A Study on the Digital Presentation of Literature under New Media Communication

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Abstract: In the environment of big data, digitization of literature is an inevitable trend, which realizes media sharing and mutual borrowing of resources. It presents a new form of new media communication. Based on the integrated digital media, this paper discusses the development trend of "digitization of literature" in the network era from the perspective of being digital and consumption by using literature study and study methods, which has referential significance for mass communication, organizational communication, network communication and other communication strategies, so as to provide reference for the approach of digital literature.

1. Introduction

In 2010, National Press and Publication Administration made several suggestions on accelerating the development of China's digital publishing industry. On August 18, 2014, the leading group for comprehensively deepening reform of the Central Committee deliberated and passed *Guiding Opinions on Promoting the Integration and Development of Traditional Media and New Media*, which promoted the integration of media to the national strategic height of China's development. In April 2015, State Administration of Press, Publication, Radio, Film and Television of The People's Republic of China issued *Guiding Opinions on Promoting the Integrated Development of Traditional Publishing and New Publishing*, pointing out that the integration of digital media and media development should be realized [1]. With the Internet plus national strategy and blowout of new media products, traditional media are constantly playing their strength, and cross-border cooperation is accelerating. The digitization of literature innovates and develops by using Internet thinking, and it promotes the integration of digital media. With Internet information technology, the concept of media communication is constructed on the Internet platform. After media integration, the digital information of literature is online and real-time, and it widely spreads in the world. Based on the rich cultural forms of digital media, the digital dissemination of literature is consumed by the public in various ways such as communication, sharing, mining, innovation and reconstruction [1]. In the big data environment, literature and digitization are integrated.

2. What is Digitization of Literature

The digitization of literature can be understood as the integration of literature and digital media, which refers to the information carrier of the process of recording, processing, disseminating and acquiring in the form of binary numbers. These carriers include the following: perception medium such as digital text, graphics, images, sound, video image and animation, etc. presentation media (code) that presents perception medium. They two are generally called logical media or physical media for storing, transmitting and displaying logical media. In the forthcoming space-time of intelligent media that people begin to call, all kinds of traditional media and media on its way out or media boundary are disappearing after experiencing the process of mutual struggle, mutual understanding and integration, as well as similar to physical and chemical reactions between them simultaneously [2]. In fact, what disappeared is not only the boundary of traditional media, but also the digital media which refers to the information carrier of the process of recording, processing, disseminating and acquiring in the form of binary numbers. These carriers include feeling the media such as digital text, graphics, images, sound, video image and animation, and presentation media

(code) that presents feeling the media. They are generally called logical media and also called physical media for storing, transmitting and displaying logical media. The combination of literature and digitization is an inevitable trend, because a large number of literature needs digitization to maximize its application value.

3. Causes and Characteristics of Digitization of Literature

Compared with the traditional era, works in the network era are presented through the push mode. Presentation carrier of literature and process of presentation is digital [2]. The application of big data in the Internet era makes the accurate push of information a new state. From the literature to the hyperlink web page after digitization of media, the browsing order of the content of literature is random and arbitrary, which is a kind of digitization. In the Internet era, the main form of digitization of literature is mobile terminal and PC terminal works, which are viewed from PC, mobile phone and other pages. The works have different forms of expression on different types of platform display carriers, which has an important impact on the dissemination and content. In contrast, the presentation process of literature in the network era is fast, convenient and low-cost. Literature in the form of digital dissemination on the Internet is convenient for audience, sharing, singing, forwarding and comments. Under the media integration, literature of digital media has some characteristics such as wide range, fast speed, user substitution, strong sharing, low communication cost and strong real-time.

4. Characteristics on the Presentation of Literature of Digital Media

4.1 Types of Digital Literature Are Diversified

Under the Internet platform, integrated media, including television, radio, newspapers, periodicals, media advertisements, are all based on digital media in the form of web pages and especially 24-hour display, which is an excellent characteristic. Meanwhile, digitization can also carry out real-time broadcast of literature, which is a very new content and it restores the past content. Compared with the traditional era, there are many kinds of digital literature which are composed of different symbols such as image, video, text, sound and so on. With the development of digital media technology, digital literature is vivid, expressive and infectious.

4.2 Literature is Polymorphous and Digital

The Internet platform provides conditions for the digitization of literature. Based on the Internet platform, it spreads through media, platforms and forms, and it is copied, modified, hyperlinked, quoted, fragmented and accepted.

4.3 Emergence of a Large Number of Digital Literature

Based on the digital media, a large number of digital literature have been formed and spread on the Internet. For example, Wechat, Tencent video and so on. Communicators and receivers around the world produce and disseminate a large number of literature through the Internet platform. With the integration of media, video, voice, picture, text and expression are presented to the audience in different forms, different scenes and different needs. The rich forms of "works" constitute a new form of digital media under media integration.

4.4 Presentation of the Literature in Global Real-Time Broadcast Online

It is very convenient to produce and disseminate Internet technical literature. Mobile phones, tablets PC and laptops keep a smooth communication between the public and media producers. The market value of digital literature can be fully reflected.

5. Trend of the Digitization of Literature

Artificial intelligence and big data have a profound impact on the change of digital presentation

of literature. Big data is changing the media integration, communication form and media format in the process of digital media production [3] that has produced different forms of content on the basis of digital literature on the network, which has greatly attracted the attention of the audience and attracted the audience's participation and experience. It breaks the single and fixed literature model in the past. With the popularity of mobile terminals, media integration is mainly reflected in the integration of works. From form integration, carrier integration to embedded integration between mobile platforms, digital media makes integration of literature more interactive and integrated in many fields. Nowadays, with the development of mobile terminals, social members can carry out fragmented communication and acceptance activities anytime and anywhere. Hence, many communication centers of communication node emerge.

6. Conclusion

The change of media will inevitably lead to the change of social environment, and the change of social environment will inevitably lead to the change of human behavior [5]. Based on the observation and grasp of the characteristics of the digital literature in the Internet era, this study changes the understanding of the literature in the traditional media era from the perspective of the digitization and vitality of the literature, and constructs the digital literature of mobile Internet under the Internet technology. Artificial intelligence and big data play an active role in promoting the production, dissemination, circulation and market vitality of literature of digital media on the basis of media integration. Traditional media and new media integrate deeply, which innovates information products and data products, and enhances added value of media content products. At the same time, the digital presentation of literature on the Internet platform is directly related to the media environment. Under the condition of media integration, it is not allowed to weaken the specialization of digital literature in creation and distribution. We should comprehensively improve the quality of digital media used by the public and create an orderly, high-quality and healthy media environment. In the era of mobile Internet, consumption of digital literature, digital survival and dissemination of literature need to be studied and solved. Integration of digital media is the inevitable trend of media development. We should pay attention to the digitization of literature in the network era, especially to the dissemination, value and vitality of digital media literature in the network era, as well as the fragmentation of dissemination and acceptance, which provides a very meaningful reference for more traditional content to be converted to the rapid integration and development of digital media in the future.

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