An examination of the study of network folk literature

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Key words: Network; Folk literature; Research measures

Abstract: This paper takes the study of network folk literature as the entry point, carries out the concrete analysis, and takes this as the basis. This paper puts forward the formation of network folk literature, the shortcomings of network folk literature research, and the measures of network folk literature research, by strengthening the cross-cutting research in the holistic perspective. To deepen the practical research under the contemporary care, and thus lay a solid foundation for the future research direction.

Introduction

With the continuous development of information technology, the Internet has gradually penetrated into people's life and work, and the digital lifestyle is also the current development trend. Information technology is also gradually changing the form of culture, and there are great changes in the creation, publication and dissemination of literature. Network is the product of new society, and folk literature is traditional. Under the comprehensive influence of information technology and the context of People's Daily life and work, the combination of network and folk literature has become a reality. Such an organic combination of tradition and innovation has gradually formed network folk literature.

1. The formation of network folk literature

Network folk literature is a new form of literature which is different from traditional folk literature in a new medium. There is an inseparable relationship between media and literature, because no matter what kind of literary form, all need to spread, then need a medium of communication. In the past, the media always had oral communication or written communication, but with the deepening of the network, the way of communication has also been changed, especially with the gradual emergence of a large number of information technology equipment, which has promoted the development of media to a certain extent, and the situation of literature and media being independent is also gradually changing. In literary creation, television, media, the Internet and other mass media have not only exerted an influence on the way and means of dissemination of literature, but also greatly affected the author's creation in thought and language and the way of thinking of readers, thus gradually changing the scope of literature acceptance. The influence of media on literature is not only in the mode of dissemination, but also in the production and dissemination of literary products to consumption. The intervention of media gradually changes the development process of traditional literature, and then promotes the formation of new forms of literature [1].

With the development of network technology, the role of the network is no longer limited to a communication tool, it has gradually formed a network society, with its own audience, that is netizens. Internet users have gradually generated a social language on the network, from the word, symbol, language and expression methods have gradually changed, the formation of their own language system, with these languages to start literary creation - network folk literature. Network folk literature is produced with the rise of the network and has gradually formed a unique style of its
own. The formation of network society enables information to be generated at any time, spread at any time, real-time interaction and highly shared media. Moreover, it is a brand new way of life, which fundamentally eliminates discrimination, better realizes fairness and so on, and better promotes the dissemination of cultural spirit, promotes the prospect of the development of folk literature, and then better forms the formation of the trend of online folk literature. In addition, the formation of network folk literature also gradually affects the personality quality of Internet users [2].

2. The network folk literature research insufficiency

(1) Frequent repeated studies

In the development of network folk literature, a lot of problems have emerged gradually. Due to the abundant research results of network folk literature, a large number of repetitive phenomena have emerged. In the network folk literature, the repetition is mainly manifested in two aspects: viewpoints and examples. In online folk literature, whether it is a thesis in a separate form or a work in the form of a dissertation, the opening chapter and the theory are both arguments, and the relevant argumentation patterns and examples are nearly the same. In addition, most of the feature identification of network folk literature is in the "four" characteristics and its timeliness, wide region, there is a repeat phenomenon. In the network folk literature, often appears the different achievement uses the same example. Take "Sanlu milk powder" incident as an example, the order and emphasis of the demonstration are nearly the same. Low level of repeated research will not only cause a waste of resources, but also cause a certain impact on the original. In addition, the repetition of similar arguments and the same examples not only greatly affected the overall research level of online folk literature, but also hindered the further development of research results, thus seriously affecting the long-term development of the discipline [3].

(2) Lack of systematic argumentation

The emergence and development of online folk literature is the result of many factors. As a comprehensive knowledge, online folk literature covers many fields such as sociology, folk literature, communication and folklore. It is necessary to put the network folk literature in the corresponding cultural form for a comprehensive investigation. Most of the existing research results are presented in a separate way, but rarely in the form of comprehensive works. Moreover, due to the problems of topics and length, the development process of online folk literature cannot be described systematically, which makes it difficult to form a whole set of argumentation system. For example, the definition of the concept of network folk literature should be studied in the current network environment from the aspects of network literature, network communication and network technology, but this phenomenon is not very common.

(3) Lack of research on relations with mainstream media

Network folk literature is mainly the creation of social hot spots, news events and other causes. Such online folk literature works are based on fashion hot spots and are being re-created. The opinion of mainstream media is that it is very easy to guide the emotional definition and development trend of online folk literature, and there is a direct relationship between the two. For example, the "my father is li gang" incident in 2010 and the "Guo Meimei" incident in 2011 are typical cases. On the one hand, the relationship between the mainstream media and online folk literature affects the ideological values of the masses to some extent; on the other hand, the study of mainstream media and online folk literature directly affects the trend and development of public opinion in the whole society. In this way, it is not only an academic issue, but also a practical issue, which plays an important role in the harmony and stability of the whole society. Therefore, great
attention should be paid to the research on the relationship between the mainstream media and the
network folk literature. However, there are few perspectives on the development of the relationship
between the network folk literature and the mainstream media, and there is almost none [4].

3. The network folk literature research measures

(1) Strengthen the research on intersection from the perspective of integrity

Network folk literature is a subject involving a wide range of subjects, it is a comprehensive
knowledge of the subject, it needs to be in the overall Angle of care, interdisciplinary research.
Network folk literature is not only the development of the discipline itself, but also closely related
to the social and cultural environment at that time. The development of folk culture is mainly driven
by the reform of economy, politics, culture and science. The generation and development of
thinking of network folk literature is promoted by life and media, and is also the result of the reform
of culture, economy, science and technology. Therefore, comprehensive research should be carried
out from the perspective of "folk culture ecology" and integrated research. In the research process
of network folk literature, we should not only start from within the discipline, but also pay attention
to the corresponding changes of cultural ecology, so that we can not only focus on the discipline
itself, but also on the external whole. If only from one aspect of the research, whether it is within
the discipline, or external factors, can not do more comprehensive research. The research of
network folk literature should be carried out from the overall perspective and the inheritance and
development of traditional folk literature and folklore should be investigated. This paper discusses
the formation, evolution and future trend of the current folk literature ecology from the outside [5].

Network folk literature is also the modern development and inheritance of folk literature, but
there are great differences between the two in creation, generation, dissemination and inheritance.
In terms of the creation and generation of network folk literature, it needs the support of certain
network platform and technology, which also tells us that we can conduct research and investigation
from related technical aspects. In terms of communication, online folk literature has changed the
limitation of space, better realized the dissemination of dimension and speed, and also involved
other issues of communication and journalism. Inheritance, for he is a cultural shift, inheritance of
main power comes from the younger generation, so as the change of The Times, young people have
their own personality, more and more so for inheritance must widely involves the youthful vitality,
hobbies, etc., so also from the sociology, the cultural industry and economics, an investigation is
made. Therefore, from the perspective of research methods, network folk literature, as a
comprehensive discipline, should be studied in a diversified way. At present, the existing research
mainly USES the method of literature and comparison to conduct research, which will only stay in
the aspect of theoretical knowledge, but cannot better promote practical guidance. In the study of
online folk literature, we should make use of various research methods to deal with the methods of
investigation, interview, observation, etc., and also need the relevant advanced technology to
combine with the knowledge of other disciplines, so as to better help the study of online folk
literature.

(2) Deepening practical research under the contemporary background

The network folk literature completely satisfies the modernity characteristic of folk literature, and
has the trend of gradually expanding. At present, the "contemporaneity" is mainly reflected in the
theoretical level of attention, and it needs to be improved to the "practical" level. It has been pointed
out that if the subjects of folklore and folk literature locate their research objects on historical
remains, it will pose a certain threat to the value of their existence. In the process of in-depth study
of contemporary issues of folklore, folk customs are gradually extended to all social life and
cultural fields. The contemporaneity of folklore and folk literature has gradually become the cognition of several generations and gradually formed the important meaning between folklore and folk literature. Network folk literature research has fully continued the contemporary characteristics of folk literature and folklore, and has included the social life of the contemporary masses in the research scope, thus fully showing its social life and culture. However, "contemporaneity" should not only focus on the "present", but also focus on the practice of serving the "present" from various aspects, and then study the implementation measures of "present".

We emphasize the function and function of folklore, and carry out the development of folklore and folklore literature through the characteristics of practical service to society. The practicality of network folk literature has distinct characteristics, which is mainly manifested as: the use of network folk literature works to strengthen the attention of relevant departments, so that it can solve problems more quickly. For example, in the case of "my father is li gang", online folk literature works can be used to express the teachers' hatred for some government corruption, and hope that the relevant departments can seriously deal with it and strengthen the crackdown. In the case of "Guo meimei", some online folk literature works will criticize flaunt wealth, and the online folk literature works will show that people have doubts about the Red Cross society, and they hope that the government departments can strengthen the management system, find out the facts, and give people an explanation. Network folk literature can directly help people to reflect the real life, which is closely related to the social stability, harmonious development, the direction of the people's hearts. This is also a high speed for us. In the future research, we should pay attention to the introduction of the practical function, and study it, and increase its practical research efforts, and then research out a reasonable regulatory system, the direction of communication, and actively and effectively guide and supervise it. The practical characteristics of network folk literature require relevant research programs to give full play to their role of practical guidance, combine theoretical knowledge with practice, and then guide practice with theory [6].

Conclusion

The place on put together is narrated, network folk literature study is the traditional folk literature and folklore studies of contemporary inheritance, and gradually create a new research direction in the new era, this research not only on the technical aspects of analysis, but also has the attention of culture, and lay a solid foundation for future research direction. However, the lack of which cannot be neglected, and how to avoid some limitations, you need to network folk literature on macroscopic social and cultural environment, to break the bondage of discipline, the wholeness of the kua discipline research perspective and method, and combining the current situation to people's life and society, to find the existence of network folk literature law, research the service feasibility measures the spread of the people's life and civilization, so it is not only need the efforts of the workers, folklore, folk literature but also need to actively cooperate with and advance of the whole society.

Acknowledgements

This article is part of the achievement of 2008,2019 Guangdong Provincial Special Fund for Economic Development Promotion (for the purpose of protecting and saving of key arts and crafts varieties and skills) Modeling Research and Innovative Design of Chaozhou Mud Pots.

Reference;


