Research on the Propagation Path of Red Literature Grounded Theory Studies Based on 27 Samples

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Abstract: *Red is the most vivid background of the party's century struggle, red literature is an important carrier of red culture. In order to realize the red literature contemporary dissemination of the times, the popularity, the popularization. This research is based on a questionnaire survey of 27 readers to study the feasibility of red literature communication practice. The study found that the whole of the current social awareness of red literature reading promotion gradually increased, the promotion of the main body increasingly diverse, and the promotion of the form and content is increasingly rich, but at the same time, there is a lack of continuity and depth of extension activities. In the process of reading, readers are influenced by their own cultural literacy, social reading environment, literature theory is not easy to read and other problems to achieve its wide spread and the biggest obstacle to reading. Based on the actual situation, this paper puts forward some suggestions, such as building a red resource bank, enriching the forms of the external communication and innovating the forms of publication, etc., Starting from multiple angles, do a good job in the popularization and contemporary transformation of red literature to meet the diversified reading needs of the public.*

Keywords: *Red literature; Grounded theory; Reading promotion; Communication path; Red literature resource bank*

1. Introduction

Since the 18th national congress of the communist party of China, General Secretary Xi Jinping has stressed many times that "we should make good use of red resources, carry forward the red tradition, and pass on the red gene", pointing out that "revolutionary history is the best nutrient. To review the great history of the Party leading the people in the revolution, we will add a lot of positive energy to our hearts."[1] .The red literature is the treasure of our party's life formed in the course of revolution and construction,

The source and the spiritual wealth are the important source of the advanced socialist culture, contain the rich revolutionary spirit and the thick historical and cultural accumulation, and are the vivid teaching material and carrier of the red education. To promote the popularization of red literature reading is conducive to the inheritance of red historical details, red culture, red gene. It is of great theoretical and practical significance to make use of all kinds of ways and means in modern society to popularize red literature reading. Based on the grounded theory, this paper uses the NVIVO as a research tool to investigate the current situation of red literature reading promotion by means of questionnaire survey, analyzes the reality of the promotion to the public and explores the promotion strategies on this basis, in order to provide a certain reference for the research and practice of red literature reading promotion.

2. Literature review

Red literature has gradually become one of the current reading books, but red literature has not achieved widespread dissemination. Scholars in the past have studied the problem of red literature communication from various levels. Wang xiaoyuan and cao hui, for example, analyzed the influence of readers' reading characteristics on the spread of red literature [2] . In addition, huang lu found that literature dispersion is not systematic, text acquisition is not easy, theoretical strong red literature dissemination of the three practical difficulties [3]. Recently, some scholars have begun to pay attention to the effective ways of red literature dissemination, such as liu qianqian, who thinks that the construction of red literature service platform can provide users with diversified knowledge services,

thus promoting the dissemination of red culture [4]. The above research shows that as an important carrier of red culture in our country, red literature has been concerned and discussed by the academic circle. However, previous studies mainly focused on the red literature itself through the impact of factors to explain the dissemination of literature, the lack of more subtle and direct social impact of factors. For example, the influence of social reading atmosphere on literature reading is not taken into account [2]. Of course, there are many scholars put forward the idea of communication, but mainly in the theoretical or case analysis of the level, the lack of empirical testing. Taking the establishment of a database as an example, the red literature database publishes a very limited amount of relevant literature, and is limited to books, periodicals, newspapers, three types of literature, can not reflect the whole picture of red literature, the utilization efficiency of the database is greatly restricted.

Although red literature reading communication has been concerned by scholars, but by reviewing the existing literature can be found that the proposed means of communication is feasible? What effect does it have on the dissemination of red literature? These questions have not been well answered. Reading has become a normal life, but people's pace of life is also accelerating, young people can still adapt to the traditional way of reading it? Therefore, the study of its communication path can not only improve the communication mechanism, but also help to achieve the contemporary dissemination of red literature of the times, the popularity and popularity.

Grounded theory is a methodology proposed by american sociologists barney glaser and anselm strauss to discover theory through systematic data collection and analysis. The existing research has not yet formed a systematic model of influencing factors, which provides a complete explanatory framework for the dissemination of red literature. Therefore, this paper adopts the research method of grounded theory, carries on the in-depth interview from the reader's angle, generalizes and abstracts the new concept through the actual observation of the original data, the theoretical model of red literature propagation path is constructed. In order to promote the popularization of red literature reading, we should strengthen the co-construction and sharing of literature resources and reveal them in an orderly way, and establish a long-term promotion mechanism of multi-subject cooperation, and from the rich publication form, the deepening literature explanation, the innovation popularizes the form, the enhancement new media dissemination and so on many angles, completes the red literature popularization, the time transformation, to meet the diverse reading needs of the masses.

3. Research design

3.1 Research methods

Based on the grounded theory, nvivo12 was selected as a research tool to qualitatively study the data, extract the general and core genera, construct the relational structure, and obtain the structural elements and their relations by the example. As shown in figure 1, in vivo coding is used to analyze the text materials in three steps, namely, open coding, axial coding and selective coding. In the open-coding stage, we encode all the selected texts word-by-word and event-by-event, so as to identify some topics and classify them. In the axial coding stage, we summarize the coding of the previous stage and extract the main categories. Finally, we link the subject categories organically and establish a theoretical model. Grounded theory research methods usually use interview data or literature data as data source, disassemble data, code, construct theory hypothesis, then check data, code, theory correction, cycle until no new concept appears, then think theory reaches saturation.
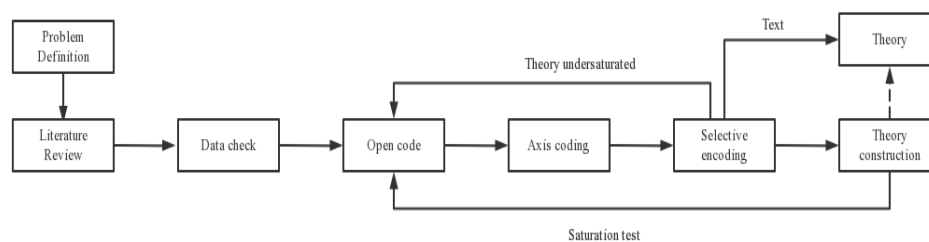

Figure 1: Flow chart of study

3.2 Sample selection and data collection

This research adopts the theory sampling method, the sample selection follows the following principles: First, the interviewee should have the certain writing reading ability, and has the certain degree understanding to the red literature; second, the red literature reading promotion object has the nationality, chooses the different gender, the political appearance, the age, the educational background, the occupation as many as possible the interviewee. Finally, 27 interviewees were identified. The statistical data of the interviewees are shown in table 1.

Table 1 : Statistical data of interviewees

	Basic information	Number	%
Sex	Male	10	37
	Female	17	63
The political landscape	A communist	3	11
	A member of the communist youth league	21	78
	The masses	3	11
Age	18-25	4	15
	26-39	20	74
	Aged 40 and above	3	11
Education level	Specialist	6	22
	Undergraduate	19	70
	Master degree or above	2	8
Occupation	Students	20	74
	Teacher	1	4
	Enterprises and institutions	4	15
	Other	2	7

Note: The percentages of samples are rounded.

The data were collected by questionnaire, and the questions were adjusted flexibly according to the personal characteristics of the interviewees and their reading behavior. Due to the differences in cultural literacy of the interviewees, at the beginning of the interview, the red literature and other professional terms are specifically explained, so that the interviewees can better understand the meaning of the interview, and it is convenient to answer the follow-up questions. Data collection, with the consent of the interviewees after the release of interview content in the form of a questionnaire, the text will be collated and analyzed, and finally got 27 questionnaires. The contents of the questionnaire are shown in table 2.

Table 2 : Questionnaire content

The subject of the questionnaire	Sample questionnaire content
Description of technical terms	The meaning of red literature, mode of transmission, etc.
Basic information	Gender, political appearance, age, education, occupation
The interviewees read external features	1. What do you think of the current reading culture? 2. When do you usually choose to read? 3. What channels do you usually use for reading? What attracts you to it?
Respondents' perception of red literature	1. For what purpose would you choose to read red literature? 2. What is the difference between red literature reading and other types of text reading? 3. How would you like the red literature presented? 4. In what way do you prefer to select the red literature to read? 5. What do you think is the way to achieve the wide dissemination of red literature?

4. Data coding analysis

4.1 Open coding

Open coding is the first stage to decompose, generalize and conceptualize text data. At this stage, our coding process is divided into three steps:

1) All the text information into the nvivo12 software, and carried out word-for-word reading. The statements and cases are abstracted, numbered, and named during the reading process. In the open coding stage, we use software to mark abstract concepts on the text, which can be summarized and further refined in the following steps.

2) Similar cases are summarized and their initialization concepts are coded. At this stage, we have summarized a total of 14 initial concepts, as shown in table 3.

3) According to the connotation and extension of these 14 initial concepts, they are abstracted into categories. Through this process, the 10 categories shown in table 3 are summarized.

Table 3 : Open coding and category refinement

The original statement	Initial concept	Category
4-1: We college students usually go to find the relevant red literature in league class, party class or out of the needs of the course, i think it is more utilitarian, not really out of their own love and interest to see the red literature.	*Out of schoolwork, task needs*	*Reality demands it*
3-1: After seeing some patriotic movies and biographies, i would like to see how these characters lived and what happened to them in that era.	*Be curious about red literature*	*Personal interest*
16-3: To the relaxed, interesting, novel content and form of strong interest;	*For fun and relaxation*	*Entertainment*
5-2: In the army day, the founding of the party day, national day and other festivals atmosphere or in the city held reading activities under the influence of i will look at the relevant red literature.	*Influenced by the atmosphere*	*Special time node*
2-1: Want to expand their knowledge and cultivate sentiment.	*Want to improve their subjective initiative*	*Learn knowledge*
5-2: Some red literature is difficult to understand, read not too understand, the need for a certain level of literacy.	*Not very readable*	*Read the text*
13-2: A lot of red literature has become an orphan that is difficult for the general public to access and read.	*The text is not accessible*	
16-5: You can choose a platform to let interested users together to communicate, you can like, comment, retweet and other interactive sharing.	*Create a platform*	*Platform selection*
20-1: The current society does not have a strong reading atmosphere, it is difficult to read a book impetuously.	*Reading atmosphere is not strong*	*Social atmosphere*
20-2: Time is full of other things, not enough time to read, only use fragmented time.	*Lack of time*	*Fragmented reading*
27-5: In order for red literature to be widely distributed, i think it should be widely publicized, with corresponding e-book apps, reading e-books, and reading books on mobile devices.	*Digital communication*	*Multimedia communication*
6-7:Develop red culture by adapting red literature into television movies,etc.	*The film and television song advances together*	
2-7: At present, red culture is only spread in China, rarely spread abroad, through translation of materials and other ways, so that the red culture widely spread.	*Translation of information*	
26-7: We should take full advantage of short video, short video platform for promotion.	*Short video transmission*	

4.2 Axial coding

Axial coding is the stage of extracting the main category by analyzing and comparing the categories induced by open coding. In the open coding stage, we have decomposed the original text into different types and levels of coding, and extracted the initial categories. In the axis coding stage, we will extract the 10 categories further refined, summed up 4 main categories. The main categories and their corresponding initial categories are shown in table 4.

Table 4 : Axial coding extraction

The main category	Initial category	Connotation interpretation
Ontology requirements	Reality demands it	Focusing on the red literature helps with the task
	Entertainment	Be interested in easy and simple content
	Subjective needs	Personal love and strong interest in red literature.
	Learn knowledge	To expand their knowledge, cultivate sentiment and other aspects of the demand.
Environmental requirements	Fragmented reading	Time is filled with other things, there is not enough time to read, only the use of fragmented time.
	Special time node	The important festivals such as the founding of the army, the founding of the party and the national day present a high reading atmosphere.
	Social atmosphere	The society does not have the heavy reading atmosphere, the human heart impetuous very difficult to read a book completely.
Text requirements	Read the text	Some red documents are difficult to understand and require a certain knowledge reserve; the original text is inconvenient to obtain.
Reading channels	Platform selection	Choose a platform for interested users to communicate and interact with each other.
	Multimedia communication	The organic combination of paper-based reading and digital reading; the promotion of short video platform; through the adaptation of methods, film and television songs together to develop the red culture; the translation of materials into foreign languages, in order to achieve the goal of widespread dissemination of red culture.

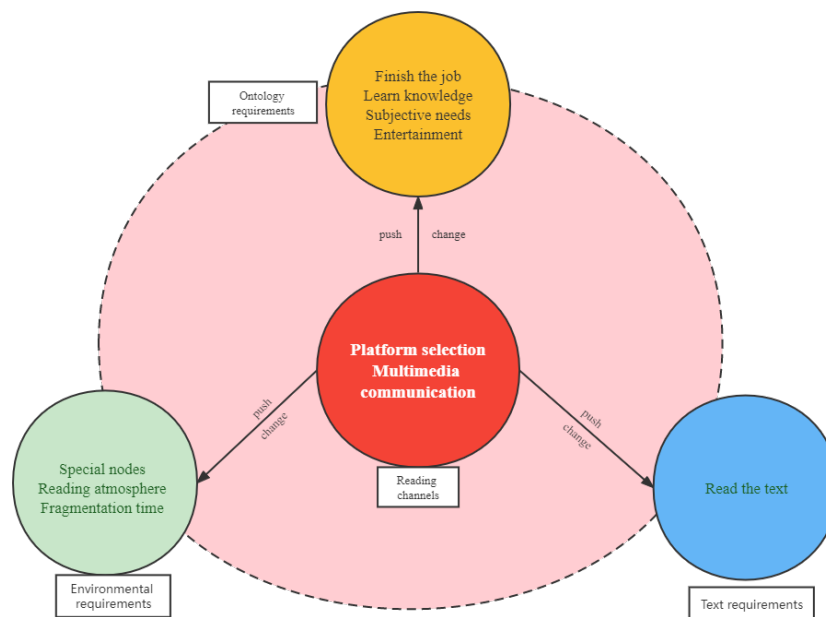### 4.3 Selective coding and model building

Figure 2: Theoretical model of reading characteristics and behavior of red literature

Selective coding is a stage in which the core category is deeply studied, its internal correlation is analyzed, and a "story line" Is combed, and the fragmented concepts are related organically. [5]to construct a theoretical model of the reading characteristics and behavior of red literature by means of communication forms, as shown in figure 2. After selective coding, we have combed out a clear clue of the feasibility of red literature communication practice: The form of communication causes the reader's reading characteristics and reading behavior to change, the reading characteristics and behaviors of readers in red literature reading will also affect the development of the communication form, and promote the transformation of the communication form itself, so as to better meet the needs of readers for red literature. At the same time, the reader's reading characteristics and reading behavior will show the relationship of mutual influence, the reader's reading purpose, time and ability to make different behavioral choices, specific performance in the reading channels and forms, these reading behaviors also reflect the general characteristics of red literature reading.

4.4 Saturation test

For the purpose of the theoretical saturation of the feasibility of red literature, this study randomly selected five questionnaires and imported them into nvivo12 software, the open coding, axial coding and selective coding are carried out again according to the above-mentioned steps. After analysis, no new concepts and categories have been found, and no new relations between the categories have been found. Therefore, the model based on the grounded theory is saturated in theory.

5. Analysis of the results of grounded theory

5.1 Ontology requirements

The historical materials of the party, including the red documents, have not only the common functions of educating people, learning from the past and the present, and reading history wisely, but also the unique endowment, profound genes and moving power [6]. Due to the differences in major, educational background, identity and interests, the readers' reading purposes are also different. Most readers, who agree that red literature plays an important role in the study of party history, will have a higher reading enthusiasm. However, a small number of interviewees indicated that they were reading and obtaining red literature for the purpose of completing the task.

5.2 Environmental requirements

In the aspect of reading time, it presents the characteristics of the coexistence of fragmentation and concentration reading. Readers usually read in their spare, scattered time, and rarely schedule a full time slot. At the same time, important festivals and anniversaries are concentrated displays of people's spiritual beliefs and aesthetic tastes. Therefore, the anniversaries of the founding of the party, the founding ceremony of the people's republic of China, and the victory in the war of resistance against japanese aggression, as well as the birthday of such great figures as marxism and mao zedong, it is also a good opportunity to launch a campaign to promote red reading, to promote ideological and political education, and to spread mainstream values, individuals are motivated by the social environment and the atmosphere of reading, so at a certain point in time there will be more concentrated reading needs.

Social atmosphere is also a major factor affecting reading, strong social environment can stimulate the reader's reading enthusiasm, otherwise it will make people do not want to read.

5.3 Text requirements

Reading ability is also an important factor to be considered in the promotion of red literature. On the one hand, red literature is a characteristic historical document with strong historical data and theory, and some red newspapers and books are traditional chinese characters, difficult to understand, the reader needs to have a certain amount of knowledge and understanding.

5.4 Reading channels

Each platform provides a brand-new channel for readers to obtain literature resources. Readers can choose different reading platforms according to the text characteristics of red literature to achieve the best reading experience. In the course of searching the red literature electronic resources, the algorithm

technology can analyze the reader's reading preference accurately, and recommend and show the content in a personalized way, so as to facilitate the reader to get the learning materials. At the same time, the reader can also choose a platform to create interest groups for interested users to communicate together, interactive sharing.

Different from the traditional paper-based text, short video has many users, easier and more effective to read, so that readers can learn more about the expansion of red literature knowledge. At the same time, readers pursue multi-sensory reading experience, and prefer to choose short video, audio book, radio play, radio and other digital media forms with visual, auditory and tactile experiences, however, some readers are still used to reading the red classic physical books, that the traditional paper-based text brought more real touch, so the organic combination of paper books and red electronic resources is a better way. Most of the overseas red literature was collected, and only a few were studied by scholars. However, due to political stand, obscure language and poor translation accuracy, the red literature has not been well translated into a translated version, thus hindering the dissemination of red literature, it is also a good way to spread the red culture widely through translation of materials.

6. The red literature dissemination strategy

Based on the results of interviews and the current situation of red literature utilization, this study puts forward the following suggestions from readers' reading expectations and actual needs, in order to provide reference for the dissemination and promotion of red literature.

6.1 To build and share red literature resources

As an important carrier of red culture inheritance, red literature, due to the particularity of the times, mostly has little circulation and little existence. In order to spread the red culture more widely, it should be digitized in time. At present, some local universities have established the digital database of red literature based on the local red culture resources and the characteristics of the university. For example, the red ship spirit research and red culture communication database in the library of jiaxing university is based on the collection, processing and integration of jiaxing's unique red ship spirit resources[7], by increasing the construction of paper and digital red ship literature, it provides authoritative literature database for the study of the history of the party's history of revolution. At the same time, compared with other red literature, the red ship literature started late, the total quantity is not much, the quality is not high, the red ship literature construction channel is single, the fund input is insufficient, has not formed the complete system and so on. The jiaxing college library should change its concept of construction and strengthen exchanges and interaction with other units and institutions, such as the libraries of sister institutions, public libraries, archives and shi zhiban, so as to build a shared platform for the red ship literature, to achieve complementary advantages, resource sharing, and avoid duplication of construction, for the enrichment and promotion of red reading activities in the library to provide a resource guarantee.

6.2 To enrich the forms of communication to meet the diverse needs

Red literature is political, historical and theoretical, which will make readers feel boring and uninteresting, and reduce the willingness of readers to participate in this kind of reading promotion activities, so that red literature reading can not achieve the expected results. Therefore, we should innovate reading channels, carry out various forms of activities to stimulate readers' interest in reading and improve readers' reading ability making use of the advantages of short video, launching related content on short video platform, holding recitation activities, developing red literature exhibition, etc. , the use of more in line with the public psychological expectations and spiritual needs of the means to promote the red literature.

6.3 To strengthen external communication and expand the effect of communication

Red literature reading promotion should not only be limited to domestic, but also have an international perspective[2] . Language is an important element in the trans-cultural diffusion process. Only by actively using international language and showing our culture to the outside world can the world understand China and its culture. In its specific form, it can be popularized in other works related to the red literature, such as the red star over China (edgar snow, 1937) , the battle song of China (agnes smedley, 1943) , etc. . It is also possible to translate red literature into foreign languages and

disseminate it, such as on the road to the yellow river (huang wei, 1978) , or online viewing and downloading services for red films with foreign subtitles, go out and gather energy for the red literature.

6.4 Innovating the publishing form and extending the reading experience

Since there is a certain distance between the majority of red literature and the public, it is necessary to strengthen the popular and modern interpretation of red literature and build a bridge between red literature and the public, and then guide the public to read the red literature in depth. The library of xiang 'an district, xiamen, has developed a series of comic strips named"xiang 'an red memory"[8]by combing and mining local revolutionary literature. On the other hand, we should move from single publishing to integrated publishing, enrich the reading forms of red publications, and develop various reading versions such as paper version, digital version, audio version, video version, 3d three-dimensional version, etc. , to provide readers with a variety of reading options. For example, when the people's liberation army press launched the military history comic book series"catching fire"[9] at the same time, please comment on the book artist dubbing, making audio electronic version, by the majority of children's favorite. Kunming wuhua district library and the city service station of kunming, the himalayan city cooperation to create"smart sound red position", by scanning the qr code can be free to listen to 2,000 excellent red books, become a mobile red library that everyone can carry [10].

7. Conclusion

This study explores the overall phenomenon and actual needs of red literature reading through in-depth interviews with readers, this paper analyzes the key functions of the ontological requirements, environmental requirements, text requirements and reading channels presented by readers in the promotion of red literature reading, and puts forward some relevant specific strategies. . Promote the red literature reading popularization, we should strengthen the co-construction and sharing of literature resources and reveal them in an orderly way, establish a long-term promotion mechanism of multi-subject cooperation, and do a good job in the popularization and modernization of red literature to meet the diverse reading needs of the masses the main body of promotion should carry out the reading and promotion activities of red literature in the whole society normally and accurately, and guide the masses to plant deep feelings of loving the party, patriotism and socialism, continue the red root and inherit the red gene we should strengthen the external communication, make red culture more international, and enrich the forms of dissemination and publication of red literature, to transform the solemn and theoretical red literature into an easy-to-understand reading form suitable for all ages, to expand social communication, and to create a strong red reading atmosphere in the whole society, in order to promote the formation of red literature widely popular reading.

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