Naughty Boy Xiaotiao Ma", from the "My Memories of Old Beijing" to "Shuke and Beita", from "The Monkey King" to "Wonder Boy" etc., these film and television works which have affected several generations are all derived from the classic children's literature, creating a beautiful dream of the world. By receiving both emotional pleasure as well as the enjoyment of the spirit at the same time, children realized the true meaning of life. Not only reflects the children's love in the entertainment, but also have an important impact on the process of cognitive world and character development with the sense of in education and literature among the children.

Under the multicultural and new media background, the media industry has undergone the rapid development, as a modern cultural power center, the mass media coerced with a variety of impact calmly step into the people's lives. The study of film and television of children's literature should focus on the new trends of children's literature creation and the social needs of adapting children's play in the multidimensional space of interdisciplinary, and explore, practice and carry forward
proper development strategies and flexible plans for the original Chinese forces in the field of research on the interaction between children literature and children films, as well as lead the development of children's literature in the media era with a wider range of reading experience and other issues into a new chapter.

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References


