

An Exploration of the Phenomenon of Online Novels, Film and Television Adaptations, and Popular Broadcasts

Manyu Zhou^{1,a,*}

¹Shanghai Shangde Experimental School, Shanghai, 201315, China

a. lreed64298@student.napavalley.edu

*corresponding author

Abstract: When it comes to the hit phenomenon of online novel film and television adaptations, people have entered an exciting and vibrant cultural era. Web novels and film adaptations have become a force to be reckoned with in today's entertainment industry, playing a key role in shaping culture, shaping audience psychology, and driving economic growth. This study provides a comprehensive perspective on the phenomenon of online novel film and television adaptation, providing valuable insights and insights for academia and industry. This phenomenon is not only part of the entertainment industry, but also reflects the dynamic changes of society and culture, and deserves further exploration and study. This paper will delve into the rise and continued popularity of this phenomenon and its significant social, cultural and economic implications. Regarding future trends, the continuous advancement of digital technology will continue to affect the quality and innovation of film and television adaptations. Improvements in special effects, visual effects and sound technology will provide more room for film expression.

Keywords: online novel, television adoption, hit drama

1. Introduction

The fast advancement of network technology over the past few decades has altered how people access information, entertainment, and social interaction. Web novels are a type of digital fiction that has developed and is prospering online. These books not only offer a fresh canvas for writers to work on, but they also improve communication between authors and readers. The fact that web novels have been converted into TV shows, films, and web series is perhaps most striking. They have grown to be a vital resource for many film and television production firms. The fact that this phenomena is still expanding, not just in China but also globally, has made us seriously consider its causes and implications.

The purpose and meaning of the research are to deeply explore the driving factors, fashion trends and major social, cultural and economic impacts of the phenomenon of online novel film and television adaptation. Specifically, this paper will focus on the following areas:

Understand the rise and popularity of the phenomenon of film and television adaptation of online novels: This research will analyze how online novels have become a major source of TV series, movies, and web series, and examine the definition of hit dramas and how to distinguish them. This paper will also examine the success factors and commonalities of adaptations across different cultures.

Explore the social, cultural and economic implications of the phenomenon: this research will investigate the impact of hit dramas on cultural communication, social identity and the economy. Particular attention is paid to how hit dramas shape audiences' values, draw attention to major issues, and create jobs and economic benefits in the media industry.

By delving into this phenomenon, people can better understand the evolution of the contemporary entertainment industry and gain insight into the relationship between online literature, film and television production, and cultural communication. In addition, this research helps to reveal the strong connections between popular culture and social dynamics, and how stories and values can be shared on a global scale.

The structure of the research will focus various aspects of the phenomenon of film and television adaptation of online novels, including popular factors, social influences, research methods, and final discussions and conclusions. This paper will use literature review, data analysis and empirical research to fully understand the complexity of this phenomenon, providing strong support and insights for our research.

This thesis will delve into the relationship between online novels and film and television adaptations, explore their impact on modern society, and their important place in today's cultural and entertainment industry. This topic has broad sociological implications, so this paper looks forward to providing valuable insights and insights to academia and industry through this research.

2. Literature Review

The phenomenon of online novels, film and television adaptations is a striking phenomenon in the field of contemporary culture and entertainment. This section will provide a literature review of this phenomenon to systematically sort out important research and theories on online novels, film and television adaptations, and hit dramas in order to better understand their rise and impact.

2.1. Historical Background of Film and Television Adaptations

A pre-existing work that has been made into a film. Adaptations are often of literary or theatrical works, but musical theatre, best-selling fiction and non-fiction, comic books, computer games, children's toys, and so on have also been regularly adapted for the cinema. Adaptations of well-known literary and theatrical texts were common in the silent era (see silent cinema; costume drama; epic film; history film) and have been a staple of virtually all national cinemas through the 20th and 21st centuries.

Film and television adaptations breathe new life into the original literary work, while also sparking discussions about fidelity, aesthetic evaluation, and innovation.

2.2. Definition and Impact of Hit Dramas

Hit dramas usually refer to TV drama works that have attracted high attention and discussion among a wide audience for a period of time. These productions tend to have a wide audience base, high ratings, and popularity on social media. Hit dramas not only immerse viewers in the storyline, but also have a profound impact on cultural communication, social topics, and business markets. Excessive attention-seeking is not a character flaw. It is a brain-wiring response to early developmental trauma caused by neglect. The developing brain observes its environment and wires itself accordingly to survive in that world that it presumes will be like those experiences [1].

2.3. Future of Television Adaptation

Winning in today's market requires more than great content. It calls for a deep understanding of viewers: what they want to watch, how they want to watch it, and what keeps them from turning the dial or deleting the app. It requires new approaches to producing content, new go-to-market strategies, and new ways to interact with customers. It demands skillful and continuous-adaptation, as well as innovation in future television technology [2].

To sum up, the phenomenon of online novel film and television adaptation is a multi-level and interdisciplinary research theme, covering literature, media, sociology and business. Researchers have been working to understand the interactive relationship between online novels and film and television adaptations, the rise and dissemination mechanism of popular dramas, and the impact of these phenomena on cultural communication and entertainment industries. However, despite a great deal of research, this area remains challenging and requires further exploration of differences in different cultural contexts and future trends. Based on this, this research will deeply analyze the phenomenon of online novel film and television adaptation to reveal more insights and insights.

3. The Rise of Online Novels

3.1. The Rise of Digital Media Platforms

The rise of online novels is closely related to the rise of digital media platforms. With the spread of the Internet and the widespread use of smartphones and e-book readers, digital media platforms such as online fiction websites, social media, and mobile apps have become the primary places for interaction between authors and readers. These platforms provide an open space for creation and dissemination where authors can easily publish their work without the limitations of traditional publishing.

3.2. The Boom of User-Generated Content (UGC)

The rise of online novels is inextricably linked to the popularity of user-generated content (UGC). Through UGC, anyone has the opportunity to become an author, create their own story and share it with readers worldwide. This open creative model encourages literary diversity and innovation, so that literary creation is no longer limited by traditional thresholds and publishers [3]. The rise of online fiction has boosted independent writers and self-publishing. Instead of relying on traditional publishers, authors can self-publish their work and succeed by building a readership through their own efforts. This model provides greater creative freedom and autonomy for literary creators [4].

4. The Spread of Online Novels

4.1. The Power of Social Media

Social media has played an important role in the spread of online novels. Authors and readers can interact and share their works through platforms such as Weibo, WeChat public accounts and Twitter. Discussions, comments, and sharing on social media not only help expand the reach and popularity of the work, but also promote interaction and communication among readers [5]. The wide application of mobile devices allows people to read online novels anytime, anywhere. Mobile apps provide a convenient reading experience and make it easier to spread online novels [6].

Readers can read the novel from the comfort of their homes on public transport, in a doctor's waiting clinic, or in their bed, which further promotes the spread of online novels.

4.2. Virtual Reality and Augmented Reality Applications

Virtual reality (VR) and augmented reality (AR) technologies are also beginning to be used to spread online novels [7]. Through these techniques, readers can immerse themselves more deeply in the story and feel a richer reading experience. This interactivity and immersion help attract more readers and opens up new possibilities for the future spread of online novels.

5. Popular Factors for Film and Television Adaptations of Online Novels

The rise of the phenomenon of online novel film and television adaptation is the result of a combination of factors, including audience demand and entertainment culture, business considerations and market competition, and technology and innovation. These prevalence factors are explored in detail below.

5.1. Audience Needs and Entertainment Culture

5.1.1. Personalized Consumer Experience

With the popularity of social media and digital media, audiences are increasingly demanding personalized content. Web novels provide a variety of themes and plots, and viewers can choose works according to their interests. Film and television adaptations present these stories on the screen, satisfying the audience's pursuit of diversity and customized entertainment experience.

5.1.2. Interactive and Social

Online fiction platforms often allow readers to interact with the author, comment on, and discuss the storyline, and this interactivity strengthens the connection between the audience and the work. Film and television adaptations spark discussion and sharing on social media, further increasing the audience's sense of engagement and social participation [8].

5.2. Business Considerations and Market Competition

5.2.1. The Rise of Multi-Channel Media Companies

As the entertainment industry diversifies, many media companies are turning their attention to online novel adaptation projects, and these companies have a wide range of resources and distribution channels. They actively compete, investing in high-quality film and television adaptations to attract more viewers and advertisers [9]. Web fiction works with a large number of fans become attractive intellectual property (IP), attracting the attention of production companies. These well-known IPs usually have a built-in audience base, which can reduce the risk of marketing and improve the success rate of film and television adaptation projects.

5.3. Technology and Innovation

5.3.1. Advances in Digital Technology

Advances in film and television production technology have made it possible for more complex and imaginative web fiction plots to be presented on the screen. Improvements in special effects, visual effects and sound technology have provided a better platform for film and television adaptations.

5.3.2. Innovative Storytelling

Film and television adaptations are also innovative in narrative, using non-linear structures, multiple timelines, and complex character relationships to better suit the audience's tastes and emotional needs.

In general, the popular factors of the phenomenon of online novel film and television adaptation are multi-dimensional, including audience demand and participation, business competition and marketing, as well as technology and innovation. This phenomenon plays an important role in today's entertainment industry, attracting a wide audience, shaping culture, and driving economic growth. Further research into how these factors interact and how they affect the success of film and television adaptation projects is essential to understanding the popularity of the phenomenon of film and television adaptation of online novels.

6. Hit Drama

6.1. Introduction to Hit Drama

High ratings: The first characteristic of a hit drama is the high rating it achieves within a certain time frame. This means that the show attracts a large audience, and TV ratings are usually higher than other competing shows during a specific time period [10].

High level of social media discussion: Hit dramas have not only been successful in traditional media, but have also sparked widespread discussion on social media platforms. Viewers share their viewing experiences, comment on plot developments, and interact with other viewers through social media such as Weibo, WeChat, Instagram and Twitter, thus forming a positive and interactive social media ecosystem.

Significant word-of-mouth effect: Hit dramas often trigger a strong word-of-mouth effect. Audiences actively recommend to friends and family, and this word-of-mouth communication expands the audience's base of the work and helps maintain long-term viewership.

High production quality: High-quality production is the key to hit dramas. This includes a great script, great actor performances, great cinematography and sound effects, and impressive visuals. A high level of production quality helps attract viewers and keep them coming back. The popular dramas adapted from online novels have exerted a wide range of impacts on society, including cultural expression and identity, social issues and ideologies, as well as economic benefits and industrial ecology.

6.1.1. Cultural Expression and Identity

(1) **Transmission of cultural values:** Hit dramas usually cover a wide range of topics, including family, friendship, love, social morality, etc. These works are not only entertainment, but also carry the transmission of cultural values. Through characters and plots, the audience reflects on and explores the moral concepts of society and individuals, thereby deepening their understanding of culture.

(2) **Cultural Identity:** Hit dramas also help viewers build emotional connections to characters and plots, especially in productions that involve specific cultural, geographical, or community backgrounds. Viewers can explore their own cultural identity through the experiences of the characters in the play and share this sense of identity with other viewers.

6.1.2. Social Issues and Ideologies

(1) **Concern for social issues:** Hit dramas usually deal with social issues such as gender equality, social inequality, education, medical care, etc. These works provoke the audience's attention and

discussion of these issues. The plot and characters in the play can stimulate the audience's sense of social responsibility and motivate them to participate in social change.

(2) Ideological Propagation: Some hit dramas spread specific ideologies or opinions in the storyline, which has an important impact on shaping the way audiences think and belief systems. This may involve political, religious, ethical and other perspectives, which can have a profound impact on society's values and attitudes.

6.1.3. Economic Benefits and Industrial Ecology

(1) Job creation: The production of hit dramas involves a wide range of industry chains, including actors, screenwriters, directors, producers, photographers, art designers and other professional fields. This has created a large number of jobs for the entertainment industry and supported the development of related industries.

(2) Driving economic growth: Hit dramas are not just entertainment products, they are also drivers of the economy. They attract investment from advertisers and drive the growth of related industries such as advertising, merchandising, etc. At the same time, the success of hit dramas has also promoted the development of the film and television industry and promoted the prosperity of the cultural industry.

In short, hit dramas have had a wide range of impacts at the social level, from cultural expression to concerns about social issues to the generation of economic benefits. These influences not only shape the values and identities of the audience, but also have a profound impact on the social and industrial ecology. Further research into the social impact of hit dramas can help us better understand how entertainment culture shapes society and culture, and how it affects economic and industrial development.

6.1.4. Causes and Trends of Popular Phenomena

This study deeply explores the popular factors and social influences of the phenomenon of online novel film and television adaptation. First, this paper found that the individual needs and interactivity of the audience are critical to the rise of this phenomenon. Audiences want to be able to choose stories that match their interests and interact with other audiences through social media to share their viewing experience. In addition, commercial competition and the attractiveness of well-known IPs have also promoted the popularity of online novel film and television adaptation projects. Production companies actively compete, investing in high-quality productions, attracting the investment of advertisers, thereby increasing the effectiveness of marketing promotion.

As the research explore future trends further, this thesis note that continuous advances in digital technology will continue to influence the quality and innovation of film and television adaptations. Improvements in special effects, visual effects and sound technology will provide more room for film expression. In addition, innovative storytelling will also become an important trend in the future to meet the needs of audiences for more complex and engaging storylines.

6.1.5. Sociological Insights

In terms of social impact, hit dramas are not only entertainment products, but also play a key role in cultural dissemination, social issues and economic growth. First of all, the hit drama deepens the audience's understanding of culture by presenting diverse cultural values and identities, and also promotes the establishment of cultural identity. Secondly, the hit drama arouses the audience's attention to social issues, prompting them to participate in social change and express their sense of social responsibility. Hit dramas also have a profound impact on society's values and attitudes by spreading ideology and opinions.

At the economic level, hit dramas create a large number of jobs, covering actors, screenwriters, directors, producers and other fields. The development of this industrial chain has helped to promote economic growth, but also promoted the further development of the film and television industry and promoted the prosperity of the cultural industry.

7. Conclusions

To sum up, the phenomenon of online novel film and television adaptation is not only an important phenomenon in the contemporary entertainment industry, but also has a wide impact in the fields of cultural communication, social issues and economy. Factors such as audience demand and interactivity, business competition and the attractiveness of well-known IP, and technological innovation have all contributed to the rise and continued popularity of this phenomenon. The hit drama has had a profound impact on the industrial ecology by presenting diverse cultural values, arousing attention to social issues, and also creating employment opportunities at the economic level.

In the future, with the continuous development of technology and changes in audience needs, the phenomenon of online novel film and television adaptation will continue to evolve. This paper look forward to seeing more innovation and diversity to meet the needs of an ever-changing entertainment culture." At the same time, researchers and practitioners need to closely monitor developments in this field to better understand its impact and potential opportunities.

This study provides a comprehensive perspective that delves into all aspects of the phenomenon of online novel film and television adaptations and provides valuable insights and insights for academia and industry. This phenomenon is not only part of the entertainment industry, but also reflects the dynamic changes of society and culture, and deserves further exploration and study.

References

- [1] Research Guides: Film Studies: Film adaptations. (n.d.). Retrieved from: <https://researchguides.dartmouth.edu/filmstudies/adaptations>.
- [2] Gordon B. (2014). Excessive Attention-Seeking and Drama Addiction. *Psychology Today*. Retrieved from: <https://www.psychologytoday.com/us/blog/obesely-speaking/201411/excessive-attention-seeking-and-drama-addiction>.
- [3] Cattrysse P. (2018). *The Study of Historical Films as Adaptation: Some Critical Reflections*. *True Event Adaptation: Scripting Real Lives*, 11-31. Retrieved from: https://doi.org/10.1007/978-3-319-97322-7_2.
- [4] Research Guides: Film Studies: Film adaptations. (n.d.-b). Retrieved from: <https://researchguides.dartmouth.edu/filmstudies/adaptations>.
- [5] History of Publishing | Forms, Development, & Facts. *Encyclopedia Britannica*. Retrieved from: <https://www.britannica.com/topic/publishing/Spread-of-education-and-literacy> (1999).
- [6] An Industry Transformed: Four Emerging Trends in Film & TV. *Visual Capitalist*. Retrieved from: <https://www.visualcapitalist.com/sp/trends-in-film-and-tv/> (2021).
- [7] Digital Media Trends. (n.d.). *Deloitte Insights*. Retrieved from: <https://www2.deloitte.com/us/en/insights/industry/technology/future-of-the-movie-industry.html>.
- [8] Future of Television. (n.d.). BCG Global. Retrieved from: <https://www.bcg.com/industries/technology-media-telecommunications/future-of-television>.
- [9] Research Guides: Television Studies: Television Adaptations. (n.d.). Retrieved from: <https://researchguides.dartmouth.edu/television/adaptations>.
- [10] (2021) How Does a Book Get Adapted for TV or Film? *Literary Hub*. Retrieved from: <https://lithub.com/literary-roundtable-how-does-a-book-get-adapted-for-tv-or-film/>.