

Research on the Relationship between Online Novels and Communication Forms in the Context of New Consumerism

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ABSTRACT. *In recent years, the comprehensive national strength of China has been continuously enhanced, market economy has continued to develop, and the level of residents' consumption has been significantly improved. Under the background of rapid economic development in our country, the total economic volume of our country has been increasing constantly. In order to adapt to the changes of society, it is necessary to speed up the economic reform and transform from extensive economy to intensive economy to develop steadily in the new environment. The market of China is composed of numerous large and small economies, and the economy of each region will face different development problems. At present, the management concept of China's regional economy is changing, and more and more attention is paid to the relationship between online novels and communication forms in the context of new consumerism. The focus is to ensure that the market environment of online novels can operate under standardized and rationalized conditions. With the rapid development of the current stage of economy, the modern economic system has also undergone tremendous changes. Therefore, in order to better promote the rapid development of our economy, we need to study the relationship between online novels and communication forms in the context of new consumerism in combination with the domestic development status.*

KEYWORDS: *New consumerism; Online novel; Communication form*

1. Introduction

At present, there is still a big gap between China and developed countries. How to effectively reduce the gap between China and developed countries and promote the rapid economic development of China is the top priority of the current work. Although China is still a developing country at present, due to the influence of western economy, the social form has changed to a consumer society, and new consumerism has begun to spread. This paper analyzes the economic development of our country by studying the relationship between online novels and communication forms in the context of new consumerism.

2. The Definition and Characteristics of New Consumerism

Nowadays, the socialist economy of China has been growing faster and faster, and the total economic volume has been significantly improved, and the number of large and small enterprises has continued to increase. The advent of the era of economic globalization has brought enterprise development to a new height. In a highly competitive market environment, all regions must attach great importance to the work of the modern economic system in order to occupy a place in the economic wave. The construction of the economic system is the main means by which the government manages the development of the economy. Effective supervision by the state and regions plays an important role in maintaining the prosperity of the socialist market economy with Chinese characteristics, and it is also important for the development of the region. With the improvement of people's living standards, a consumerist culture has emerged. It is a new cultural trend and new way of life in the contemporary era. It mainly takes the promotion of products as the driving force and relies on an invisible force to attract the public to achieve the purpose of consumption ^[1].

3. The Relationship between Online Novels and Communication Forms in the Context of New Consumerism

3.1 Personalization of the Creation of Online Novel in the Context of New Consumerism

With the emergence of consumerist, literary creation on the Internet has also quietly changed, and many online novels have gradually developed and spread in the digital direction during the creative process, which has diversified the spread of online novels. At the same time, the creation of online novels has become easier and more convenient. In addition, readers' requirements for the content, carrier, and form of online novels, as well as the personal wishes of authors, are more easily developed and realized in the field of online literature. With the emergence of consumerism, the expression forms of online novels have become more and more diverse, which has attracted a large number of readers and authors to participate in the creation of online novels. Compared with traditional literature, the emergence of online literature and online novels can better reflect the characteristics of individualization. The birth of consumerism has made readers no longer single readers. The emergence of online literature has enabled everyone to become an author. As long as there is a certain degree of insight and creativity, everyone can publish their works on various platforms in the form of network. The birth of consumerism enables people to temporarily relieve the pressure brought about by their lives. By freely playing on the Internet, it effectively meets people's needs for cultural leisure activities and enables people to give full play to their individuality.

3.2 The "Fast-Food" Consumption of Online Novels in the Context of New Consumerism

With the emergence of consumerism, people pay more and more attention to the added value of commodities under the influence of network culture, but neglect the use value of commodities. Especially in today's diversified online novels, many readers do not think and measure the value of online novels more carefully in the process of selecting online novels. They only choose and consume from the content labels of online novels. As a result, more attention is paid to the introduction and labels of novels in the process of creation, instead of the content of online novels. It attracts readers through the dramatic introduction and induces readers to consume. The whole consumption process embodies the "fast-food" culture. At the same time, compared with traditional literature, online literature mostly appears scan-reading, which leads to the "fast-food" consumption in the process of spreading online novels.

3.3 The Development and Change of Online Novels in the Context of New Consumerism

The online novel is the product of the development of the contemporary multimedia, which is deeply loved by the masses. In 1997, with the publication of the first Internet novel, it attracted the attention of many readers in a short time and conquered a large number of readers. Since then, online novels have been popular all over the world with many themes including fantasy novels and martial arts novels popular with boys and love novels popular with girls. Today, online novels are not limited to novels, and they are gradually adapted into films and TV plays, and appear in people's lives in a more popular way. Since 2004, the first online novel "first intimate contact" was modified into a TV play of the same name, which was broadcast on Guangdong satellite TV, and was popular with the audience. After that, more and more novels have been adapted into films and TV plays. Whether they are the modern TV series "The Girls We Chased Together in Those Years", "The Sunny Days in Midsummer", "Silent Separation, My Sunshine", "the Youth That Will Eventually Die for Us", or the ancient TV series "Songs in the Clouds", "The Journey of Flower", "The Sound of Desert", "Legend of Zhen Huan in the Palace", and "Nirvana in Fire", these online novels appear on the large screen in a new form of communication, which is a sublimation of online novels. It is also a new way of communication of online novels under the new consumerism. It promotes not only the development of online novels, but also the development of film and television in China [3]. The online novel expresses the relationship between the reality and the virtual world in a free way. It shows the author's thoughts to the readers and promotes the development of the online novel in the context of the new consumerism.

4. Conclusion

Consumerism is a kind of special consumerism culture, which is not enough to become the mainstream of Chinese mass culture.

Although the publicity of excessive consumption can promote consumption and

expand consumption to a certain extent, it may affect the daily life of consumers, and may cause various social problems in serious cases, which is not conducive to the stable development of society. Different countries have different economic systems and business models. In the era of rapid development of science and technology, the construction of consumption culture in the construction of business system is the soul of the development of the whole region. According to its own development situation, China should build a consumption culture and consumption mode suitable for the economic development to improve the living standards of residents and promote the rapid economic development of China.

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