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From Web Novel to Film and Television—Analyzing the New
Trend of Net Drama in the Era of “Internet +”

Jin Li¹

¹ University of Southampton, University Road, Southampton, United King

E-mail: 874447640@qq.com

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Abstract

As a burgeoning literary form, online novels have rapidly ascended in recent years, captivating a large cohort of youthful readers. Propelled by the "Internet+" era, online novels have gradually expanded their influence, transitioning into popular culture more deeply through adaptation into film and television works. From its inception as online serialization to its contemporary reincarnation in visual media, online novels have not only borne witness to the digital transformation of literary creation, but have also emerged as a fresh wellspring of content for the film and television industry. Throughout the process of visualizing online novels, it is precisely this intermedial collaboration that enables originally virtual narratives to be visually presented, garnering a wider dissemination. Against the backdrop of the "Internet+" era, web series, as a critical form of visualizing online novels, are unveiling their distinctive allure and novel trends. By scrutinizing the diversified thematic creation, the application of new technologies, and the feedback from audience demands, it becomes evident that web series have evolved into a pivotal component of the cultural industry, embodying the new aesthetic and value orientations of the contemporary era.

Keywords

Web novels, “Internet +” era, web series, new trends

1. Introduction

As internet technology advances, there's a profound transformation in cultural consumption. Web novels, emerging as a new literary form, swiftly captivate a vast young readership with their rapid

updates, diverse themes, and strong interactivity. Unlike traditional literature's meticulous crafting and slow releases, web novels often cater to readers' immediate needs through high-frequency serializations. This immediacy and interactivity offer a unique opportunity for the integration of web novels with visual media. In the era of "Internet Plus," the film and television industry is breaking free from traditional channels, turning its attention to this burgeoning source of content. By adapting web novels, visual productions can leverage their existing popularity to quickly attract audience attention, generating new focal points of public discourse and cultural phenomena. This article delves into the relationship between web novels and visual adaptations in the "Internet Plus" era, unveiling the logic and developmental directions behind this phenomenon through concrete examples and data analysis.

2. The Relationship between Web Fiction and Filmization

2.1 The Rise and Development of Network Novels

The rise and evolution of online novels epitomize the cultural and entertainment transformations of the Internet era. Initially, online novels thrived on the widespread availability of personal computers and the internet, serving as a platform for numerous grassroots writers to showcase their creativity and talent. With the emergence of blogs, forums, and literary websites, these writers were no longer constrained by the limitations of traditional publishing channels, engaging directly with readers and forming a vast ecosystem of online literature. The heyday of online novels began around the early 2000s, a time when mobile internet was not yet ubiquitous, and reading text on computer screens became a new trend. Works such as "Zhu Xian", "Ghost Blows Out the Light", and "Battle Through the Heavens" quickly gained popularity, accumulating a large fan base with their rich imagination, gripping plots, and realistic language styles. Online novel platforms gradually commercialized, introducing profit models such as VIP chapters and tipping, further driving the prosperity of online literature. With the widespread adoption of smartphones and mobile internet, the way online novels are read underwent significant changes. Mobile reading apps emerged, allowing online novels to be read anytime, anywhere, leading to an expansion of readership (Meng, Fang, Zhang et al., 2024). This convenient reading method extended the influence of online novels from young people to a wider societal audience, truly democratizing online literature. Online novels have become not only a tool for leisure and entertainment but also a spiritual sanctuary and emotional resonance for many readers. Meanwhile, the diversity of online novel genres continues to grow, encompassing almost every literary theme from fantasy and martial arts to urban romance, enriching the content of online literature and providing a rich source of material for screen adaptations. The interaction and integration between online novels and visual media are becoming increasingly intertwined, with many online novels being adapted into TV dramas, movies, or web series after accumulating sufficient popularity. This represents not only a transformation of content form but also a cultural consumption upgrade across different media. The development trajectory of online novels bears witness to the profound impact of internet technology on the cultural industry. In this era of "Internet Plus", online novels have not only changed

people's reading habits but also propelled new trends in visual culture, becoming an integral part of the digital cultural industry.

2.2 The Process and Way of Adapting Network Novels to Film and Television Works

The process and methods of adapting online novels into film and television works are a complex and multi-layered systematic engineering. Initially, popular online novels with a certain amount of clicks and reader base will attract the attention of film and television companies, which will select suitable themes for adaptation based on market demand and audience preferences. Typically, film and television companies will sign authorization contracts with the novel copyright holder or author, purchasing the intellectual property rights to ensure legality and completeness of the agreement. Subsequently, a professional team of screenwriters will transform the original novel into a film script, not only retaining the core plot and character settings of the novel but also appropriately adapting certain plots and dialogues for visual storytelling to cater to filming and audience aesthetics. Screenwriters are not merely translators of text but “re-creators”, needing to enhance the coherence of the plot and the charm of the characters while remaining faithful to the original work. Following this, producers will develop specific filming plans based on the script, recruiting core members such as directors, actors, and production teams to form an efficiently collaborative group. This phase is crucial in translating words into visual language, as the director's perspective and actors' performance bring the written words to life, while editors and visual effects teams further enhance and amplify the charm of the script in post-production (Fan, Yeshuo, Jipeng et al., 2023). Once filming is complete, the editing and post-production processes determine the final presentation. Editors must scientifically edit the filming materials in line with the spirit of the original work, ensuring narrative tightness while considering visual appeal. Visual effects artists provide visual support for grand scenes or fantastical settings from the original work, bringing the visuals closer to the reader's imagination. The entire adaptation process is not only filled with technical operations but also requires team members to have a deep understanding and resonance with the original work, aiming to not just faithfully reproduce the novel but elevate its essence. Only in this way can the best balance between the novel and its visual adaptation be found, attracting both existing fans of the original work and expanding to new audience demographics. Undoubtedly fraught with challenges, the high-quality web series that emerge from this process demonstrate the unlimited potential and commercial value of this emerging trend.

2.3 Influence and Significance of Network Novel Film and Televisionization

The relationship between online novels and visual adaptations has grown increasingly symbiotic in the era of “Internet +”, emerging as a pivotal phenomenon within the cultural industry. The adaptation of online novels into visual media not only extends the realm of cultural products but also signifies a profound integration between internet culture and the traditional film and television industry. The allure of online novels lies in their diverse themes, varied narrative styles, and adaptable creative formats, captivating a vast audience of young readers and thus providing a broad foundation for visual adaptations. Production companies, by transforming these beloved novels into visual masterpieces,

effectively mitigate market risks, swiftly amassing fandoms, and maximizing the intellectual property's value. The visualization of online novels profoundly impacts both authors and the creative landscape. Many online novelists are propelled into the public eye, garnering heightened social recognition and economic rewards, thereby incentivizing more individuals to venture into digital literary creation. Concurrently, successful visual adaptations prompt closer collaborations between online novel platforms and production companies, forging a seamless industry chain from literary creation to visual production. Such partnerships not only propel the professionalization and commercialization of content creation but also foster the diversification and refinement of online literary works. The significance of visual adaptations for online novels transcends mere market success, extending to the breadth and depth of cultural dissemination. Through visual adaptations, online novels transcend the constraints of text, conveying cultural nuances in a more visceral manner and expanding their influence. Visual productions possess heightened visual impact and dissemination capabilities, enticing audiences who may have been initially disinterested in reading, thus facilitating cross-media cultural dissemination. Moreover, the visualization of online novels propels innovative developments within the traditional film and television industry. Throughout the adaptation process, production teams must balance preserving the essence of the original work with artistic reinterpretation, thereby offering new creative spaces and challenges for writers, directors, and actors, ultimately elevating the quality of visual productions (Wei, 2023). Common tropes found in online novels, such as fantasy themes, intricate character relationships, and multi-threaded narratives, compel visual production to continually innovate in areas such as special effects and narrative techniques, thus driving technological advancements and artistic growth across the entire industry. In summary, the visualization of online novels not only expands the horizons for online literature authors and readers but also injects new vitality into the film and television industry. In the era of "Internet +", this trend of interdisciplinary integration undoubtedly continues to evolve, promising even more eagerly anticipated cultural products.

3. New Trend of Net Drama under the Background of “Internet+” Era

3.1 Characteristics and Background of the Internet+ Era

The Internet+ era, driven by Internet technology, has profoundly transformed the development models of various industries. The characteristics of this era are first and foremost manifested in the efficient dissemination and sharing of information. The widespread application of technologies such as big data, cloud computing, and artificial intelligence has significantly increased the efficiency of information acquisition and processing, thereby driving the digital transformation in various sectors of society. As a new form of literature, online novels have quickly risen and formed a vast user base against this backdrop. Through Internet platforms, authors can create and publish works more freely, while readers can read and interact anytime and anywhere. In the Internet+ era, user participation and feedback have become important driving forces for content production. Readers are not only passive recipients but also active participants who directly influence the direction of a work through comments, rewards,

bullet comments, and other forms of interaction. This process not only increases user stickiness but also makes content production more in line with market demands. The popularity of online novels has attracted significant attention and investment from a large amount of capital, further accelerating its transition to visual media. The fragmented reading habits brought about by Internet+ have posed new requirements for the form and dissemination channels of content. Concise and quick content is more likely to catch the users' attention, with mobile devices becoming the primary consumption scene. Online novels, with their lightweight and fast update features, perfectly align with this trend. With the popularization of 5G technology and the deep development of mobile Internet, the transition of online novels to visual media has become more seamless. Web dramas, as a new form of entertainment, have quickly captured the market. Social media and self-media platforms in the Internet+ era have greatly expanded the dissemination channels for online novels and web dramas. The promotion of works no longer relies on traditional channels but spreads virally through platforms such as Weibo, WeChat, and TikTok, significantly enhancing their influence and visibility. The rise of fan economy has also provided new ideas for the commercial operation of web dramas, further tapping into the commercial value of content through peripheral products, IP derivatives, and other means. In conclusion, the characteristics of the Internet+ era provide robust technological support and market environment for the vigorous development of online novels and the transition to visual media. In such a context, web dramas as a new trend showcase strong vitality and broad development prospects, becoming an important force in the film and television industry that cannot be ignored.

3.2 The Status and Role of Net Drama in the "Internet+" Era

The realm of online dramas has evolved from its rudimentary narrative origins into an integral facet of contemporary cultural consumption. Against the backdrop of the "Internet Plus" era, online dramas have assumed an unprecedented significance and role. Primarily, these dramas leverage the expansive reach of the internet, transcending the confines imposed by traditional television broadcasting and thereby vastly expanding viewers' options. Their flexible broadcasting formats and real-time feedback mechanisms not only cater to the viewing habits of younger generations but also foster enhancements in the content and quality of productions. Through the analysis of big data and user feedback, creators can swiftly adjust narrative trajectories and production strategies, ensuring that online dramas remain closely aligned with audience demands and market trends. In the era of "Internet Plus," online dramas have emerged as pivotal engines within the content industry. On one hand, digital innovations along the production, dissemination, and consumption chains inject fresh impetus into the film and television sector. Leveraging the propagation advantages of internet platforms, online dramas achieve high dissemination at low costs, with even modestly budgeted productions garnering widespread attention and acclaim, thus disrupting traditional investment-return paradigms. On the other hand, online dramas serve as crucial vehicles for the projection of cultural soft power. An increasing number of high-quality online dramas are finding international acclaim, bolstering cultural confidence and influence on the global stage. For content and video platforms, online dramas not only attract significant users and

traffic but also enhance user engagement and commercial value. Through diverse revenue streams such as subscription memberships, advertising support, and copyright sales, online dramas not only generate substantial profits but also benefit various sectors along the content industry chain. Within the tide of "Internet Plus," the emergence and flourishing of online dramas have revolutionized the ecosystem of the film and television industry. Originating from audience demands and driven by innovation, they have become harbingers of cultural trends in this new era. Through a rich array of themes, innovative narrative techniques, and efficient dissemination methods, online dramas are shaping the aesthetic preferences and cultural consumption habits of the new age. Their influence transcends mere entertainment, to some extent fostering societal cultural exchanges and value alignment, thereby increasingly underscoring their significance and role in the "Internet Plus" era.

3.3 New Trends and Development Direction of Net Drama in the Era of "Internet Plus"

The realm of web dramas has evolved from its rudimentary narrative origins to become an integral facet of cultural consumption today. Within the backdrop of the "Internet Plus" era, web dramas have assumed an unprecedented significance and role. Primarily, through the expansive platform of the internet, web dramas directly engage with vast audiences, shattering the constraints of traditional television broadcasting and vastly broadening the spectrum of viewer choice. Their adaptable broadcasting formats and real-time feedback mechanisms not only cater to the viewing habits of the younger generation but also foster enhancements in content and quality. Utilizing big data analysis and user feedback, creators can swiftly adjust plot trajectories and production strategies, ensuring web dramas resonate closely with audience demands and market trends. In the era of "Internet Plus," web dramas have become a vital engine driving the content industry forward. On one hand, digital innovations along the production, dissemination, and consumption chain inject fresh momentum into the film and television sector. Leveraging the dissemination advantages of internet platforms, web dramas achieve high circulation at low costs, with even some modestly budgeted productions garnering widespread attention and acclaim, disrupting traditional investment-return dynamics. On the other hand, web dramas serve as crucial conduits for the export of cultural soft power. An increasing number of high-quality web dramas are crossing borders, receiving positive responses in international markets, bolstering cultural confidence and influence. For content and video platforms, web dramas not only attract a substantial user base and traffic but also enhance user engagement and the commercial value of platforms. Through various profit models such as member subscriptions, advertising support, and copyright sales, web dramas not only yield substantial profits but also benefit various segments of the content industry chain. In the wave of "Internet Plus," the emergence and flourishing of web dramas have revolutionized the ecosystem of the film and television industry. Rooted in audience demands and propelled by innovation, they have become a new cultural vane. Through diverse themes, audacious narrative techniques, and efficient dissemination methods, web dramas are shaping the aesthetic inclinations and cultural consumption habits of a new era (Mingzhu, Lizhu, Yitai et al., 2023). Their influence transcends mere entertainment, to some extent driving societal cultural exchanges and value

identification, thus highlighting the increasingly prominent role and significance of web dramas in the "Internet Plus" era.

4. Analysis of New Trends of Net Drama in the Era of "Internet Plus"

The advent of the Internet+ era has ushered in profound transformations across various industries, and the film and television sector is no exception. The adaptation of online novels into visual media, particularly web series, has emerged as a trend. This trend not only reflects the profound impact of the Internet on traditional cultural industries but also reveals the direction of future entertainment content production and consumption. The popularity of online novels is attributed to the widespread availability of the Internet and the extensive use of smart devices. Readers easily access a vast array of free or low-cost reading resources through online platforms, thus leading to the substantial accumulation of users for online novels. This model not only breaks down the barriers of traditional publishing but also gives rise to a host of phenomenally successful works and renowned authors. Platforms such as Qidian and Jinjiang Literature City have become pivotal hubs for literary creation. With the soaring enthusiasm and expectations of users for these works, production companies have seized upon the commercial opportunities, turning their attention to the cinematic adaptation of online novel IPs. In terms of web series production, the Internet+ mindset has brought about innovation and transformation. Traditional film and television production cycles are lengthy and costly, whereas web series, leveraging the flexibility and diversified dissemination methods of Internet platforms, have significantly shortened production cycles and corresponding investment return periods. This efficient, flexible production model enables more online novels to be swiftly adapted into web series and promptly introduced to the market to meet audience demands. The success of web series is also attributable to the data analysis and precision marketing capabilities of Internet platforms. Through big data analysis, platforms can understand audience viewing habits and preferences, thereby ensuring greater precision in content creation and promotion. During the process of adapting online novels into web series, production teams often refer to data such as click-through rates, reader feedback, and bullet screen reactions to ensure that the adapted works meet audience expectations to the fullest extent. This data-driven creative model not only guarantees the quality and content of web series but also enhances user engagement. Furthermore, the interactivity and social attributes of Internet platforms provide new avenues for the promotion of web series. Audiences are not merely passive recipients but active participants and disseminators. Through social media, audiences can share viewing experiences, discuss plot developments, and even offer suggestions for storyline progression. This interactivity enhances audience engagement and sense of belonging, thus widening and deepening the dissemination of web series. It is worth noting that in the Internet+ era, web series have not only undergone changes in production and dissemination methods but also demonstrated new trends in content creation. With the diversification and personalization of audience tastes, web series themes continue to expand, becoming increasingly diverse in genre, from fantasy and urban dramas to science fiction and suspense.

Moreover, there is a growing emphasis on detail and quality in web series production, with more high-level production teams joining the fray, thus continuously elevating the overall quality of web series. In summary, the new trends in web series in the Internet+ era underscore the significant driving force of the Internet on the film and television industry. The transition from online novels to web series has not only spurred innovation and development in audiovisual content but also provided audiences with a wider range of high-quality entertainment options. With the advancement of technology and the evolving demands of audiences, web series, as an emerging form of entertainment, are poised to exhibit even broader prospects in future development (Manisha, 2023).

5. Conclusion

As a burgeoning literary form, online novels have transcended the limitations of traditional printed books and made their mark on the stage of visual media, thanks to their unique creative mode and wide reader base. The "Internet+" era not only presents new opportunities for the visual adaptation of online novels but also brings about numerous challenges. In this rapidly changing era, the visual adaptation of online novels represents not merely a reproduction of content but a profound cultural integration. Through diverse selection of themes, application of cutting-edge technology, and precise grasp of audience demands, online dramas, this emerging art form, are gradually moving towards the mainstream. In the future, with the further development of the "Internet+" era, online dramas will continue to break new ground in content creation, technological innovation, and audience interaction, forming a more vibrant cultural ecosystem. By delving into these emerging trends, one can gain a deeper understanding of the future direction of online dramas, offering new insights and practical experiences for the continuous integration of online novels and visual media.

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