The Development of Chinese Literature in the Global Environment Based on Big Data

Yu Cai

Department of Cultural Communication, Sichuan Vocational and Technical College, Sichuan, China, 629000
*Corresponding author e-mail: caiyu@sczyxy.edu.cn

Abstract. With the rapid development of computer Internet and the deepening of globalization, the development of Chinese literature has been seriously impacted and influenced. Only by fully grasping the opportunities brought by information technology can it effectively cope with the challenges brought by globalization to Chinese literature. Based on this, this paper first analyses the current situation and problems of the development of Chinese literature in the global environment, and then puts forward the countermeasures and development strategies for these problems and the status quo, so as to ensure the healthy and sustainable dissemination, inheritance and development of Chinese literature in the context of computer informatization and globalization.

Keywords: Chinese literature, Global Environment, Big Data

1. Introduction

With the advent of the information age and the deepening of globalization, Chinese literature has been seriously impacted and affected. As a typical representative of Chinese history and culture, Chinese language and culture is the continuation and essence of the whole Sinology history and culture. Information technology has shortened the distance between people's communication and communication, and further accelerated the pace of people's life[1]. In this context, the inheritance and development of Chinese literature has been greatly affected and impacted.

On the one hand, with the blessing of information technology, the spread of Chinese literature can be carried out in a more efficient form, so that more audiences can understand and master the essence and details of Chinese language and culture. On the other hand, under the impact of globalization and Internet informatization, people have been impacted and influenced by more and more foreign literature, which has played a certain role in the inheritance and development of Chinese literature, making its audience range further narrow. Chinese literature has rich structural connotation and flexible layout. Therefore, in the context of globalization, protecting the development of Chinese literature has far-reaching historical value for the continuation of the inheritance of national traditional culture.

In the era of information technology, how to realize the development of Chinese literature based on information big data technology means, actively respond to the challenges and impacts of foreign
literature, and promote its greater development in the process of blending and collision with other countries' literature, is the focus and difficulty of the development of Chinese literature in the globalization environment based on big data. In the current environment of globalization, the degree of international exchange and cooperation has been deepening.

Furthermore, as an important symbol of Chinese traditional culture, Chinese literature need to be popularized to the whole world through modern information technology and international exchange, so that more audiences can understand and love this literary form. Only in this way can we further promote the Chinese literature in the world to lay a solid position and image. In addition, the development of Chinese literature needs to further adapt to the development trend of the information age, and actively use various technical media of the current information big data to promote its better development in the global environment. Therefore, it is of great practical value to study the development of Chinese literature in the global environment based on big data.

2. The current situation and problems of the development of Chinese literature in the context of globalization

2.1. The development of Chinese literature in the context of globalization

In the current global environment, with the continuous development of domestic social economy, culture and civilization are also in constant progress, and the diversity and complexity of things are also deepening[2]. In this context, the development of Chinese literature has put forward higher requirements, that is, to comply with the pace of social development, and through the combination of different fonts to form new sentences.

In the long history, the emergence and development of Chinese language has laid a solid foundation for China's social development and played a great role in promoting it. With the iterative development of information science and technology, and the increasingly frequent and deepening of cross-border exchanges and cooperation, the domestic Chinese literature market has been greatly impacted on the one hand, and also faces great development opportunities on the other hand, as shown in Table 1 below. Therefore, only with the help of modern information technology and continuous promotion of the development of Chinese literature in the global environment, can the Chinese literature seize the opportunities, meet the challenges and form a benign development trend.

Table 1. The development opportunities and threats of Chinese literature.

| Aspects            | Performances                                      | Results                                      |
|--------------------|---------------------------------------------------|----------------------------------------------|
| Impacts            | The influx of foreign literary works              | Not conducive to the development of          |
|                    | Deepening of foreign development                  | Chinese language and culture                 |
|                    | Deepening cooperation and exchange                | The impact of foreign culture                |
|                    | Development of information technology             | Promoting the promotion of Chinese          |
|                    |                                                   | literature                                   |
| Opportunities      |                                                   | Promoting the spread of Chinese             |
|                    |                                                   | literature                                   |

In addition, with the deepening of globalization, the current Chinese literature is gradually showing a declining trend, which is reflected in all levels of society[3]. For example, bilingual teaching has appeared in all levels of schools, and the proportion of class hours of Chinese literature is gradually squeezed out. The impact of the general environment on Chinese language and culture is obvious. At the social environment level, Chinese literature has gradually become a marginal major, which shows that the current social environment has gradually put Chinese language and culture in the cold. Only when the society treat Chinese literature dialectically, abandon the backward factors which are not in line with the requirements of the times, and tolerate and learn foreign literature with different views, can it promote the development of Chinese literature with the times.

2.2. Problems in the development of Chinese literature in the context of globalization
With the development of globalization, the development of Chinese literature in the globalized environment is mainly manifested in some prominent phenomena and problems, such as the continuous impact of Chinese literature, the reduction of audience groups, the continuous decline of status, the limitation of professional development and the reduction of social attention, as shown in Figure 1.

First of all, under the background of the development of Internet globalization, the development of Chinese literature has been seriously affected and impacted, which is reflected in the reduction of relevant college students and the lack of human support in personnel training, which seriously limits the development space of Chinese literature. Secondly, the school and society do not pay enough attention to the Chinese literature, which leads to the lack of effective guidance and training of Chinese literature ability. Not only in the allocation of class hours, but also in the assessment level the proportion of Chinese literature is much marginalized. In short, the current educational ecological environment has a significant negative impact on the development of Chinese literature.

In addition, with the development of international trade and communication, and the acceleration of globalization, more and more language learners pay more attention to the research and learning of other foreign languages, while ignoring the importance and interest of Chinese literature. On the one hand, it is affected by the environment of social demand; on the other hand, it is also affected by the lack of top-level planning and guidance. Moreover, limited by the limited development space of Chinese literature major, fewer and fewer students choose this major as their development direction, which leads to the gradual decline of the social status of Chinese literature. Moreover, under the impact of Internet information technology, the structure of Chinese literature itself is not well adapted to and criticized by modern culture, and its internal structure is too conservative to adapt to modern people's learning and using habits, which leads to more and more people's lack of concern and interest in learning Chinese Literature.

Another disadvantage of Chinese literature in the current Internet technology and globalization is that its literary form and structure are not easy to understand, and it is difficult to be accepted and loved by modern people, especially the younger generation, which leads to the difficulty of understanding or lack of interest in understanding except for the relevant researchers of Chinese literature. Secondly, with the development of information technology, compared with the Chinese literature major, people pay more attention to other professional disciplines and invest more resources, resulting in the development of Chinese literature has been seriously restricted. It can be seen that the development and inheritance of Chinese literature are facing many practical difficulties and problems due to its own and external reasons.

2.3. The dilemma of Chinese literature in the context of globalization

Another disadvantage of Chinese literature in the current Internet technology and globalization is that its literary form and structure are not easy to understand, and it is difficult to be accepted and loved by modern people, especially the younger generation, which leads to the difficulty of understanding or lack of interest in understanding except for the relevant researchers of Chinese literature. Secondly, with the development of information technology, compared with the Chinese literature major, people pay more attention to other professional disciplines and invest more resources, resulting in the development of Chinese literature has been seriously restricted. It can be seen that the development and inheritance of Chinese literature are facing many practical difficulties and problems due to its own and external reasons.
3. Countermeasures for the development of Chinese literature in the globalization environment based on big data

3.1. Promoting the independence of Chinese literature

In the current global environment, Chinese literature are seriously impacted and influenced. Under this background, the development of Chinese literature should maintain its own independence[7]. This independence does not mean that the Chinese literature should completely close itself and isolate itself from the external contact, but should actively collide and interact with foreign culture and literature, and communicate with other literature in the attitude of development and tolerance while maintaining the essence of its own culture. Secondly, under the current Internet conditions, it should make full use of big data and other multimedia technology to promote the dissemination and promotion of Chinese literature, actively promote and promote the charm and connotation of Chinese literature, so that more people can understand and love this literature type.

In addition, it should retain the characteristics of Chinese literature, which is embodied in the following several aspects: promoting the international influence and image of Chinese literature through modern technology, further integrating it into the international cultural atmosphere, and promoting more international friends to understand and feel the charm of Chinese literature.

![Figure 2. Aspects for retain the characteristics of Chinese literature.](image)

3.2. Enhancing the influence of Chinese literature based on computer information technology

With the continuous deepening of the application of information technology, its application advantages in the promotion of the influence of Chinese literature should also be fully explored and released, so as to enhance the dissemination of Chinese literature, and promote its further in-depth integration with modern technology. On the other hand, with the continuous improvement of domestic economic level, it has the conditions and ability to build a platform for the influence of Chinese literature. This requires the relevant departments, especially the cultural departments, to promote the influence of Chinese literature from the top-level structure design level, so as to ensure that its international promotion and development has a good practical basis and guarantee. In addition, we should simultaneously create a platform for the promotion of soft power culture and promote its parallel development with Chinese literature, so as to construct the international status of language, literature and culture that match the economic strength.

3.3. Strengthen the education of Chinese literature

As one of the typical representatives of Chinese culture, Chinese literature has high research and development value after thousands of years of inheritance and development. In the current situation that the educational status of Chinese literature is gradually marginalized, it should actively strengthen the education of Chinese literature. At present, the decline of the educational status of Chinese literature is closely related to the lack of correct understanding of Chinese literature. Therefore, at the educational level, we should promote the education of Chinese literature through several ways as shown in Figure 3 below, enhance the domestic audience's attention and attention to Chinese literature,
and promote the continuous improvement of Chinese language knowledge level of the public, as well as the continuous improvement of people's literary aesthetic taste and spiritual needs.

In addition, the education of Chinese literature should also simultaneously cultivate students' literary thought and academic quality, improve the cultivation of students' aesthetic concept, character, moral concept, communicative ability, writing skills and other related aspects of literacy in the process of Chinese literature education, so as to strengthen the continuous transmission of Chinese literature skilled talents to the society, and form a virtuous development cycle.

Figure 3. Education forms of Chinese literature.

4. Conclusion
In summary, the research on the development of Chinese literature in the global environment based on big data of computer has practical value for promoting the international communication and cooperation of Chinese literature, and to promote the Chinese language literature to establish a solid position and image in the world's language and literature, and to promote its uniqueness and historical value to the world through modern information technology and international exchange.

Based on the study of the current situation and problems of Chinese literature in the globalization environment, this paper analyzes the development status, problems and difficulties of Chinese literature in the globalization environment, and puts forward the development countermeasures of Chinese literature in the globalization environment based on big data. That is to promote the independent construction of Chinese literature, strengthen the education of Chinese literature, and give full play to the role of computer information technology to enhance the influence of Chinese literature.

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