# Challenges and Solutions of Overseas Publication of Chinese Network Literature

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**Abstract:** In recent years, due to the interesting plots of novels, rich subjects and the intermediary provided by the Internet platform, Chinese Network Literature has quickly become popular among overseas readers. However, there are also problems such as article quality, copyright, translation, and difficulty for foreign readers to understand in the process of overseas publication. This article proposes feasible solutions from these aspects, including improving quality, protecting copyright, standardizing operations,optimizing translation and helping overseas resder understabding to help solve problems.

## 1. Introduction

"Overseas Publication of Chinese Network Literature" refers to the dissemination of Chinese Network Literature and culture oversea through online platforms, which will facilitate foreign cultural exchanges, promote the prosperity of the cultural industry, and promote the establishment of a community of shared destiny in cyberspace. At present, there are few studies on Overseas Publication of Chinese Network Literature and lack of research from the perspective of readers. This article starts from the reader's point of view, consults the reference, finds helpful informations in questionnaires that issued to domestic readers and interviews for overseas enthusiastic readers, summarizes the challenges faced by Chinese Network Literature and find solutions. At the same time, the Challenges and Solutions proposed in this article are also applicable to the export of literary works in other countries, and have reference value.

## 2. Challenges and Solutions of Overseas Publication of Chinese Network Literature

### 2.1 The current status of Overseas Publication of Chinese Network Literature
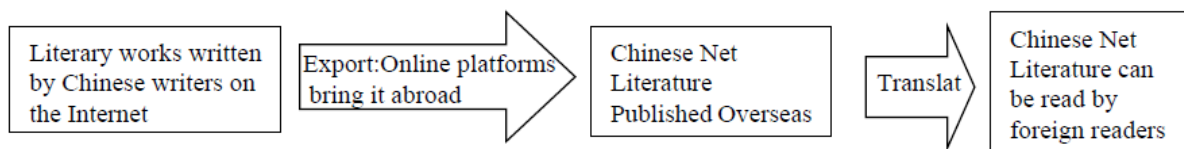


Figure 1. The Process of the Export of Chinese Network Literature

The export of Chinese Network Literature is divided into three stages: the overseas exploration stage before 2007, the initial development stage from 2008 to 2014, and the booming stage from 2015 to the present. After more than ten years of development, Overseas Publication of Chinese Network Literature have spread to four continents (Asia, Europe, North America, Africa), with a large number of exported works, reaching more than 500 until 2017 [1]. Chivalry, Fantasy, romance, and history are the main types of online fiction and film and television drama are the main forms. Overseas readers are increasing year by year, most of which are young people under the age of 25. [2]

## 2.2 Challenges

Questionnaires and interviews show that readers at home and abroad show that Overseas Publication of Chinese Network Literature faces the following challenges:

### 2.2.1 Quality issues

The writing is modeled. The questionnaire showed that 81.08% of the respondents considered that the uneven quality of Chinese Network Literature was the main problem of Network Literature export. Many works are similar in content, characters and style, with similar plots. The patterned and routine production are seriou problems [3, 4]. The lack of creativity affects the reader's reading experience.

Table 1. What do you think is the main problem of Overseas Publication of Chinese Network Literature [Multiple choice questions]

| Option | Number of people | Proportion |
|---|---|---|
| Uneven quality | 90 | 81.08% |
| Bad translated | 80 | 72.07% |
| Copyright plagiarism | 47 | 42.34% |
| Other 5 4.5% | 5 | 4.5% |
| Number of valid entries for this question 111 | | |

Value-oriented issues. Some Network Literature have problems such as catering to low-level tastes, deviating from reality and exaggerating plots, which have affected the social atmosphere. Author's writing level varies. Some authors only proceed from market needs. The works they write are relatively shallow in thought and lack a profound theme, which cannot resonate with readers at a deep level.

### 2.2.2 Copyright issues

The questionnaire showed that 42.34% of domestic readers believed that the problem of copyright plagiarism was the main problem in the export of web articles. The export of Chinese Network Literature to overseas cultural markets lacks relevant policies and regulations on copyright protection, there are phenomena such as free reading of online texts, and serious piracy and infringement. [5]

### 2.2.3 Normalization issues

Legal and institutional systems are incomplete. The laws and regulations related to the export of Network Literature have not been fully established. For example, the authority of translation requires a relative standard to control it, or everyone can translate and pulish a network novel .Also, how to define piracy and how to punish piracy and infringement.

The supervision system is incomplete. The current network platform for Network Literature export is not tightly monitored, it lacks supervision and guidance, and lacks professional related organizations, which makes the Network Literature export a loophole in the supervision system.

### 2.2.4 Translation issues

Lack of high-quality translators. The lack of translation professionals has hindered the long-term development of online reading platforms, and has also directly led to slow translation speeds, fewer finished translations of works, which effects the reading experience of overseas readers.

Translation levels are uneven. The translation of the novel is not only a translation of the literal meaning, but also the original artistic conception and thoughts, which requires a higher level of translation ability. The level of translators 'translation has a direct impact on the quality of the "second creation" of net articles, and has an impact on overseas readers' reading experience and later market development.

Translation differences. Different translators have different styles, qualities and priorities, which involves the choice of translation version.

### 2.2.5 Understanding issues for foreign readers

Foreign readers said that Chinese Network Literature, especially those novels with ancient backgrounds, involve a lot of traditional Chinese cultural knowledge. The system is huge and the content is difficult to understand. Some content conflicts with foreign cultures and they cannot easily be accepted.

### 2.3 Solutions

### 2.3.1 Quality issues -- Screen export Network Literature with reference to multiple criteria

Pay attention to readers' interactive feedback and multi-angle evaluation. Improve the interactive feedback mechanism of Network Literature and provide channels for readers and authors to communicate. The criteria for screening high-quality Network Literature include book reviews, popularity of works, and the level of authors. Do make the criteria diverse.

Table 2. What are the criteria for screening high-quality Chinese Network Literature [multiple choice questions]

| Option | Number of people | Proportion |
| --- | --- | --- |
| Book reviews (ratings and reviews) | 97 | 87.39% |
| Hot | 62 | 55.86% |
| Author | 40 | 36.04% |
| Finish | 9 | 8.11% |
| Other | 14 | 12.61% |
| Number of valid entries for this question 111 | | |

The author should create high-quality Network Literature works with Chinese characteristics. Relevant departments are expected to actively guide Network Literature value taste, emphasis on style, discard vulgarity, quit spoofing, and continuously improve the quality of works. More important, add elements of traditional culture with Chinese characteristics.

### 2.3.2 Copyright -- work together to effectively strengthen copyright protection

The government must improve laws and regulations .Gradually clarify the standard of plagiarism in online literature. Once plagiarism is detected, a blacklist of authors and a blacklist of authors must be established, and related works are strictly prohibited from being listed for a limited time. We also encourage the establishment of official and non-governmental organizations to protect the rights of original authors, and forms a good environment for mutual assistance.

The platform should accelerate the development and application of copyright protection technology. The network platforms can work together collect and organize the copyright registration and usage data to build a nationwide shared web copyright database. Developed a more intelligent copyright protection technology for judging plagiarism. And more consideration is given to the judgment of web authors and readers to improve the technology and put it into use as soon as possible.

Readers should resist plagiarism, protect copyright and vigorously promote public opinion. Readers are supported to strengthen their awareness of copyright, resist and report plagiarism, and vigorously promote resistance to plagiarism, supervise various platforms.Finally form a good atmosphere of " Dare not copy, can't copy, don't want to copy ".

### 2.3.3 Standardization -- the platform should strengthen standardization

Network Literature publishing platform to exchange experiences and compete healthily. Each platform establishes an industry organization to study new issues and exchange solutions on Network Literature.

Managers need to manage the platform: Managers must improve the way of enterprise platform management. While strengthening self-management, they must also rely on the supervision and rectification of relevant departments of network supervision. During the rectification period, the

platform should suspend operation, and it is not allowed to operate until the rectification reaches the standard. At the same time, a standardized and transparent work review system was established to strictly regulate the process of spreading Internet literature overseas.

Editors need to improve their professional quality. Editors of Network literature should hold a work qualification certificate [6], strengthen professional ethics education and business training, and improve their review ability.

### 2.3.4 Translation -- Make translators more professional, sophisticated and efficient

Cultivate high quality translators. Relying on industry associations,colleges and universities to carry out various forms of professional skills training for translation talents, improve talent evaluation standards and form a positive interaction mechanism for the entire process of talent cultivation, introduction, use, assessment, promotion, and withdrawal.

Group the translators. Translators choose works reasonably according to their preferences for literature types, translation levels, and translation willingness. Divided translators into different groups, each of which translates a certain type of novel.

Authors and readers provide timely feedback. Provide and improve the communication channels between translators, authors and readers, so that translators can fully understand the author's creative intentions and readers' reading conditions to make the translation work more targeted and refined.

Optimize resource allocation between platforms and strengthen translation review.

### 2.3.5 Understanding -- build a thesaurus to spread Chinese culture

The translator can build a thesaurus. The translator builds a thesaurus to unify the translation of specific vocabulary in traditional Chinese culture and annotates it..

The author explains the cultural connotation in a simple way. The author can explain the abstract words through plain language or setting up a context, reducing the difficulty for foreign readers to understand.

Readers at home and abroad communication with each other. Domestic readers can spread Chinese excellent traditional culture to foreign readers, and promote foreign readers to actively improve their own understanding ability.

### 3. Conclusion

From a long-term perspective, the Overseas Publication of Chinese Network Literature is the general trend, however,Chinese Network Literature entering foreign markets is an opportunity but also a challenge. We discover problems, propose solutions to promote the pace of the export of Chinese Network Literature and spread excellent Chinese stories. we also try to use the existing experience that we have to provide strategic to help the export of cultural works from various countries in the world, to promote the cultural communication between different countries and the prosperity of the cultural industry.

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