The development of literary images in the age of all media and the path of innovation

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Abstract: Chinese literary images have a long history of development: they originated in religious communication, developed into embroidered novels in the Ming and Qing dynasties, and in contemporary times they are mainly disseminated in the paper media. In the era of full media, literary images are faced with the current situation of the decline of the paper media in the digital context and the dilemma of the transmutation of reading styles under the impact of technology and economy. Therefore, the innovation path of literary images in the era of full media should be chosen from two aspects: one is the transformation of literary images into data, i.e., the commercialization of artistic styles and the construction of genres driven by big data; the other is the multi-angle communication use of communication media, i.e. the integration of new media technologies into full media for integrated communication.

Keywords: all media; literary images; new media; big data; technological convergence

1. The evolution of the literary image

1.1 Origins: Religious communication

The earliest literary images in China originate from the 'disguised' illustrations of Buddhist texts in scriptures to promote the teachings of Buddhism. According to historical records, the earliest literary images in China were the Dhammapada published during the reign of Emperor Su of the Tang Dynasty. During the Song, Jin, and Yuan dynasties, literary images were used in other books such as medical books, historical and geographical books, archaeological books, and daily encyclopedias. During this period, color overprinted images also appeared and there was a clear regional identity in the style of the images.

1.2 Development: illustrated fiction

During the Ming and Qing dynasties, the prosperity of the commodity economy led to the development of folklore publishing, and to sell books, booksellers would insert images into their books to arouse readers' interest in reading and thus increase sales of data. During this period, all such books containing literary images became known as embroidered literature. The pictorial form within the novel can be classified from a narrative point of view into two categories: the pictorial is a literary image that depicts the portrait of a character, which only portrays the character in the story and does not contain a narrative function. Full-length images are narrative illustrations, which are usually a depiction and reproduction of the storyline in the text and have a narrative function.

1.3 Contemporary: Paper media communication

Today's literary images are mostly on paper, and with the diversity of literary genres, the artistic expression of images has taken on different forms. For example, the illustrated book The *Strange Tales of Liao Zhai*, which is a continuation of the traditional style of images drawn by famous writers, the Adventure Tigers series with interactive decryption elements, and the three-dimensional images in the younger children's literature *Grimm's Fairy Tales* and *Hans Christian Andersen's Fairy Tales*, etc. With the advent of the digital age and the popularity of mobile terminals, the development space of paper media has been seriously compressed, and literature and literary images attached to paper media are also facing many challenges.

2. The Status and Dilemmas of Literary Images in the Age of All Media

2.1 The current situation: the decline of the paper media in the context of digitalization

In the context of digitization, numerous literary works have entered the e-reading platform in the form of e-books. In the context of epidemic prevention, e-books have also demonstrated the great advantages of fast dissemination, easy reading, and no risk of virus transmission. The great advantages of digital reading during epidemic prevention have gradually become apparent, and the digitalization of the industry is already a major trend in the future. Digital reading is of great benefit to the spread of literature itself, but the literary images that are born with literature are limited by the format of the e-book and the cost of dissemination by the platform, and most e-books will discard the literary image part and present it in a small capacity txt format on the APP. Compared with traditional reading, full media is a media fusion brought about by the information technology revolution. This fusion takes digital technology as the core, from the means of communication to the content, methods, and objects of deep integration, forming a unified platform of technology, content, channels, and operations. But at present, along with the further integration of media development, some group publishers will focus their development on the promotion and dissemination of text-only e-books and IPs, reducing the publication of paper media, resulting in an "existential crisis" of literary images.

2.2 Dilemma: Changing ways of reading in the face of technological and economic shocks

Literary reading has become a major trend, with more users beginning to accept reading on mobile terminals. The mass consumption of goods in the consumer era has not only changed people's daily lives but also their social relations and lifestyles. Time has become a luxury, and the prevalence of fast food culture in medium and large cities has made literary illustrations, an art form with a gaze characteristic, dispensable. Some video creation platforms have even seen the emergence of "five minutes to read this literary work" and "three minutes to read a good book" with a tendency towards "fast-food culture". The lifestyle change has brought about a change in reading style, and literary images, as works with "gaze" characteristics, are facing the phenomenon of being discarded by major platforms. The dilemma facing literary images is therefore how to develop and transform themselves in the light of the changes in the way the public reads in the context of new technologies so that literary illustrations can exist in a way that is in line with modern digital communication media and ensures functional integrity.

3. The value of literary images in the age of all media

3.1 Technology: expanding the scope of expression

The development of media in the Internet era is the integration and innovation of the previous media channels in the current media field. The old and new media are presented in front of people in an integrated and competitive development situation, providing people with more platform choices, and in this situation, the performance of literary images has ushered in new opportunities. With the development and maturity of Internet technology, the diversification of the functions of online platforms provides the basis for the diverse expression of literary images: dynamic images synchronized with audio and video, short videos, H5 technology, and pop-up functions in e-books, readers can feel and participate in the discussion and interaction of literary content and images while reading, increasing the reader's sense of experience and interest in reading. Creators and editors can also obtain feedback from the interaction instantly, providing an effective reference for the subsequent creation of the work.

3.2 Promotion: Rich forms of expression

The media in the Internet era has increased the reach of popular culture, and almost all types of readers can find a cultural preference that suits them on the Internet platform. With the spread and penetration of the Internet media, not only have the forms of literary expression been expanded and innovated as never before but people's awareness and tolerance of different cultures have also been further promoted and developed, which has facilitated cultural exchange and development, as well as promoting new collisions and fusions of literature and literary images, giving traditional literature and literary images a fresh vitality. For example, traditional literary images have strict standards and requirements in terms of creation and presentation, and tend to be fixed in terms of layout and image content: the traditional top-bottom layout, full-page layout, double-sided continuous layout, moonlight layout, embedded text layout,

and so on. In the age of full media, literary images are more diverse and inclusive: traditional Chinese style, minimalist style, post-modernist style. In the age of full media, literary images can go beyond the traditional framework to illustrate and explain the content of literature in a new form, without being too demanding in terms of traditional layout and presentation requirements.

4. The choice of the path of literary image innovation in the age of all media

4.1 Technology Enabled: The Data Transformation of Literary Images

(1) A commercial shift in artistic style

The four core features of big data are "massive, fast, diverse and valuable". Given the outstanding characteristics of big data, the development of data provides more possibilities for the development of literary images, and through the analysis and research of big data, the style of literary images can be marketed and adjusted to meet the marketable functions and values of literary images, giving literary illustrations new values in the era of full media. For example, light literature such as The *Forbidden Book Catalog* and *Sword Art Online* under the banner of Japan's Astronomy Kadokawa Densetsu Bunko employs well-known commercial artists to draw for literature, and the drawing style is mostly Japanese.

(2) Big data-driven type structure

Big data-driven genre building is the use of big data to integrate and classify information, helping to mature the demand for each type of literary image, and then targeting the appropriate drawing of literary images and the construction of the industry chain. For example, in the case of the children's literature *The Ugly Duckling*, the images are more diverse, and in addition to flat images, paper sculptures are added to help readers read and understand the story in a more immersive way. Big data can help literary images to build genres and expand the forms of development of literary images through genre refinement and classification.

4.2 Media complementarity: the multifaceted use of communication media

(1) Diverse expressions of new media

The emergence of new media has allowed communication to break the shackles of time and space, and the rich audio and video resources of digital media can empower traditional literary illustrations: for example, dynamic images and animations are placed in electronic literature to increase the interest of reading; video interpretation and interactive literature in major history museums and museums use literary images as visual representations of text and integrate them with digital media art as appropriate.

(2) Integrated communication across the media

The integration of all media is a major trend, and although both traditional media and new media have their pros and cons, they can complement each other in the communication process. Textbooks, for example, which has emerged in recent years, are a typical example of the integration of traditional publishing with new media and are of some reference value. In textbook publications, multimedia resources are embedded in addition to the printed text: video literature books can be effectively linked to audio, image, and video resources using QR codes built into the pages, which readers can scan to access the resources. This approach, on the one hand, greatly increases the added value of the content of literature books, making traditional paper books more vivid, and on the other hand, allows readers to have a good three-dimensional reading experience through the use of new technology. For publishers, it can effectively reduce costs. Compared to the traditional production format of attaching a CD to a literature book, the audio, and video attached to the QR code is more time-effective and efficient, and access to electronic resources is more convenient, as readers do not need a special CD reader, but can simply scan the QR code or login to the website on their mobile phones to view or listen to the content. Compared to the monotonous graphic presentation of traditional paper literature books, digital media such as video and audio are more popular with readers as a carrier to access information.

5. Conclusion

With its new technological means, the era of all-media has profoundly changed the mode of communication and the media landscape, as well as overturning people's traditional ways of reading, seeing and hearing, and even living, bringing many challenges to traditional literary publishing, while

also bringing new opportunities and space for development. As an extension of the long history of the written word, literary images are still irreplaceable in contemporary times. In the era of all-media, literary images still need to be integrated with new contemporary technologies and models to win a wide space for development in the future competitive landscape.

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