A STUDY OF "FEI WO SI CUN" WEB NOVELS AND THEIR LITERARY EFFECTS

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ABSTRACT

Introduction: China's Internet literature has been developing for more than 20 years since the late 1990s and has gradually progressed along the path of industrial development. Developing to become increasingly mature. which is increasing market demand, as is cultural influence. Since FeiWoSiCun is a "tragic singer," there is great concern. **Objectives:** Therefore, this study considers the work of FeiWoSiCun network writers as its main study object. and used literary research methods and case study methods to carry out in-depth work. and research with the hope of analyzing works and literary results from the development of network literary novels and analyzing the development of network literary novels and novel development. **Methodology:** It is mixed methods research. Network Literature sincerely hopes that by analyzing FeiWoSiCun's work, the literary effects produced by the development of network literary novels will be summarized. and is an important reference point for the development of novels and literary writers in other networks. **Results:** literature, the works inevitably have problems such as vulgarization of subject matter, simple text structure, rough writing techniques, claptraps, and low style, and it is difficult to avoid the works of FeiWoSiCun. **Conclusion:** FeiWoSiCun's achievements are for all to see. However, despite this achievement, there are still obvious flaws in her novels. Because of the researcher's limited research, which cannot be comprehensively analyzed, there are still many unresolved issues, some suggestions and views remain in the immature stage, and I hope that scholars will be able to carry out further theoretical research and practical verification.

Keywords: banditry; internet literature; literary effects; novels

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1. INTRODUCTION

Fei Wo Si Cun is the pen name of the Chinese writer Ai Jingjing She was born in Wuhan, Hubei, China. She has published 18 novels, 10 of which have been adapted into TV series. Her representative works are Too Late to Say I Love You Good Times Are Like Dreams and Siege in Fog (Fei Wo Si Cun, 2017) When it comes to Internet literature, researchers first associate it with "Internet literature" labeled as "fantasy," "immortal," "superfluous," "Mary Sue," and so on. And other labels. These inspirational stories of poor boys getting rich and Cinderella turning over a new leaf have not only driven traffic and created revenue but have even taken on the important task of exporting China's contemporary pop culture language. Network literature is produced on the network, and on the network through the text of imagery communication to realize the wisdom of artistic practice. (Hockx, 2015) It is created in the network, grows in literature, and matures in governance Chinese network literature. (Wilson, and Brennan, 2001) like Chinese Tang poetry, Song lyrics, Yuan operas, and Ming and Qing novels, which are the literature of the times, will also become the literature of the times in network China. (Liu, and Yap, 2022) Distinguished from traditional novels, the most important feature of network novels is that their carriers have gradually evolved from the previous paper to electronic products, and at the same time, they have also achieved structural optimization based on paper. (Freeman, & Skapura, 1991) Therefore, in a short time, network novels have developed rapidly and gradually replaced the basic structure of traditional novels, becoming a necessary product for people to meet their spiritual needs. China Internet Network Information Center (CNNIC) released the 51st Statistical Report on the Development Status of the Internet in China. (Tan, et.al 1999) this web novels, also known as online novels or internet novels, have become increasingly popular in recent years. They are novels that are published on the internet, often in serialized form, and are accessible to readers online. (Feng, 2013)

The literary effects of web novels can be diverse and impact both the readership experience and the writing process. Here are some key aspects to consider Web novels are easily accessible to a global audience. Readers from different parts of the world can enjoy these novels, breaking down geographical barriers. This accessibility allows for the sharing of diverse perspectives, cultures, and storytelling styles. Interactive Engagement: Many web novel platforms encourage reader interaction. Authors may receive feedback, comments, and suggestions from readers, influencing the direction of the story. This interactive engagement creates a sense of community among readers and writers. Serial Format and Pacing (Prose, 2012)

Web novels are often published in a serialized format, with regular updates or chapters. This format can create a sense of anticipation and engagement as readers await the next installment. Authors may adapt their writing style to keep readers hooked, utilizing cliffhangers and plot twists to maintain interest. Diverse Genres and Themes: Web novels cover a wide range of genres and themes, catering to diverse reader preferences. This diversity allows for the exploration of niche topics and unique storytelling approaches. Authors have the freedom to experiment with unconventional ideas and themes that may not be as easily accepted in traditional publishing. Adaptability and Multimedia Integration: Successful web novels often have the potential for adaptation into other media, such as television dramas, movies, or graphic novels.Authors may incorporate multimedia elements within the text, such as illustrations, music, or links to enhance the reader's experience. (Rutledge, 1998)

Emergence of New Literary Styles: Web novels may give rise to new literary styles and techniques, as authors adapt to the digital medium. This can include the use of hyperlinks, multimedia elements, and non-linear storytelling. Challenges to Traditional Publishing: The popularity of web novels challenges traditional publishing models. Some authors choose to self-publish online, bypassing traditional gatekeepers and reaching a wide audience directly. (Marler, 1974) But the researcher found that although FW's works are especially liked by the market and readers, there are very few studies on his works and characteristics in the academic world, and moreover, the author Xie Qiu, in his article "Cold Thoughts on the Fever of Network Romance Novels-I Take Bandit's Novels as an Example" criticizes that it has weaved a dream-like world, which makes young people have a strong sense of expectations and aspirations for a better life, but those fantasies that are detached from reality have a strong daydream color. This kind of creation for the sake of profit makes network novels superficial and lacks deep humanistic concern. This viewpoint deserves further study and discussion by researchers (McGann, 2006)

2. OBJECTIVES

To study Feiwosicun's web novels which effect to literature "Cold Thoughts on the Fever of Network Romance Novels-I Take Bandit's Novels as an Example" A STUDY OF "FEI WO SI CUN" web novels and their literary effects

3. LITERATURE REVIEW

Literature is one of the oldest art forms of human beings, and the mode of transmission of literature has been innovated from generation to generation, from oral transmission by primitive tribes or writing on clay tablets, to bamboo slips in the Warring States, Qin, and Han dynasties, to paper making by Cai Lun and the popularity of movable type printing in the Song dynasty (Xu, et al, 2018) With the development of the Internet in China, the form of literary transmission nowadays has gradually become a new mode of using high-tech means of electronic computers-Internet literature, which is gradually moving into the life of the public. There is a lack of a unified definition of online literature in academia. In a literal sense, cyber literature-i.e., literature that exists on the Internet (Xu, et al, 2018) The predecessor of this concept is generally considered to be "Hypertext Literature", which uses technologies such as Internet hyperlinks and hypertext to change the linear structure of stories into a tree-like structure and realize the multi-directional development of storylines. This nomenclature is different from the way literature has been named in the past. (Cullen, & Choy, 1999) The Internet has the following view on online literature: online literature is the literature uploaded and published by Internet users for them to read. His definition of network literature has three points: firstly, the main body of network literature must be "network users", secondly, the medium of network literature must be the Internet, and finally, the reader audience of the creation of network literature must be network users proposes that any literary works disseminated by the network can be called network literature. (Youquan, 2023) The network literature refers to the new literary style created by Internet users on computers and

published through the Internet for the appreciation or participation of network users, and this literary style is a new literary form formed along with the rapid development of modern computer, especially digital network technology. Yang Chen, general manager of Read Write Group, recognizes the opinion (Tai, et al, 2020) vice chairman of the Chinese Writers' Association, at a national seminar on the theory of online literature held in Beidaihe, that online literature belongs to popular literature and is genre fiction. At the same time, Yang Chen gives three characteristics of online literature and three auxiliary bases for judgment, which are: characteristics: it is popular literature for the public; it is original works; and the Internet is an important channel for its dissemination and display. Judgment bases: it is a long novel; it has the characteristics of serialization; and it is made to meet the reading purpose of leisure and entertainment. (Gao, 2013) says according to its company properties: readers of online literature, they do not read only online literature, but when they go online and want to read such works, what they want to read is never poetry and prose. It doesn't really make any sense for us to include them hard in online literature as well and go hard to recommend them to readers. (Klein, 1994)

The Development of Online Novels Chinese online literature emerged along with the Internet, using network connections to enrich people's lives with a vast audience of Internet users as readers, and writing in a way different from traditional literature, while also opening people's imagination. And looking back at this path of development of original online literature, The History of Chinese Online proposes that the development of online literature is divided into the following stages and periods: (Jiang, 2009)

Theoretical foundation the author of this study takes the relevant theories of literary reception and the relevant theories of communication as the basis of theoretical research. Theories Related to Literary Reception The theory of "use and fulfillment" is an important theory of communication effect research in communication science, which establishes the subject position of audience in communication research and changes the previous "what the media does to the audience" to "what the audience does with the media". It transforms the previous "what the media does to the audience" to "what the audience does with the media" and considers that audiences are active individuals with specific needs, who purposefully contact the media based on their personal needs and satisfy their own needs using the media (Rubin, 1993) The theory of "use and fulfillment" suggests that the audience of readers is not passive but active, and that the audience uses the online media for certain motives according to the readers' own needs. The "use and satisfaction" theory affirm the position of readers and gives us a deeper understanding of the audience, so that we can better guide the online novels to meet the needs of reader (Brooker, and Jermyn, 2003)

4. METHODOLOGY
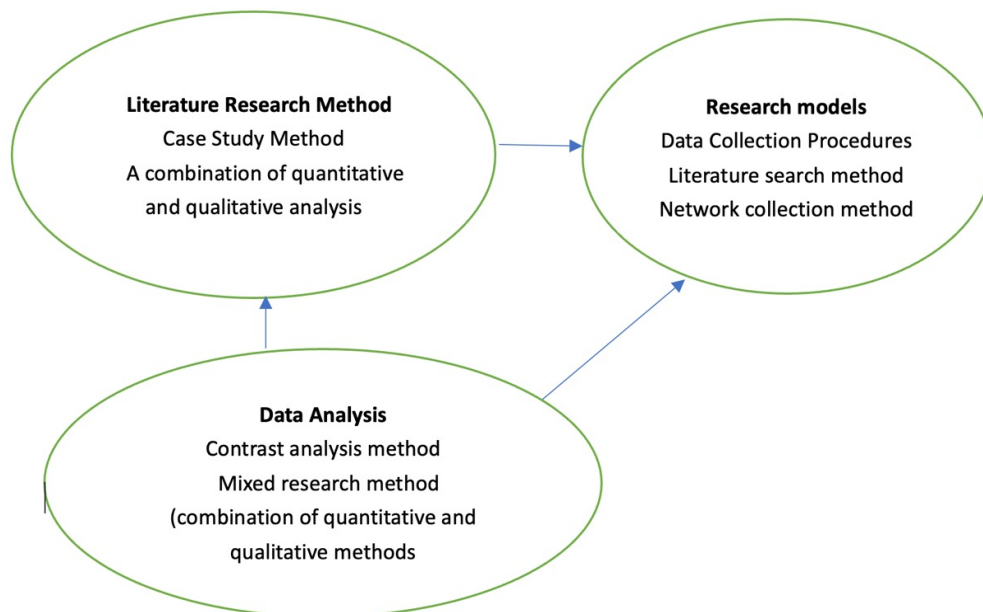
1. Data Analysis

Once the information needed for the study has been collected, the next step is to analyze the information to ensure that the final research results can be derived, and to analyze the information to effectively ensure that the study has value and provide a basis and reference for the research results to be derived. In this study, the two main methods of data analysis are case study and comparative analysis. The specific means of application for these two types of data analysis methods are shown below:

2. Contrast analysis method

1. The comparative analysis method is to introduce specific cases for comparison, and to explore the differences and basic characteristics of each case with a focus on comparative analysis, and then to provide a basic basis and reference for the rational development of the study. At present, the application of the comparative analysis method has been widely used and substantial research results have been achieved. Based on this typical element, the application of the comparative analysis method in this study has significant significance and value. In this paper, the comparative analysis method is used to compare the works of FW in various periods, and then to draw out the basic logic of the development of Chinese online literary novels.

2. Mixed research method (combination of quantitative and qualitative methods) Mixed methods refer to a research methodology that combines qualitative and quantitative research applied to a single study or a multi-stage study . The researcher will adopt a mixed method approach, in which the quantitative and qualitative methods are in an even street and parallel state, and conduct a qualitative analysis of the content, characterization, and presentation of Bandits' works based on literature research and data analysis and use quantitative data for statistics to develop a study to discuss the problems of Chinese online novels

5. RESULTS

1. Analysis of the basic characteristics of the development of network novels of FeiWoSiCun

FeiWoSiCun a leading figure in Chinese original romance novels and one of the "Four Heavenly Queens" of new romance novels in the literary world, is increasingly attracting the attention of many young readers. From the novels "Split Brocade" and "Fragrant Cold" to the TV series "Too Late to Say I Love You", "Twilight on a Thousand Hills", and "East Palace", Bandit's novels have not only been popular bestsellers, but also the TV dramas that are based on his novels have become hit TV dramas. Among many writers of network romance novels, the development of my network literature novels is of typical significance

2. Characterization of works in the period of "pure literature network."

The first stage of the development of network literature is the period of "pure literature networked", which refers to the exploration period from overseas in the early 1990s to the beginning of the 21st century when network writing turned to the market on a large scale, focusing on the author's emotional expression and self-expression Most of the works published in journals can be regarded as pure literary writing for online dissemination. According to the contemporary standards for writing print-based pure literature, these writings are still shallow and juvenile, and it is difficult to publish them under the literary journal system. Electronic journals, BBS windows, and later websites provided a platform for their dissemination. The Chinese online journals Window, Maple Garden, Unknown, New Words, Olive Tree, and Flower Tricks played an important function at the time in supporting the writing of newcomers to pure literature on the net, as well as writers in the system of print journals turning to the internet for their writing. In the late 1980s, contemporary Chinese popular literature continued to surface on the historical terrain and continued to be mass-marketed with the help of journals and publishing (including pirated editions). Popular literature developed into printed popular literature After the 1990s, China's reform and opening up entered a new stage of development, the scale of cultural marketization continued to expand, the degree of cultural marketization deepened, and the dissemination of popular literature, especially Hong Kong-Taiwan popular literature in the mainland appeared to have a small upsurge; however, the mass readers' needs for relaxing and entertaining spiritual products were far from being satisfied, and the new media form of the Internet can play an important role in satisfying such readers' needs

3. Characterization of works in the period of "digital capitalization of popular literature".

The second stage of development is the period of "digital capitalization of popular literature", which refers to the development stage of more than ten years from the beginning of the 21st century to around 2015. In the second stage of development, the mainstream of Chinese online literature has realized the transition from "pure literature" to "popular (popular) literature", i.e., from the pursuit of individual expression, seriousness, and reflective values to the pursuit of lightheartedness, amusement, and fun. conversion. Of course, excellent online literary works have both above two kinds of literariness. Regardless of whether it is popular literariness or a combination of popular literariness and pure literariness, the relative autonomy of Chinese online literature as literature at this stage clearly continues and develops

4. Rich writing skills

In addition to the promotion of mass media, the reason why the network novels of this period can become the object of popular pursuit is more dependent on the unique narrative techniques adopted in the novels. Base on the readers' psychological expectations and reading preferences for literary works, it needs to adopt some narrative techniques that the general audience can understand and be interested in, to make its works grip the readers tightly and please the readers.

5. Characterization of works in the period of "big IP industrialization

The third stage of development is the "period of big IP industrialization," which refers to the period around 2015 and may last until now and beyond. In terms of the development trend of the industrialization of online literature, the industry has established 2015 as the "first year of big IP". The reason why the beginning of this period was set in 2015 is mainly due to the following considerations: in terms of the netbook platform, this year saw the establishment of the Read Write Group, the "unicorn" of China's netbook platforms after the integration of Shanda and Tencent; the integration of the Sweet Potato Chinese website; and the establishment of the China's first netbook platform after the integration of the Chinese website Interesting Read, After the integration of Shanda, Tencent as China's net article platform "unicorn" - read the text group was established; integration of sweet potato Chinese network, interesting reading Chinese network after China's first mobile entertainment consumption platform - palm reading technology injection of 1 billion to enter the net article world; Alibaba literature was established this year. Together with Chinese Online and Baidu Literature, the basic pattern of China's online literature platforms has entered a period of stabilization, laying the foundation for large-scale IP development. In terms of online literature group competition and author "pyramid system" construction, a relatively stable online literature god group has been formed.

Compared with the first two stages of development, the third stage of China's online literature has seen a diversification in the presentation of literary character. Outstanding fantasy creations continue to explore the combination of fun, entertainment, and the pursuit of life transcendence; relatively mature realistic creations return to daily life, pay attention to life, and depict reality in a virtual way on the Internet, which is a new exploration of literary autonomy even though it cannot be compared with traditional realism in terms of the depth and breadth of its reflections and criticisms. The emergence of outstanding network novel works has opened the prelude to the outbreak of network novel IP, and high-quality network novel IP adapted dramas also let the market and audience taste the sweetness, the public's attention began to converge on the network novel IP adaptation, a storm about the IP battle is quietly brewing.

The adaptation of "Good Times Like Dreams" was purchased at a high price and became a phenomenal movie and television product, which was a landmark event in the film and television adaptation of network literature, and since then, this kind of adaptation has become the norm. From this point onwards, many online texts have also become the upstream resources for animation, comics, games, and audiobooks, and online literature has entered the era of big IP industry development. Although this is not a win-win situation for both the market and the arts as claimed by the businessmen, it may not be as disgraceful as some critics say.

6. Transformation of style and content

Network romance novels are getting more and more intense in today's fast- developing Internet era, and its emergence and gradual growth have opened a new content and form, which is unique and innovative compared with the traditional romance novels in the appearance it presents .In this wave, network writers represented by the four little romance divas and six little romance princesses no longer stick to the traditional romance novels' model of the talented and happy couple and the happy ending in terms of content. In terms of form, they deliberately create a narrative distance, either for or near, to bring readers a rich and novel narrative experience. The external narrative freedom and internal manifestation of desire embodied in the novels also subvert the value system inherent in traditional literature, enriching the variety and connotation of the novels

7. Increase Copyright Protection to Standardize Operation of Works IP

Regulate the copyright trading market to combat piracy. As a product of the Internet era, online novels, the online literary platforms that publish online novels have a high degree of openness, "The copyright of network novels is actually a kind of digital copyright", "digital copyright, i.e., the right enjoyed by authors to digitally preserve, reproduce and distribute their works, and its dissemination can be transferred through physical media such as CD-ROMs, hard disks, etc., or through the interconnection internet or wireless interconnection internet in the signal It can also be disseminated in the form of signal through the Internet or wireless Internet", and the copyright of network novels also enjoys the protection of law according to the law.

Establishment of a sound system of laws and regulations Under the continuous development of the network literature industry, special laws should be introduced to protect the copyright of network literature. It is possible to formulate a special "Network Literature Copyright Protection Law" to improve copyright protection, clarify the various forms of infringement of network literature, and further help more original creators to have the corresponding legal channels to defend their rights. In addition, a network platform review system can be established to require network platform service providers to fulfill their obligations to review works and strengthen the supervision of copyright. For example, the network platform in the flow of purple issued "Yi biography", should be the first time to carry out network literature works of copyright review, because network literature platform is the receiver of network literature works, and play a role in the dissemination of the platform, if the platform can guard the original of the first pass, so that can be avoided to a certain extent the subsequent copyright disputes.

Enhancement of authors' and the public's awareness of copyright protection Many authors do not understand the Copyright Law and are not familiar with the laws and regulations that can protect their copyrights. Once they think that it takes too long to defend their rights and the process is too cumbersome, they will choose to give up, which to a certain extent contributes to the infringement of online literature. Secondly, genuine IP operators should take up the legal weapon to defend their legitimate rights and interests, after all, behind the larger market interests involved, and go through the legal process to effectively curb the occurrence of such infringement. As the original creator, whenever you find your original work being infringed upon, you should immediately take measures to protect your copyright and safeguard your rights and interests, so that others will not dare to copy your work easily.

8. Building Internet Literature Brand and Creating Excellence

The boutique of network literature IP dramas will be the key to their market competitiveness, and it is the road to the sustainable development of China's network literature IP dramas. Establish a scientific evaluation index for the value of Internet literature IP. The blowout development of network literature IP dramas has made network literature works become the target of capital pursuit. Due to the scarcity of high-quality resources and the market price "inflation", the network literature IP price has gradually presented a "bubble" pattern, and the market needs to build a perfect and scientific IP value assessment system. The market needs to build a perfect IP value assessment system, the core of which is of course to return to the content and rational judgment.What can we buy from the overpriced IP?

Focus on the quality of copyright development to develop diversified industries. The cultural industry is rich and colorful in form, and the production, production, circulation, and consumption of cultural products are a complete activity, but many new economic growth points can be explored in each link of the development of literary works to drive the development of related industries. The development of a culture that is too monolithic is not conducive to the renewal of the structure of the cultural industry. China's network novel industry contains a huge market potential, we need to build a diversified industrial structure and explore new profit models.

Establishing standards to strengthen industry self-regulation. Part of the reason for the rough production of many network literature IP dramas is that the adapting crews are not strict in checking the works. In the production of network literature IP dramas, the selection of source content, script adaptation, character setting, styling, and screen effects should all be gated at a high standard to harvest good works. As the overseer of online literature IP dramas, the film and television auditing department its second gatekeeper. During the gatekeeping and auditing process, they need to strictly review the content and values of online literature IP dramas to kill shoddy works at the source, and to guide the benign development of culture by promoting good film and television works to prevent over-commercialization and entertainment.

9. Optimizing the Development of Online Literature to Boost IP Market Development

Whether it is the network novel itself, or its derivative film and television dramas, games, animation works, in the future, the development of high-quality content around the IP is still the driving force for the development of IP.Text content has IP value. In measuring whether the text content has IP value should start from the text itself, and comprehensively consider the quality of its story structure, the value of the two aspects of the spiritual kernel, which is also the two major aspects of the subsequent extension of the derivative product, the adaptation of derivative products cannot be separated from the text story structure, and it should also reflect the spirit and emotion expressed in the text, in order to reflect the value of this high-quality text to realize the IP adaptation.

Text style is adaptable. Fitting style and high-quality subject matter enhance the possibility of adaptation. Style refers to whether the writing style of the text is difficult and obscure or popular and easy to understand. Most of the texts of network novels adopt colloquial language and popular civilian style, with a low reading threshold and strong readability, which makes it easier for such network novels to form a visual language close to the audience when adapting

IP development requires quality first. In addition to the high quality of the text content and the text style suitable for adaptation, the quality of the derivative works of the network novel IP should also be guaranteed. With a good text as the basis for adaptation, the quality of derivative works cannot be fully guaranteed. There are various factors affecting the quality of works in operation, such as having to shorten the production time to catch up with the popular schedule or limiting the creative space of creators due to the mutual games of participating capitals, and so on, and there are not a few examples of high-quality Ips being changed beyond recognition in the process of later derivation.

6. DISCUSSIONS

With the prosperity of the market economy and the advent of the Internet age, Internet literature has increasingly become a spiritual consumer product of modern people. Because of the low threshold and imperfect system of Internet literature, the works inevitably have problems such as vulgarization of subject matter, simple text structure, rough writing techniques, claptrap, and low style, and it is difficult to avoid the works of FeiWoSiCun. Her novels are quite distinctive. Unlike traditional writers, the storyline has ups and downs, and the conflicts are delicately handled, which makes the plot of the novel "tragic" and unique. At the same time, the novel embodies the unique treatment of love narratives of high-ranking cadres and overbearing presidents, all of which present new characteristics. This feature is the most important reason for the novel to produce the corresponding literary effect market effect, brand effect, sensational effect and so on.

Improving Readers' Reading Experience to Increase Satisfaction In-depth investigation to understand readers' needs. The primary demand of readers is the high-quality transformation of network novel IP, high-quality works can not only attract the attention of the audience and win the word of mouth, but also retain the readers of the original IP to avoid their loss, and the readers are willing to publicize and consume for the high-quality works. Readers of online novels are the initial audience of derivative works, and they play an important role in the early stage of putting derivative works on the market

Strengthen interaction to enhance readers' stickiness. Enhance the sense of participation in the production process of IP derivative works, such as conducting relevant voting activities or opening relevant crowdfunding programs. When the audience can feel their participation in the work, they will be separated from the general audience, their connection with the work is far from the general audience, they are also more concerned about the production process of the work so that they can go to support after the release, reflecting the personal value of the readers in the work also enhances the viscosity between the readers and the work. The readers are the important force before the major IPs meet each other in the IP war, and it is beneficial to make full use of the readers' enthusiasm to lengthen the promotion line of the work before the derivative work is released, which is helpful to enhance the popularity and existence of the work.

All-round marketing to stimulate fans' consumption. Fans are irrational fanatic crowd, consumption is more inclined to impulsive consumption, they are also the core consumer of IP derivative works, the implementation of limited sales of IP derivative works can promote the occurrence of impulsive consumption behavior of

the fans, to stimulate the consumption of IP derivative works. An important factor to promote fan consumption is emotion, some fans choose IP products to consume and not as much as the general audience to focus on the functional properties of the product, but to seek emotional and psychological satisfaction, some more fanatical fans of related products have the desire to collect all the styles, limited edition sales of core consumer group of fanatical fans, out of the story or the love of a certain character, they are willing to pay a higher cost for limited edition.

7. Originality and body of knowledge

Examine the unique narrative structures and storytelling techniques used in Feiwosicun's web novels. Look at how the author adapts traditional literary forms for the online medium and serialized format. Compare Feiwosicun's writing style and content to other popular web novelists. Look for distinguishing features that set their work apart in the genre of online romance fiction.

8. RESEARCH RECOMMENDATIONS

1. Implication of the Study

1. Consider exploring interdisciplinary connections between Feiwosicun's work and related fields to identify novel research directions or applications.

2. Analyze any gaps or limitations in Feiwosicun's current research and propose ways to address them through new methodologies or expanded scope.

2. Recommendations for Future Research

1. Propose longitudinal studies to examine long-term effects or changes related to Feiwosicun's research topics.

2. Explore opportunities for collaborative research with experts in complementary fields to bring new perspectives to Feiwosicun's work.

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