

# Literary Form and Value Responsibility in the Multimedia Era

Dai Wei\*

Shandong Management University, Jinan, 250000, China

Email: 21906736@qq.com

\* corresponding author

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**Abstract:** In the multimedia age, the way of literary creation and reading has changed, behind the "literature flowers" literary works are the reform of literary forms in order to adapt to the social development. This article focuses on the changes of literary forms in the multimedia age and conforms to social development which is the reflection and value of today's trend.

## 1. Analysis of the Status Quo of Literature in the Multimedia Era

In the context of globalization, the current economic development situation and humanistic cognition of society have changed. The emergence of multimedia has profoundly affected the literary landscape, especially the widespread use of electronic media, and has created new forms and new models of literary creation, publishing, acceptance groups, and wide-area communication. In the era of the coexistence and competition of multiple media such as books, newspapers, periodicals, radio, film and television, and the Internet, "a hundred flowers contend for a hundred schools of contention" is to better survive and develop. As several major carriers of cultural information, change in survival and change innovate and reform, get rid of the previously separated and separated self-style media form, and gradually move towards the path of integration and complementarity.

**The first is that the innovation of communication carriers has given rise to new literary forms.** For a long time in the past, literature, writers, and works have occupied people's views on the world, their own emotional expressions, and mainstream values. Today, the rapid development of new media and self-media platforms, the prevalence of online literature and hyper-stylish links, and the self-media style of communication are having a significant impact on traditional literary value systems and audiences. The diversified communication, integration, and mutual complementation of books, newspapers, periodicals, radio, movies, television, and the Internet have made literary forms try to continuously innovate, change the traditional single paper production form, and combine text, images, audio, and video. To broaden the horizons of readers and achieve the purpose of literary dissemination.

Second, popular consumer literature and elite traditional literature will co-exist.

The change of the literary carrier has brought about new and old changes in the literary form, but we cannot regard the loss of literary status or the loss of spiritual value. The emergence of multimedia as a result of network literature has changed the needs of the public's spiritual products in a certain sense, but network literature still expresses and elaborates the external world and individual communication and choices within the core category of literature. With the popularization and deepening of computer networks and the popularization and improvement of knowledge, literature will return to life more and more, and people will no longer obey authority, but will judge a work by their own interests and evaluation. Good or bad. However, the creation of popular consumer literature still adheres to the tradition of storytelling in storytelling in Chinese classical novels, and storytelling in words does not change the world of writing people. Popular consumer literature and traditional elite literature are in fact our ability to integrate and transform context, and it is a strong proof of the progress and maturity of the times. Literature can more truly show the true subjectivity of the public in spiritual products and cultural needs. .

## 2. Development Trend of Literary Forms in the Multimedia Era

Facing the turbulent multimedia era, "Reading for All" and "Writing for All" seem to have inspired the prosperity of new literature. Literature, as a language art, has been incorporated into the commercial value production chain as a spiritual product, cultural resource, and cultural commodity. Various types of literature have developed rapidly in the new media era.

**First, the activity of entertainment literature, which is divorced from social realities, has increased.** In the multimedia era, literature is showing a trend of diversification, industrialization, and entertainment. In order to gain attention, various media platforms often choose to leave the literature and promote the true, good, and beautiful, and the nature of the evil and ugly literature. The twists and turns of the bizarre, sensational, and divorced from reality have attracted attention. The pattern of competition between platforms has become more and more obvious. Fictions such as fantasy, crossing, grave stealing, science fiction, and urban emotion have become popular and have been very warmly welcomed. New media has provided a new platform for the production and consumption of literature, and its increasingly entertaining functions have produced unexpected negative effects. As if the Pandora's Box was opened, a work lacking ideological content and social reality is undoubtedly just a fast product and a fast fashion. It cannot leave any mark in the long river of literature, nor can it achieve "the article is contemporary, poetry The social function of "doing everything together" just provides a way for the modern people who are overstressed to temporarily escape and relieve the mental stress. The elegant art form of literature has also been replaced by the popular pastime.

The big trend and atmosphere in the new era will inevitably produce new works and new writers. The new works will necessarily reflect the aesthetic taste and value orientation of this era. Writers in the new media era must not be constrained by personal will and their own tastes. It is necessary to trace the original source, pursue the literary content itself and see the value of the times through the content, through close contact with social real life, close contact with ordinary people, and contact and integration with Chinese traditional and modern culture to expand cultural horizons It is our responsibility to write literary works that reflect the will of the country and the aspirations of the people.

The second is that traditional literature needs to take advantage of the trend and be a fine work of creation. Literary values have been constantly enriched and developed in the long history of literature, and literature itself will no longer perform repetitive, revolving, and cyclical movements in the inherent category. In order to adapt to today's complicated and complicated literary forms, to change and adjust the way of understanding of literature, to rebuild the literary outlook in the context of the multimedia era. In the media age, the prevalence of online literature has the unique advantages of being in the right place at the right time. In this era of multimedia integration, traditional literature needs to open up its own territory with its innovative courage and courage to take its strengths and its essence. Traditional literature needs to find a point of mutual agreement with online literature, break the barriers and barriers between multimedia, and use the "dongfeng" of the rapid development of multimedia to give full play to the strengths of traditional literature and work hard on the cultural connotation of literary works. New methods and new carriers work to attract readers, to enrich the content and flexible forms, to dedicate more realistic and direct-to-the-soul works to readers, and to cultivate the masses of people seeking truth, goodness, and beauty. Work hard on quality to eliminate the shortcomings of vulgarization and entertainment in popular reading, and let new media technology create, spread, and pave the way for reading traditional literature. The new positive functions of traditional literature have gradually emerged, and literature can continue. Giving play to the function of "carrying on the road" will continue to shine in the history of contemporary literature with a new look.

## 3. The Value of Literature in the Multimedia Age

Everything is constantly developing and changing, and in different periods of human development, literary forms are also constantly developing and changing. At present, the era of

globalization and multimedia has created an unprecedentedly rich and wide-ranging new literary pattern. Articles are the great cause of the country, immortal events, challenges and opportunities. The double-edged sword of multimedia has created new vitality for the development of literature With possible.

In the entire literary structure, it is impossible to change literature as the most intrinsic reflection of the human spiritual world. The aesthetic function and enlightenment function are also accompanied. Multimedia under globalization has caused changes in people's aesthetic direction and methods, as well as changes in literary carriers. What remains unchanged is the identification of the basic propositions and essence of literature, the "people" who still care about the world, and the human heart and human nature. The human proposition of life, destiny, persistence is the insistence on professionalism, it is the integration and inheritance of the ancient human civilization and the traditional classic culture.

Our country's overall national strength is increasing day by day, its international status has been significantly improved, and people's lives have gradually improved. The great times call for great literary works. Great literary works need to bear the value of the times. No matter how developed the Internet technology is, the carrier of technology is just the carrier. The multimedia platform provides a convenient and fast way for authors to publish. The philosophical and other humanistic connotations in the written language are the basic criteria for evaluating the greatness of a work. Our era calls for literary products, and literary products will surely emerge. The multimedia era also needs to discover a large number of outstanding writers, create fine works of literature, provide spiritual food for people, and create spiritual wealth for the entire society.

Achieving the great rejuvenation of the Chinese nation is the greatest dream of the Chinese nation in modern times, and it requires all of our Chinese sons and daughters to work together in earnest and unity to realize it. As a literary worker, great changes will inevitably bring a lot of rich and nutritious creative materials. Creators need to put their eyes on social reality and chant and scream on the topics of society, ecology, life, poverty alleviation, and entrepreneurship. Based on the core values of socialism, using works to express the process of creating a better life, leaving its due mark for the era of hard work, progress, and brave climbing. Taking the "Belt and Road" as an opportunity, we will carry out literary dialogues and literary forums on the premise of mutual respect and equal treatment with the countries along the route.

Chinese contemporary literature must have a sense of cultural responsibility, look at the Chinese spirit and Chinese responsibility from the rise and development of the country, and seek literary support and consensus from the historical context and traditional culture. Continue the profound meaning of Chinese culture from the development and innovation of literary history, and highlight the strong vitality and value of literature from the modern multimedia reform. Only in the pursuit of change and newness can we represent China, Chinese literature, and Chinese culture to the world, become an integral part of human thought and cultural products, and have a profound impact on the world. Only writers with cultural awareness and cultural mission can create literary works representing Chinese literature and culture, and contribute to the classics of Chinese literature and the treasure house of world literature.

In the era of multimedia, literature presents a variety of new vitality, and constantly generates new literary forms. The value of the humanistic value of literature is the spiritual origin that emits light in any social form, and it should not dissipate the value of literature with its technical force. Character, on the basis of absorbing new literary advantages, creates a new realm in innovation and remodeling.

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