The Duality of Electronic Literature

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Keywords: Electronic literature; Cultural export; Dual character.

Abstract. This is an era of network, all kinds of new art forms with new media with vivid image characteristics attracted people. The attraction of traditional literature to people is not as good as before. At this time, electronic literature has suddenly emerged, and this kind of literature in the information age has gained a place in this competitive arena, and even achieved the external cultural output. The purpose of this paper is to make an accurate analysis of electronic literature, and to explore the advantages and disadvantages of electronic literature in terms of cultural output.

Introduction

Electronic literature is a form of literature that uses new media such as computer and smart phone as a tool for literary creation. It includes various forms, the most typical of which are computer game (or Mainframe game) literature and Internet Literature. There is still a distinct classification under these two forms. Just like Japanese animation, Korean TV series, American Marvel, they can be used as a carrier of cultural output, as a cultural symbol of China in the world. Because of their liveliness, realism, entertainment and intense stimulation of the human senses, they are deeply loved by the young people, and some even have a radical liking for this electronic literature. It became so addictive that it led to a slackening of everyday affairs.

Overview of Electronic Literature

The Definition of Electronic Literature

Electronic literature is a form of literature that uses new media such as computer and smart phone as a tool for literary creation. It can be divided into computer game (or Mainframe game) literature and Internet Literature.

Classification of Electronic Literature

Computer Game (or Mainframe Game) Literature (CGL or MGL). CGL is a form of literature in which the game creators process or draw lessons from the background of the virtual world of the game, thus making the virtual world in the game real and full. Thus, social form and humanistic customs of the virtual world of the game are derived. It contains the compelling narrative computer game subject itself and its derivative works. The evaluation standard embodies the player’s sense of being owned by the virtual world. Most of the CGL are more or less inspired by traditional literature and used for reference or re-creation, such as The Witcher 3: Wild Hunt of CD Project Red in Poland. It draws on Polish folk stories. Some CGL have even become the classic work, such as Blizzard’s World of Warcraft.

CGL knows how to tell stories through the environment and does not prescribe lengthy dialogue and complex descriptions. For example, in the Fallout Four is a refuge, just a few simple furnishings, a few notes, some clues, let the player like Holmes experience the story, in silent language to express the story. It involves the psychological description and social environment of the characters. Because of the different background of the CGL story, the theme and content contained in it are quite different. Readers may still taste the ugliness of human nature at the end of this moment, and the next second may relive the era of the American dream in New York. CGL will often pay tribute to their favorite classics, including classic literature, film and television literature.
Tales of the Cthulhu Mythos are very popular with CGL creators, Blizzard’s World of Warcraft “suffered”.

**Internet Literature.** Internet Literature is a kind of low threshold, popular literary creation from which gains income by online writing. Because of its low admittance, it has created the diversity of network writers’ careers and experience. There is not any fixed form in writing, and the style is very diverse, which determines the wide audience of Internet Literature. Internet Literature can be simply divided into male and female orientation, or it can be divided according to content, roughly divided into Xianxia, Wuxia, exotic world, virtual reality, science fiction, horror and the supernatural, love novel, homosexuality love novel, doujinshi work and essays.

**Dual Character of Electronic Literature**

**Duality of Computer Game (or Mainframe Game) Literature (CGL or MGL)**

In the field of CGL, we can enjoy spiritual pleasure and great emancipation of our minds. Although the themes of the games are different, they also share the same characteristics. That is a powerful entertainment with a high degree of freedom and a strong sense of stimulation. On the one hand, the stimulus is acceptable to adults, but it is a fatal temptation for minors, especially in China, where there is no strict classification system and an unfair “one-size-fits-all” strategy for games. In other words, the definition of “playable game” between adults and minors is vague. On the other hand, a keen perception makes people be impressed by CGL, and the output of values in CGL is stronger than that of common means. Unfortunately, the game industry in China is either still in its infancy. Neither quality nor quantity is comparable to that of foreign games in the same period. That is to say, our cultural output in the field of CGL is almost a blank. This undoubtedly makes us in the game culture export this aspect is very passive.

**Duality of Internet Literature**

As a popular literary form, Internet Literature is so full of infinite possibilities. It gets rid of the abnormal posture of traditional literature and becomes a part of people’s daily life. In the past, we used to use “universal” to express the expansiveness of an activity, and to exaggerate, to describe the Internet Literature with “universal reading” was not as exaggerated as it might have been imagined. This year, the TV series adapted from the Internet Literature gradually appears on the screen. In view of this phenomenon, the Internet Literature has been attached importance to by the film and television literature researchers, has been moved to the screen, has become the popular intellectual property and formed the industrial chain, which has promoted the economic development. Even China’s Internet Literature is not only confined to China, but also spread abroad, becoming a symbol of the image of Chinese culture to the outside world, and a way of exporting Chinese foreign culture. As a more effective way of cultural output than “elegant” literature, the translation of traditional classical literature is a cultural exchange with foreign researchers of Chinese literature, and then feedback to the people of foreign countries, so its influence is extremely limited. However, the line of Internet Literature is completely different, because its audience is foreign netizens, is the citizen class, among which there is no lack of high-level intellectuals, we need to face the reality is: the number of citizens is far higher than the number of intellectual. In this way, Internet Literature has become the cultural export to the foreign citizens, and then to the intellectuals. From past experience, this is undoubtedly very effectual.

But these achievements cannot become the reason that we ignore the malpractice of Internet Literature. In writing, the same story, uneven writing level, lengthy and protracted writing make the reader produce aesthetic fatigue. In content, totalitarianism, “official standard” and money worship all are available in the Internet Literature. The virtual nature of the network seems to put a mask on the Internet Literature, under which it has ever known whether it is a man or a devil. The popularity of Internet Literature not only brought the golden age to the Internet Literature writing, but also brought the excessive consumption of the popular intellectual property of the Internet Literature. When an intellectual property is popular, it will lead to the agglomeration of investment. At this
time, peripheral commodities of this popular intellectual property will also be produced, such as TV
dramas, comics, games, physical books, etc. However, the capital is for profit. Investors do not care
about the quality of products, but focus on the economic benefits of products. The consumers of
these products might gradually get tired of this popular intellectual property and all the products in
the chain. And when the surplus value of this hot popular intellectual property should be squeezed
out, investors would turn to another. Therefore the development would fall into a vicious circle.
Internet Literature may gradually move towards Decline.

**Relationship between NEET, Otaku and Electronic Literature**

NEET is the abbreviation of English “Not in Education Employment or Training”, which refers
to the young people who do not go to school, do not take up jobs or take part in vocational training
after compulsory education. “NEET” appeared only in Japan, the United States and other developed
countries at first, and later spread to our country. But the phenomenon of NEET develops faster
than people can imagine in our country, so a word that we all know is “Kenlao” in Chinese.

The word “Otaku” is widely understood being similar to “NEET”, although the original meaning
of the word is not. It is a Japanese word and it first appeared in society after a brutal killing of
children, known as the “Miyazaki incident”. Since then, the term has taken with regard to a
derogatory tone, and the word “Otaku” has been equated with Miyazaki’s fat, gloomy and perverted
image.

The overlap between electronic literature and Otaku culture is so high that young people who are
not willing to work are mostly addicted to electronic literature because of their spiritual emptiness.
So when that tragic tragedy happened, electronic literature was also implicated. This involves the
dual nature of electronic literature. On the one hand, electronic literature is a virtual thing, and he
should not be guilty of crime. If a criminal really told the judge that he committed the crime
because of computer games or novels or other things, that would be a complete alibi, for a man in
good mental and physical health does not take illusion as a reality. People are used to blaming an
individual phenomenon in a certain group, the Otaku group. Computer games and even anime have
been demonized, and even guardians remember how they “poisoned” their children. That is as
ridiculous as accusing a knife in court. On the other hand, strict grading system will be under a
beneficial impact on the growth of teenagers. Instead of considering the possible influence of the
virtual world on teenagers, we should first pay attention to the mental health of adolescents.

However, we cannot ignore the negative impact of “NEET” on the society. First of all, social
resources is not enough to support these NEETs, meanwhile these NEETs are becoming a burden to
each family and society. Secondly, expansion of “NEET” population led to a decline in social desire
to bring out the next generation, which thereby reduced the future working population, and forming
a vicious circle. Third, the poor employment environment can cause young people to have a
negative influence on society, even entering a low-desire society.

**Summary**

To summarize, it is necessary to know the duality of electronic literature. To say the least, it
prepares us for the difficulties encountered and come up with the best way to solve the related
problems in reality.

**References**


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