Abstract

As a budding literary form, internet literature has much to offer us with its enhanced dissemination efficiency and alternative aesthetics. In addition, recent trends have illustrated that, with the barriers once separating different media being rapidly eroded by breakthroughs in communication technology, not only have popular internet literature works been frequently published as books, they have also been made into broadcasts, television serials, movies as well as video games.

Such a phenomenon provides interesting insight into the great potential of internet literature and this article seeks to explore its cross-medium development as well as the socio-economic factors accounting for such convergence behavior. The discussion will be largely based on three popular internet literature
works, namely “The First Intimate Contact” (Di yi ci de qinmi jiechu), “The Girl in Blue” (Jia qi ru meng) and “Too Late to Say Loving You” (Bi zhou chen). It will be divided into three sections.

I will deal with the issue of internet literature being published as books in the first part. I will argue that the internet literature does not necessarily share an antagonistic relationship with its traditional counterpart and both parties may stand to gain mutual benefits if co-operation is fostered. After that, I will tackle the broadcast, television serial and movie adaptations of internet literature. The varying degrees of changes in their contents allow us to analyze the effects of their audio-visual features as well the various socio-economic factors in work. In the third section, I will look at the video game adaptations. I will propose that we view such developments as fulfillments of the virtual potential of internet
literature. Finally I will conclude with food for thought on maximizing the efficiency of this cross-medium development displayed by internet literature.