

The Blending of Film and Literature from the Perspective of New Media

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ABSTRACT. *Based on the great abundance of information resources, mass media culture has penetrated into people's lives. From the perspective of new media, literature and film are facing opportunities and challenges on their respective platforms. They interact with each other. The strong visual perception and image form have become the important reasons that attract movies better than literature. At the same time, a good film needs a good movie script.*

KEYWORDS: *Mass media, Film, Literature, Light and shadow*

1. Introduction

At present, the mass media culture has penetrated into people's life, and the literary color seems to fade away from the real life. In addition to professional researchers, there are fewer and fewer people who are interested in or willing to read pure literature. Literary workers can not avoid thinking about the form and state of literature in order to adapt to the taste of the public, and how to survive and develop in this too "noisy" era. Therefore, literature also began to be affected by the current cultural atmosphere in all aspects, and began to adapt to the needs of the public through its own changes.

Modern people are running around under great pressure. There are not many people who can sit in front of their desks to read a pure literary work as a pure reader. People are more in pursuit of things that can make people happy after tired work. Nowadays, readers' acceptance or not is even more important to literature than the excellence of literature itself. Literature has been more and more influenced in this era. Contemporary society is a simulation society created by mass media. "Because of the large-scale typification, the simulacrum and the simulacrum have replaced the real and original things, and the world has become figurative."^[1] Meanwhile, other forms of literature begin to infiltrate people's daily life and gradually become popular culture, and become the mainstream of life.

2. Film and Literature

Film has been born for a hundred years. As a new art form, it has its unique

charm. Strong visual perception and image form become an important reason to attract the public. Moreover, film and literature are closely related. Generally speaking, a good film needs a good screenplay first. In recent years, more and more films are adapted from literary works, and even become a fashion in the film industry. There are many such examples. For example, Zhang Yimou's early masterpiece *Red Sorghum* is adapted from the *Red Sorghum Family* written by Mo Yan, who is a contemporary writer; *Wives and Concubines in Groups*, a representative work of Su Tong, was adapted into *Red Lanterns Hanging High* with a strong Chinese folk flavor. Many of his works are adapted and put on the screen and were widely praised.

Zhang Ailing's *Lust, Caution* directed by Ang Lee is even considered to be better than the original. There is also a series of films *Harry Potter* which has been shooting for seven or eight years. Both novels and films have become successful examples under the influence of market rules, and become the classic myth of the contemporary era. China's recent rise of the ancient costume blockbuster more or less shows a new trend. Zhang Yimou's *Curse of the Golden Flower* almost copies all the details of *Thunderstorm*, and Feng Xiaogang's *The Banquet* was almost the same as Shakespeare's *The Tragedy of Hamlet*. At the same time, it also causes an upsurge of rereading and remaking literary classics.

Film is one of the most complex and expensive forms of artistic expression. The form of film determines that it has the ability to tell strong story telling. It can express the essence of the author's thoughts in a more direct and simple way, and express concepts or emotions through editing and collage of films. Film has replaced part of the function of literature, and gives people pleasure or alertness in a faster way, which for time is like money, and time is like the appearance of life.

It's extremely important for generations. Compared with reading long and great works of literature, watching movies is more direct and saves the audience or readers' time, but the spiritual enjoyment obtained is no different in a sense. In his lectures, Mr. Dai Jinhua often says, "a good film can make people have the courage to live another week after watching the film."^[2] Although such a conclusion contains a strong sense of black humor, it also shows what the public today's really needs. Two hours in the cinema can let the modern people who are hesitating and anxious under the pressure of society and life put down everything, let all their spirits immerse themselves in the pictures and plots in front of them and feel the stories of others. This is almost the most effective relaxation for modern people.

How much literature does the film retain? Can movies promote the development of literature and the reading of literary works? This is a questionable topic. Many people like to talk about the film plot adapted from literary works, but they may not know what the literary form of the works is, just as many people love Zhang Yimou but may not know Mo Yan or Su Tong. However, film and literature still have mutual promotion. The strong visual effect of film may strengthen some characteristics of literary works or surface the implied things. To some extent, it can make expression better than words, and often arouse the audience's interest in reading the original literary works. Excellent literary works also provide new

possibilities for the writing of films.

The term “picture reading era” is a very vivid description of the current cartoon popularity of Zhu Deyong and Jimmy. People's life is inseparable from TV and Internet. In order to meet this trend, literature has made unconscious adjustments and changes. It is no longer as keen on expressing the anxiety or conflict of human nature as the literary works in the stage of modern literature. Instead, it emphasizes the sense of history, and reinterprets and rewrites the history in a certain sense. This kind of rereading is not only a recreation in the literary sense, but also a new attempt in the field of literature under the great era of reconstructing the concept of history. Not only that, with the unprecedented enhancement of the sense of picture in literary works, writers mean to hide the inner activities of the characters as complex things in dialogues and behaviors, thus becoming self-evident expression. So a lot of works can be performed as scripts without any adaptation. This is one of the reasons why directors are keen to bring contemporary writers' works to the screen.

3. Poetry

In contemporary times, poetry has become a popular literary form in a relatively narrow circle. It is no longer glorious or even forgotten. But in fact, poetry exists more widely in people's life than before. The only difference is that poetry is no longer transmitted in the form of paper media. Of course, whether this form of existence is poetry still needs to be explored. In modern times, we no longer call it poetry, but lyrics.

Lyrics take songs as the carrier of communication, and their forms are natural and diverse. Under the media transmission through television and radio, music works are accepted and further popularized by the public. The public select and accept music works through their individual likes and dislikes. In addition to the beauty of music itself, lyrics also play an important role in it. Popular lyrics can often arouse people's resonance, and many lyrics have many advantages in describing modern people's emotions, complex psychology and contradictions. Good lyrics can often move people's hearts, in form and connotation have a unique aesthetic feeling. Many of Luo Dayou's old songs have long lyrics and strong literary temperament. *Red Dust* has a very attractive aesthetic feeling both in terms of words and songs. The lyrics of *Phenomenon 72 Changes* has strong rhythmic beauty, helplessness and satire for life. Fang Wenshan also has a lot of works with a strong flavor of classical literature, such as *Dong Feng Po* which was very popular some time ago, which has a very graceful rhyme. Lin Xi's poetry is more popular in the mainland for its beauty and philosophy. *LiuNian* depicts a fantastic and sad world in a few sentences, and Wang Fei's voice line makes the characteristics of this word express incisively and vividly. With the popularity of songs, the literary form of poetry still exists and develops greatly.

4. Conclusion

Why is the literary form advocated by mass media popular and accepted quickly? The unpopularity of words and the relative popularity of movie songs are largely due to the acceleration of the pace of modern life and the increase of personal pressure. In their spare time, they have little time or mood to pay attention to pure literature. What people need is to keep up with the fast-paced society, which can entertain and relax the spirit. For them, people only need what we want is to accept without thinking about the meaning of this thing, or even just pursue a gimmick or sensory stimulation. As long as they can make them forget the troubles of life for a while, they are valuable. It is hard for modern people to appreciate those words that are so nervous that they can even be divided, although this does not mean that they are not good.

The huge guiding role of the media has also become a powerful force to control the development direction of literature. In the noisy and restless moment, the so-called literature publicized by the media is often far from the real valuable literature. What the media needs is literature which is beneficial to itself, which can bring profits to the media and its material performance itself. Once the literary works that meet the requirements of the media appear, they will naturally be favored by the media and spread more rapidly. Literature has also changed to a certain extent in this respect. In particular, the change of writers is much faster than that of the whole academic circle. Whether the works can be accepted by the public or not, the writers have been unable to avoid facing such a realistic problem.

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