



On the New Changes of Literature and Art in the Era of Electronic Information

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Abstract: In today's rapid development and wide application of telecommunications technology, various media that exist in virtual spaces have gradually replaced the book culture that once existed, making information dissemination faster and more convenient. This phenomenon is reflected in the literary field, as postmodernism transcends and deciphers the trend of modernism. Literature and art have changed their way of existence due to changes in the media. The theme of literature has changed from the past advertised sublime, justice, and harmony to the expression "anything goes". The author's authority was greatly weakened, and readers had greater freedom to read, and finally reached a temporary balance in the framework of abandoning the author and resetting the reader.

Keywords: Information age, theme change, abandon the author, reset the reader.

1. Introduction

In his book *The Post Card*, Jacques Derrida said: "in a specific kingdom of Telecommunications Technology (in this sense, political influence comes second), the whole so-called era of literature (if not all) will no longer exist. Philosophy and psychoanalysis are doomed, and even love letters are not immune..." [1] Hillis Miller, the leader of the "Yale Gang of Four", also bluntly declared that he was in favor of Derrida's theory of "the end of literature". He focused on the impact of printing technology and telecommunications technologies such as film, television, telephone and the Internet on literature, philosophy, psychoanalysis and even love letter writing. Professor Miller, who thinks he has studied literature all his life, asserts: "the era of literary research has passed, but it will continue to exist." [2] he explained the end of the literary era with a long discussion, and there will no longer be an era of "studying literature for the purpose of literature itself, regardless of theoretical or political

thinking" [3]. But at a deeper level, he does not elaborate further on how literary research will continue to exist and what its state of existence will be, which is the theme of this paper.

2. The Transformation of Communication Media

The information age we are discussing belongs to the age of telecommunication technology and is the result of the gradual informationization of society. The birth of high-tech products such as film, television, telephone and the Internet is one of the great transcendence over the material media of the printed age civilization.

As early as the 1940s, Canadian scholar Marshall McLuhan put forward popular views such as "media is information" and "media is the extension of human body" in his Book *Understanding Media: Human Extension*. In the mid-1990s, with the development of network communication, people gradually found that "McLuhan's prediction is actually coming true." [4]The various media existing in the virtual space gradually devour and replace the book culture that once existed, making the dissemination of information more rapid and convenient. Now people can sit in front of the TV to understand the customs of various places, and can quickly obtain the required information through the Internet. This proves the saying that "scholar does not go out, he knows the world." "Reading" can now be done in several ways, and is no longer confined to books. Men, women and children's individual and exclusive reading behavior of "one book in hand, forgetting their worries" gives way to modern audio-visual equipment such as "look around" and "surround sound". This phenomenon is reflected in the field of literature, that is, postmodernism surpasses and breaks the trend of modernism. Therefore, the literature and art in the electronic information age will not disappear with the advent of informatization. It just changes its way of existence because of the change of media.

It is certain that literature, "as an embarrassing or alarming wandering soul at the feast of reason,"[5] will never come to an end, no matter what the context of The Times and the conditions of material media, and no matter what the dominance of technology and thought.

3. The Conversion of Literary Themes

Literature, as a concept, has been debated for countless times by people of different schools, different times and different positions, and finally each expresses his own opinions. Therefore, people tend to be quiet about this question-since everyone has a shadow of "literature" in their mind, too much debate on literature itself is not good, then do not conceptualize it. But there is a judgment that I think is quite meaningful, that is, "literature is human studies". Literature is written by people, about people,

and for people. In short, all literature is about people. This is the most popular understanding of the assertion that "literature is human studies". The concept of "literature" can not be summed up in a word, so the theme of literature can not be stated with this judgment. But there is one thing we can't deny, that is, the assertion that "literature is human studies " does "speak out the fundamental characteristics of literature." [6] In the development of literature, this argument should be applied to literature after the Enlightenment. Before the Enlightenment, the human world was surrounded by divinity, which provided the ultimate basis and guarantee for the meaning and order of the world and human existence. The literature of this period was replaced by theology. The Enlightenment led people to doubt divinity and fully explore human value. Since then, as the master of all things, man really stands between heaven and earth. As a universally applicable principle, rationality has become the theme of literature and provided a new scale for the existence of man and the world. At this time, the significance of literature to people is undoubtedly a banner to seek self and reflect human nature. After that, literature and art began its great prosperity and entered an era of pure literary study. What I mean purely is that the study of literature tends towards literature itself, which is different from literature after the advent of the information age.

Literature does not exist in the sense of insect existence, but constitutes value judgments about human beings, and these value judgments themselves are closely related to social ideology and have historical variability. Traditional literature takes praising beauty, nobility and justice as its main purpose, and regards literature as an educational tool and a means of persuading the good, so as to cultivate and purify the reader's mind. Since the end of the 19th century, due to the rapid expansion of science and technology in the world, human living conditions have been catastrophically damaged. The two world wars led to worldwide chaos. The new telecommunications technology disrupted and re-integrated the old visual and listening media. The fission of a series of external factors threw people into a meaningless, void and doubt. But this does not mean that people no longer trust and rely on literature. Literature in the information age has only produced a series of transformations in theme. The postmodernist Feyerabend's "anything goes" is an appropriate generalization of the literary theme under this background. When people began to doubt the sublimity, justice and harmony advertised in the past, literature correspondingly stopped expressing these things and replaced them with "anything goes". In this way, after returning to itself and gaining autonomy, literature is moving towards its marginalization again in the new information age.

4. Changes in the position of authors and readers

In his book *The Mirror and the Lamp*, the American literary critic Abrams regards the four elements constituting literary activities as four coordinates, and defines and evaluates the value of literary activities based on the relationship between them. The relationship between the four elements of literature in the electronic information age has shifted and changed, especially between the author and the reader.

Literature and art under the rule of printing technology has fully realized the separation of subject and object and strengthened the author's authority. If the resulting text is regarded as a "work of genius", if people read it with respect and expectation of discovery, the author's prestige will be consolidated. However, even if the author is not viewed with much certainty, the author is still assumed to be privileged, because for the reader, it is the determiner of the meaning of the text. In this way, the significance of a text is that it only has the simple function of carrying the author's conscious or unconscious intentions. Readers only need to find these intentions to understand the exact meaning of the text.

In the electronic information age, a virtual space based on telecommunications technologies such as telephone, television, film and network, as well as the establishment of network community on this space, give people a great degree of freedom to dispel the authority and significance they don't trust. Reaction in the field of literature is to "relieve the omnipresent magic of modern authors in all forms" [7]. It is equally useless to study the author's life background or his personality in order to study a text. Because the text itself is superior to the individual author, it has nothing to do with the author's intention. In this way, we should reposition the author. The author is no longer the starting point of literary activities, nor does it stipulate the general purpose of readers' reading. However, it does not mean that the author will be completely abandoned from now on. It just denies that the author's intention completely restricts the meaning of the text. The author will live on, but in a changed and degraded form. For example, in the current network literature, under the open form of network communication space, the author's authority is greatly obscured. Perhaps you prefer his works, but you may know little or nothing about the author himself. In this way, the reader can become a "free man" in reading without being induced by the author's provisions or implied purport and influenced by any authority. In this way, the relationship between authors and readers in literary activities has changed greatly. Readers, as the appreciation of literary works, no longer try their best to brew an atmosphere and emotion to feel and appreciate the emotions expressed by the author in the works, so as to purify their hearts on the basis of reaching a certain resonance. The readers of postmodernism are a group of people with different interests, full of spirit and competitive spirit. Different standpoints,

viewpoints and accomplishments, different readers will examine the text from different angles, which is also suitable for the splitting of the text from monism to pluralism. Therefore, readers have the freedom to give full play to their personality to a great extent. Of course, this freedom is produced on the premise that the author's authority is weakened and then filled by readers. Therefore, "the birth of the reader must be at the cost of the author's death." (8) the relationship between the author and the reader has undergone a series of shifts in opposition and mutual competition, and finally reached a temporary balance in the framework of abandoning the author and resetting the reader.

5. Conclusion

The electronic information technology revolution, which began in the last century and lasted until this century and has been intensified, has profoundly changed the way of life of human beings and has had a significant impact on literary concepts and literary activities. With the support of Internet technology, computer technology and virtual reality technology, people have more diverse and convenient means to obtain information and more diverse values. To adapt to this change, the author's creative intention and readers' reading needs tend to be more diversified. The theme of literature has evolved from the main line of expressing sublimity and justice to a more complex multi-voice chorus than ever before. At the same time, with the strengthening of the bidirectionality and equality of people's information exchange, and the control and utilization of capital on information technology, the author's ability to lead literary activities is greatly reduced, and the demand of readers has become an important factor affecting literary activities.

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