

# Online Novel Adapted Dramas from the Perspective of Fan Culture

**Zhou Dai**

*School of Journalism and Communication, Ningxia University, Yinchuan, China*

**Abstract:** *The openness of the internet environment has laid a good foundation for the development of online novels. After more than 20 years of development, Chinese online novels still have a long way to grow. Due to its rich and diverse themes, novel and interesting content, online novels have quickly accumulated a huge audience and fans, and thus gained the market for film and television adaptation, gradually becoming an important source of film and television drama creation. In the dissemination process of online novel adaptation dramas, the power of online novel fans cannot be underestimated. On the one hand, fans are highly concerned about the popularity and traffic that will bring to the adapted screenplay. On the other hand, based on their understanding of the original work, fans are bound to have many doubts about the adapted drama. Therefore, in the production of adapted dramas, various aspects such as text adaptation, actor selection, scene construction, and costume design all affect the dissemination effect. This article further analyzes the reasons for the good or bad adaptation effects of online novels, based on the audience foundation, communication methods, and content creation of some revised screenplays. Finally, based on the perspective of fans, summarize the problems and challenges faced in the process of screenwriting adaptation, and focus on exploring strategies to improve the dissemination effect of online novel adaptation. In order to deepen the integration of two different forms of works and promote each other and complement each other in the dissemination process.*

**Keywords:** *fan culture, online novel, online novel rewriting, communication effect*

## 1. Introduction

The term 'fans' originally originated from 'fans', which means 'fans' or 'supporters', referring to groups who hold a supportive and loving attitude towards someone or something.<sup>[1]</sup> Nowadays, it refers more to those who are passionate about pursuing entertainment stars and excessively addicted to some media content, hence it is also known as "media fans". In recent years, the number of Apple fans, movie fans, novel fans, Japanese anime fans, Korean Wave fans and other groups has been continuously increasing. Although they cross national borders and races, they share common theories and practices in culture and behavior, gradually forming a powerful force that affects social development.

With the continuous progress of internet technology in China, numerous novel websites have been continuously upgraded and optimized, laying a solid foundation for the development of online novels. More and more online novels have successfully gained a large number of loyal fans through their innovative themes and high-quality content. In this situation, many film and television directors and producers have turned their attention to the online novel market, selecting novels suitable for adaptation into TV dramas, and vigorously developing their commercial value to obtain greater economic benefits. However, more and more book enthusiasts gathered together, forming a powerful force. They have published a large amount of content and comments on online platforms in a brand new way, making topics related to online novels and adapted dramas frequently appear on the hot search lists of Sina Weibo, attracting the attention of the majority of netizens. In addition, many fans of celebrities also promote and rate the adapted dramas in which their idols participate through various channels. In such a complex process, fans of the original novel, out of their love for the original novel, often develop dissatisfaction and further initiate resistance after the text is converted into a film and television series due to inappropriate adaptation of content or selection of characters, as well as their imagination. Adapted drama fans or star fans who participate in the show will actively maintain their love for the production or idol. Once conflicts between the two parties are triggered, it is not conducive to the healthy development of the online environment.

## **2. The relationship between online novels and adapted dramas from online novels**

From the perspective of media dissemination, online novels and their rewriting are the use of two different forms of communication media to spread roughly identical stories, both of which go through the process of "information source encoding transmission decoding". Online novels use a written communication medium, encoded through text and transmitted to the audience, who will decode the received information. [2]The author uses text to convey the story and the ideological consciousness it expresses. Although the form is relatively simple, the text is the most primitive text that the audience can access, which is first-hand information. Readers can directly communicate with readers through the language and text of the novel, and can freely control the speed, time, and method of reading. The flexibility and freedom of reading are very great. There is also a lot of imagination space left for readers.

The adaptation of online novels uses television media, which is also a type of content presented through multiple creations. Screenwriters and directors use images and sound to realistically present various scenarios of information sources to the audience. Its biggest feature is that it is audio-visual, and the audience can receive information through both visual and auditory means, which can achieve strong authenticity and liveliness, but this also greatly limits their imagination space. Different forms of media communication have different communication effects. The transition from online novels to screenwriting is the fusion and exchange of the two forms of communication, which mainly reflects the following relationships.

### ***2.1. The content of online novels is the creative source of adapted dramas***

With the popularity of online novels, people have been liberated from the previously centralized mode of writing power, allowing them to freely express their emotions and self-expression. This interactive and participatory reading provides readers with a unique experience. On online novel websites, everyone can submit comments, share their opinions, and urge authors to update on time. They can predict the direction and ending of a novel story through their own imagination, point out the strengths and weaknesses of the author's writing, and even participate in writing, completing a work through spontaneous relay. The writing and reading of online novels have become more free and equal through the active participation of readers, and the traditional relationship between authors, works, and readers has been changed.

Especially in the era of entertainment, more and more online works are abandoning traditional serious stereotypes and adopting more understandable language and writing, making them more accessible to the public's taste and easier to accept. Online novels not only showcase exciting stories from real life, but also gradually align with the popular form of entertainment, film and television dramas. Therefore, the emergence of adapted online novels meets the current needs of entertainment culture.

### ***2.2. Fans of online novels are the audience foundation for adapted dramas***

Online novels selected by film and television companies and adapted into TV dramas usually accumulate a large number of fans when their works are serialized. Compared to original scripts without a fan base, published online novels have undergone the first round of market and reader review. Therefore, adapted dramas with the same historical background are more likely to gain attention and achieve commercial success. And in terms of early promotion and promotion, the screenwriter and producer can also use the spontaneous promotion of the original fans to attract a large number of new fans who are focused on the story plot, so that the TV series adapted from the novel can receive much higher attention than other original works before broadcasting, which correspondingly brings high ratings.

In addition, the participatory interaction of online screenwriting has greatly mobilized the enthusiasm of both parties, inspiring more creativity and inspiration. The internet provides us with a completely open platform, giving everyone the opportunity to become a writer or director. In the propaganda of the adapted play, the audience is no longer a passive receiver, but an active participant, which breaks the single mode of communication in the past, making the status of both sides of the teaching more equal. By providing feedback to the audience, adapted dramas can also better meet their needs and gain more audience.

### **2.3. Rewriting brings about the "second prosperity" of online novels**

Online novels are the source of creation for adapted dramas, bringing not only native traffic for screenwriting, but also huge new traffic for original novels. Especially in the current era where visual culture has become mainstream, images and colors have taken over people's aesthetics. TV dramas have extraordinary viewing effects, integrating text, opera, music, art, photography, optics, acoustics, and advanced production techniques to vividly present the original abstract story plot, surpassing the limitations of language and text, and displaying stunning artistic effects. Therefore, more and more novel authors are realizing that the audience and speed of film and television dissemination are incomparable to written media, and relying solely on the text itself to convey the story plot is far from enough. The dissemination of film and television can capture the audience that writers used to need to capture for a lifetime in one night, which is a great temptation for novel authors who aspire to be read by others, because each writer hopes to have more people to understand their own works. Moreover, past literary practices have clearly shown that once online novels are given the wings of rewriting, they often create a huge sensation and a powerful shock wave.

Many authors of online novels have a strong desire for the considerable profits and returns brought by film and television. This desire has promoted a major change in the environment for novel creation and the way of thinking of the authors. The adverse impact of the market economy has accelerated the writers' march towards secularization. Writers can earn more income by adapting novels into TV dramas, and changing the screenplay can have a huge promotional effect on the novel, making it easier for previously unfamiliar readers to buy books and pay more attention to the author's past Less.

### **3. Reasons for the Negative Communication Effect of Online Novel Adapted Dramas**

In the current context of consumer culture, fans are not just a simple audience with an object identity. Their "participatory consumption" behavior makes the fan community an important member of the interactive environment. Fans actively express their opinions and opinions in the creation, casting, and promotion of adapted dramas. At the same time, the producers of adapted dramas will also adopt them appropriately, using Weibo comments, post bar discussions, etc. to communicate and communicate with the fan community, in order to fully understand the emotional needs of fans and the audience. The feedback from the audience is also the key to verifying the success of the rewriting.

Looking at the content of Douban reviews on screenwriting in China, the main reasons for the poor dissemination effect of online novel adaptations are as follows.

#### **3.1. Actor selection: significant deviation**

Whether in online novels or adapted dramas, each character has its own unique character setting, which includes various elements such as personality, appearance, height, etc. In the minds of readers, these settings vary greatly but are very similar. How to satisfy the audience outside the adaptation and recognize the actors who participate is a big challenge. Therefore, when choosing actors, it is necessary to rely on the human image in people's minds, truly concretize it, find actors that match the temperament and image of the original characters, and then select them based on the actors' own acting skills, rather than "randomly" looking at the face for traffic and hot topics.

Many poorly acclaimed adaptations in the market today do not meet the audience's expectations in terms of actor selection. For example, "Eternal Jue Chen", which was launched in 2021, differs greatly from the description in the original novel in terms of character selection and makeup design. The heroine played by Zhou Dongyu was set as a fairy in the original novel. However, due to her simple appearance in the play, netizens have been roast about "poor looks", and even the performance that has always been praised is frequently questioned. Xu Kai's ancient attire has always been brilliant, but the inappropriate hairstyle and tired eyes in this drama completely lack the divine authority, so the audience naturally cannot be interested in watching the drama. The male protagonist Ning Yi in the 2022 release of "My Son-in-law" gives readers the impression of a calm and powerful bandit character. The male lead played by Guo Qilin in the drama version blindly adds comedic effects, causing a large number of viewers to dislike it. They all expressed that such adaptations are "damaging" and "destroying the original work", not only damaging the characters in the original novel, but also the entire adapted drama industry.

In addition, a good drama cannot be separated from careful casting, nor can it be separated from the serious presentation of the actors. To meet the expectations of the audience, one must calmly polish their acting skills. Regardless of seniority, only by carefully listening to the audience's suggestions can

one better enhance oneself and move towards a higher stage of being seen by more people.

### **3.2. Plot Adaptation: Excessive Degree**

The first thing to do well in adapting a work is that values cannot change and character designs cannot collapse. For example, the adaptation of "Honey Stewed Squid" in "Dear, Lovely" basically maintains the character design of the original work, and the cast selection is very considerate. Especially with the addition of the protagonist Han Shangyan's team life and daily competition routines in the drama, this expansion has added some enthusiasm to Han Shangyan's character image, and the characters have become more popular. Li Xian also became the "current boyfriend" of the nation through this role. Another work adapted from an online novel, "The Beginning," removes some of the female protagonists' psychological changes from the novel, but also adds stories to the audience in the car. Combined with shooting techniques, it presents the essence of the novel, endless flow of time and space, and even innovates the genre of TV dramas. Moderate reasoning combined with youthful love elements, both book fans and drama fans were very satisfied, achieving a high score of 7.8 for Douban.

The core content emphasized in the original story of the screenplay "Chenxiang Rushai" is to make people cherish the people in front of them. Some people miss it, and the love that flows through small streams is also love, just like the name of the novel. Missed love is like burnt Chenxiang shavings, turning into ashes and cannot reignite. However, the change in screenwriting directly removed the highlights of the original work and turned it into a cliché d Xianxia assembly line product. Not only did it turn the protagonist Yu Mo into a male second character, but it also appeared that his daily companionship was worthless. In the end, the female protagonist chose the male protagonist Ying Yuan, who caused her to suffer from the thunderstorm. Despite being so abused that she almost lost her life, she still turned back and praised the greatness of love by blindly forgiving. However, such a view of love has long been overlooked by contemporary audiences.

Moreover, the protagonist's sister in the book is a female figure who is only focused on her career. Although her relationship with her sister is not strong, she does not easily listen to other people's gossip like in the play, resulting in jealousy of the protagonist and collaborating with the villains to frame her. The plot added by the screenwriter not only fails to enrich the plot, but also undermines the entire drama.

In addition, the scenery production is not much different from other fairy tale dramas. They are all made up of floating white clothes and a fairy aura in the clouds and mist. The background is blurry, the special effects are rough, and the visual effect is cheap. In addition, the programmatic performance makes many viewers exclaim that it is too perfunctory. This novel adaptation is disrespectful to the audience. After a set of procedures, the novel author sold the money, the drama company reaped traffic, and the platform received dozens of advertisements, but the quality that the screenwriter should have was not reflected. The audience's perception is naturally not good, especially for some fans who like the original story, such perfunctory behavior can generate varying degrees of anger and also bring about overwhelming negative reviews. Once it is mixed with the abuse and roast of the actors themselves, it is bound to cause dissatisfaction among the actors' fans, mutual exclusion among multiple groups, and cyber violence is imminent, which is not conducive to the healthy development of the network environment.

### **3.3. Capital driven profit: putting the cart before the horse**

From a large number of online novels to TV series adaptations and hot broadcasts, the loyalty of fans of the original work has greatly mobilized the enthusiasm of fans of the drama and artists. When such emotions are "utilized" by capital and then explored with certain strategies, the fan effect contained in them is activated, bringing a certain degree of heat to the topic, not only highlighting the popularity of online novel adaptation, but also bringing huge benefits to capital. TV dramas adapted from online novels, such as "Do You Know If You Should Be Green, Fat, and Red", "The Legend of Mi Yue", "The Legend of Ru Yi", "Qingping Le", and "A Little Smile Is Beautiful", have their popularity and success inseparable from fans, emotions, and capital. For fans of the original work, they saw the TV adaptation of the novel, saw the growth and success of the work, and the process of pursuing the drama is to confirm oneself, affirm oneself, accompany the novel characters, and grow together; For actors and fans, they bond with celebrity idols during the pursuit process, experience the joy of virtual world communication, briefly escape reality, and even comprehend life philosophy, experiencing a different life. In short, various types of fans have contributed tremendous economic benefits to the industrialization of related works, whether it is liking, forwarding support, or paying money to purchase peripherals during the process of following dramas.

The complexity of the problem lies in the fact that the profit seeking nature of capital gradually

familiarizes them with the psychology of fans, begins to manufacture products that meet their "profit making" needs, and strives to make fans addicted to them in order to obtain their economic value. When cultural products become "money making" machines, the aesthetic and social significance of online novel adaptation dramas gradually lose, and the redemption and entertainment of watching dramas are gradually replaced by another type of "free labor". People are called upon by things, and their emotional experience is also regulated. Fans' dream of achieving self-liberation and growth through idols and adaptation dramas becomes no longer realistic. [3]

#### **4. The influence of online novel fans on the dissemination effect of adapted dramas**

##### **4.1. Positive impact**

###### **4.1.1. Ensuring viewing efficiency**

The main reason why many film and television companies choose to adapt online novels is that they have a huge fan audience behind them. After the launch of TV dramas adapted from popular novels, their ratings often skyrocket due to the support of "original fans", leaving original TV dramas of the same period far behind. Especially for those highly popular adaptations that conform to mainstream values and industry trends, such as the 2015 broadcast of "Song in the Cloud", which was a representative work of Tonghua and Angelababy's TV debut. As soon as it was broadcasted, it immediately occupied the Weibo hot search list and achieved a good result of being the top rated on both networks. However, the later version of 'Why Sheng Xiao Mo' successfully exceeded 100 million views just one day after its launch, and received enthusiastic attention from users across the entire network, with Weibo topic reading exceeding 2 billion.

###### **4.1.2. Innovative adaptation ideas**

With the development of all media, the fan base is no longer limited to readers in front of books and viewers in front of televisions. Instead, it can communicate effectively with original authors, adaptors, and other users in real-time through the internet, thereby gaining more opportunities for participation and changing the traditional audience model. Over time, the opinions of the audience have become increasingly important and even dominant. A typical example of this trend is the filming and broadcasting mode of American and Korean dramas. The foundation of this production method is the audience's evaluation, so the core content such as the characters and plot of the screenplay may be affected, thereby reducing the viewing risk of improving economic efficiency.

Although there has not yet been a comprehensive model of filming while broadcasting, the introduction of advanced innovative technologies and strict censorship mechanisms has greatly improved China's online novel industry. In addition, by setting up a comment function, readers can more conveniently participate in the discussion and analysis of their works, thereby better meeting the needs of fans. On the internet, writers and fans work together to find more characters and ideas. Their feedback not only helps the author to develop better creativity, but also helps the editor to make more effective improvements.

##### **4.2. Negative impact**

###### **4.2.1. Overflow of Same Theme**

The natural traffic formed by fans is crucial for every adapted drama, but excessive reliance on such traffic will inevitably lead to other creators following suit, leading to a proliferation of similar themes and limiting the innovation of online novels and adapted dramas. If a certain theme adaptation drama becomes popular, the platform requires online writers to write works of the same theme, which leads to a cluster of works of the same theme, and readers and audiences will experience aesthetic fatigue.

Especially in the context of the integrated development of multiple media, the problem of content homogenization urgently needs to be solved, and high-quality and innovative content has become even rarer and more precious. In order to obtain higher profits, a large number of creators only cater to the market and fan tastes, and the works created in a short period of time are often highly similar to the current popular works. This will lead to a gradual contraction of the online novel market and the rewriting market, and even affect the serious decline in the reputation of China's film and television industry, leading to foreign innovative film and television dramas seizing the market.

In recent years, Korean dramas that have become popular all over the internet have repeatedly broken ratings records in the Asian market and gradually become classics in people's memory, as the spirit expressed in the dramas is subtly becoming a product of social culture. For example, "Please Answer 1988" is known as a divine drama in China, with Douban rating of 9.7 points, ranking first on

the Douban TV drama chart. The character emoticons in the drama are filled with WeChat emoticons, and the series lines often appear in the daily life quotes of fans; Squid Game reconstructs a condensed society with a simple 'game', revealing the dark side of human nature; Later on, "Extraordinary Lawyer Yu Yingwu" tells the story of Yu Yingwu, a newcomer to a top law firm and a female autistic patient, responding to various challenges both inside and outside the court, vigorously speaking up for the weak, opposing the culture of power, and hoping that women will receive the respect they deserve; Douban's 9.1 point "My Liberation Log" showcases the real and mundane life of contemporary people, telling us with a style of mourning and healing that ordinary people can also aspire to freedom without being constrained by any specific social environment. The reason why Korean dramas have many novel and unique stories is mainly due to their great emphasis on the spiritual core of the story. If the creation of screenwriting in China wants to achieve better sustainable development, it is necessary to carefully polish the work itself, select truly high-quality content to attract the audience, which is the most important way of survival, rather than simply "imitating" or "following the trend" to cater to the audience.

#### **4.2.2. Triggering "Pink Circle" Chaos**

The "fan circle" is an online community formed by a fan group chasing the same idol or work. "Fan" refers to "fans", and "circle" reflects the boundaries and divisions of the group. If in the past, fans invested a lot of time, energy, and money in their favorite things, more of it was personal behavior, then now many fans have completed the transformation of systematization, teamwork, and even professionalization. They integrate their passion, thoughts, and emotions into the "fan circle", thus achieving centralized management, sharing, and win-win for fans.

With the increasing number of film and television adaptations of popular novels, conflicts and conflicts between fans of the original work and fans have become increasingly common. Some fans have an irrational obsession and identification with the original story and characters. They control the interpretation and evaluation rights of the original text in their own hands, striving to eliminate other opposing opinions and increase resistance between different circles. This resistance can easily lead to an extreme paranoid emotion. Once their original fantasies about the original work are broken, they will engage in extreme behaviors such as verbal abuse and online violence, which will gradually expand and affect other individuals within the group, laying a danger and hidden danger to social order, and leading fan culture towards the wrong path of development.

### **5. Strategies for Improving the Communication Effect of Adapted Dramas Based on the Influence of Fans**

#### **5.1. Promotion strategy: improving economic benefits**

##### **5.1.1. Carefully manage the community and motivate fans to spread their creativity**

With the development of internet technology, enterprises can not only establish equal interactive relationships with fans, but also provide more convenience and services to consumers by providing innovative social services. This creative communication concept uses a social thinking perspective full of humanistic care to explore the online space, creating a beautiful concept where consumers, as fresh "living beings," and enterprises, as "life service providers," live together in the "digital living space" of the Internet.

As a digital living space, social networks provide daily social spaces for individual fans and communities. Fans, idols, and text authors are also free activists in the digital living space. Enterprises use creativity to provide social services for fans and promote communication and interaction between fan communities. Fans use platforms such as Weibo and WeChat to build their own digital space, and the information interaction within Z makes their relationships increasingly close. In this fan community atmosphere, it can not only stimulate fans' enthusiasm, but also meet their needs, gathering their resonance with certain things or themes, and promoting more active communication, discussion, and interaction. Therefore, in the marketing communication of online novel adaptation dramas, enterprises should adopt innovative strategies to meet the needs of fans, establish a communication platform that can stimulate the fan community, and use multiple communication channels to present various expressions of the communication platform, stimulate fan participation, and enable them to generate topics and content around the communication platform in sharing, communication, and interaction, achieving common creativity. Ultimately, attract passersby fans to join the fan community. In this process, fans, as living beings, participate in the dissemination of value co creation, and work together with idols, text authors, and enterprises to build a dynamic and interactive fan economy digital ecosystem.

### **5.1.2. Pay attention to IP extension, integrate and develop surrounding resources**

After more than a decade of development, the operational model of online novel adaptation dramas has also become mature. After the popularity of adaptation dramas, it is no longer new to launch surrounding cultural and creative products. However, due to the scarcity of domestic derivative product companies, the quality of these peripheral products has greatly decreased, and there are relatively few opportunities to purchase genuine products. Some products even need to wait for several months to receive.

With the increasing popularity of rewriting the screenplay "Chen Qing Ling", a large number of derivative products authorized by the producers have also started to be launched on official channels. From handicrafts and necklaces to clothing and dolls, the surrounding categories of the same model are diverse and varied. And these popular activities of the same product have also received a hot response from the market and consumers. As of now, the number of fans on Taobao's "Chen Qing Ling Official Mall" has accumulated to 260000, with the highest selling keychain reaching nearly 20000 sales. This is undoubtedly a very successful example of developing peripheral products. The popularity of "Yanxi Strategy" in 2019 allowed iQiyi to seize this good commercial opportunity and launch multiple IP derivative products. This not only promoted the rise of cultural and creative products in the Forbidden City, but also led to an increase in sales of cultural and creative products on Taobao and other museums in the Forbidden City. With the release of "Fragrant Honey Sinks Like Frost", "Douluo Continent", and "Qingpingle", a series of exciting works, such as Night God Man Fish Tears Hand String, various joint blind boxes, have received widespread praise.

However, no matter what type of cultural and creative product it is, adapted dramas are the source of this industry chain. Popular and reputable film and television masterpieces can bring stronger vitality to cultural and creative products. Moreover, peripheral cultural and creative products are only the simplest direction for IP derivative. In the future, film and television cultural and creative products should gradually integrate with the tourism, manufacturing, technology, and other industries, further expanding the extension of film and television IP. Taking some online adaptations of immortal and chivalrous dramas as examples, the development of online games such as "Immortal Sword" and "Zhu Xian" has attracted a large number of original fans and young groups, and the huge profits it brings indicate the infinite development potential of the cultural industry. In addition, the theme block project of "Twelve Chronicles of Chang'an" is also worth mentioning. The art team of the adapted drama team perfectly presented all the scenes of Tang Dynasty city culture in a 24000 square meter commercial space, allowing the audience to deeply feel the charm of this work, promoting the development of the cultural industry and forming a model, making this project a model for transforming the screenwriting IP into a cultural and tourism project. Moreover, many foreign tourists, driven by the adaptation of dramas, come to Xi'an to travel and search for memories of Chang'an City.

## **5.2. Content dissemination: Pay attention to value leadership**

### **5.2.1. Master the adaptation scale to ensure the correct value orientation of the story**

In today's fast-paced world, the adaptation of novels and movies must keep up with the times, otherwise they will not be able to establish themselves in the market. Only works that echo the current trend and are widely welcomed will be preserved for a long time. Therefore, how to highlight one's own characteristics and showcase one's style in vast works has become an important issue faced by current producers. An excellent adapted drama must have a refreshing storyline, vivid character images, and profound content in order to win the favor of the audience and form a unique cultural phenomenon. However, there are issues with current adaptations such as excessive entertainment, lack of stability in scripts, and excessive reliance on celebrities, all of which deserve our attention in order to achieve better production results. Especially for adapted dramas with a large number of fans, if there is a huge gap between their expectations before the broadcast and the actual results after the broadcast, it may trigger ridicule on the internet. Therefore, in the process of adapting novels into TV dramas, it is necessary to carefully review the script to ensure that the plot is rigorous, the setting is reasonable, and the values contained are correct.

### **5.2.2. Select positive actors and pay attention to the character image matching imagination**

In the current situation of intense rewriting, attention should be paid to the rationality of actor selection, not only to the external conditions of actors, but also to their internal acting skills. For example, the male lead Yang Yang in the 2022 release of "The World of Style" undoubtedly meets the public's aesthetic standards. However, he is still criticized for "holding on to the performance", and whether speaking or reading, he straightens his neck like a puppet. Therefore, only by ensuring the quality of the drama content, conducting appropriate character selection, ensuring the compatibility between actors and character images and styles, as well as achieving the standard of acting skills, can

we win good reputation while attracting attention, and not only attract fans for online novel screenwriting, but also for the stars themselves.

And in the process of casting, both villainous and righteous characters should choose positive energy artists. <sup>[4]</sup>Actors who appear brightly in the public eye must take on the responsibility of leading the social atmosphere and promoting positive energy. In this regard, firmly eliminating bad performers is one of the insurmountable principles. The TV series "Qingzanxing", originally scheduled to be released in 2022, was suspended due to the male lead Wu Yifan's misconduct, causing Tencent's S+project, which had invested billions of yuan in capital, to be abandoned. Even if any subsequent measures such as changing the male lead or trying to remake, the impact will not be erased. On March 1, 2022, iQiyi released its financial reports for the fourth quarter and full year of 2021, which showed that iQiyi had a revenue of 30.55 billion yuan and a net loss of 6.11 billion yuan in 2021. Its plan for 2022 was to achieve a breakeven by the end of the year, less than half a month before the report was released. The upcoming "Night Traveler" was in crisis due to male lead actor Deng Lun's tax evasion, which undoubtedly dealt iQiyi a head-on blow. In response to the financial crisis, iQiyi has raised the prices of its members, which undoubtedly led to a decline in brand reputation. Many users have requested refunds and even indicated that they will no longer purchase iQiyi members and watch iQiyi's programs in the future.

In addition, marketing and promotional skills for character casting should be improved, and gimmicks such as deliberately "fanning" and "hyping CP" should be abandoned. Based on analyzing the original content and characters, the unique symbolic elements of novel characters and the connection between star traits should be comprehensively considered. In combination with current hot topics, creative communication should be carried out on social media platforms such as Weibo to gain the recognition of star fans and maximize their adhesion.

## 6. Conclusions

The massive amount of popular online novels being adapted into TV dramas is a shortcut for the film and television drama market to be lazy, because compared to original scripts that have not undergone market testing, the risk of choosing to adapt dramas is relatively small. Currently, more and more online novels are being brought to the public eye on the screen, and it is necessary to study their adaptation process.

Finally, due to limitations such as time and resources, there are still certain shortcomings in the depth and breadth of this study. Therefore, future research can further expand the scope of research objects and explore the differences in communication effects between different types of online novels and adapted dramas. Moreover, innovation can be made in research methods to explore more systematic and scientific research methods, such as through digital research techniques such as network data collection and social network analysis, to objectively and accurately analyze communication effects. In addition, it is also possible to explore the role and significance of online novel adaptation plays in cultural inheritance, especially in the current era where the communication and integration between traditional culture and online culture are becoming increasingly close. Studying the role of online novel adaptation plays in protecting and inheriting traditional culture has important practical significance.

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