

Network Literature to the Screen: the successful road and enlightenment of the adaptation of Scarlet Heart

Jingwen Zhao^{1*}, Qinjun Chu¹, Yazheng Li¹

1. School of Journalism and Communication, Anhui University, Hefei, China

* E-mail Of Corresponding author: 18297702074@163.com

Abstract

The phenomenon of adapting literary works into film and television works has been going on for a long time. With the popularity of network literature adaptation works, the controversy over adaptations of network literature, particularly network novels, into television works has been ongoing. The development of network literature film and TV series adaptation has set off a development upsurge due to its high cost-effectiveness and strong adaptability. This paper takes the classic adaptation case of "Scarlet Heart" as the starting point, analyzes the success factors of the adaptation of this work in combination with the current market situation, and proposes that the adaptation of online literary films and TV series in China should improve the original ability and production level, enrich the content communication channels and ways of the work, and develop a comprehensive bestseller system and derivative products on this basis.

Key words: network literature, Film and television adaptation, Film and television series, "Scarlet Heart"

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1. Introduction

Network literature adapted film and television dramas refer to the core of literary stories, reasonable screen interpretation of the story and characters, to add a reasonable development space for the story, so that dramatic conflicts and foreshadowing are more concentrated, making it a new cultural commodity that reproduces network literature. This kind of adaptation realizes the coordination and unity of entertainment and culture, realizes the cross-dimensional interconnection of the second and third dimensions, and expands the layout structure of the cultural and entertainment industry. Under the guidance of national policies and the influence of changes in the market environment, network literature adapted film and television series has become the mainstream of the film and television series market.

In the context of the Internet era, the market has a tremendous demand for film and television works. The organic combination of film and television industry and network works, under the premise of pursuing economic benefits, promotes and complements each other, which is a successful attempt for further commercial cooperation between the two sides. Scriptwriters seek artistic inspiration and aesthetic materials from literary works, so the adaptation of Chinese modern and contemporary literature is a choice that conforms to the historical development and has an inevitability.

Therefore, it is of practical significance to study the adaptation of film and TV series of network literature. This paper takes the network literature film and TV drama as the entry point, and the successful adaptation of the classic "time-traveling to the Qing Dynasty" masterpiece "Scarlet Heart" has reference significance for the network literature film and TV dramas adaptation in China.

2. The Network Literary Film and TV Drama "Scarlet Heart": Adaptation and Communication Path

2.1 From the creation of novels to the polishing of literary scripts

Since 2003, time travel novels have become an officially recognized new genre in online literature. The so-called "time travel" refers to people in a certain era who accidentally enter another different time and space with a huge "time difference" with their own era because of unexpected factors. In this sense, the essence of time travel is transcendence. Although the act of "crossing" does not exist in reality, "crossing" can be used as a reference for a bizarre imagination to become reality. Time-travel novels frequently feature modern people being transported back to ancient times, especially to the Qing Dynasty. "Scarlet Heart" is the representative of the Qing Dynasty, mainly tells the story of Zhang Xiao, a modern white-collar worker who, due to a car accident, travels to the Kangxi era

of the Qing Dynasty and becomes Malterosi.(the name of the character in 'Scarlet Heart')

In 2005, Tong Hua serialized her improvisatory novel "Scarlet Heart "in Jinjiang Literature Network. With the theme of "traveling through the heat", the delicate style of writing and the clever use of Buddhist verses, the work became very popular with readers as soon as it was serialized. In 2011, the novel was adapted into a TV series of the same name. When adapting the literary work, the production team made in-depth processing of the contents that did not conform to historical facts in the original novel. On the one hand, the script content was in line with the historical background and the public values, such as the historical phenomenon of the "Nine sons struggle for the identity of the emperor" and the character image of Malterosi. On the other hand, the adaptation of the original content is appropriate to make it conform to the TV series' visual expression, which aims to maintain the output of the core content of the original while bringing new viewing experience to the audience.

2.2 From the production of Tang Dynasty films and television to the selection of broadcasting platforms

Chinese Entertainment Shanghai, as one of the few film and television companies in China that is famous for producing ancient costume films and TV dramas and possessing Internet thinking, focuses on content manufacturing and has won many awards and accumulated a good reputation. The company has successfully produced a number of TV dramas that are popular among young audiences, especially the Legend of the Immortal Sword series. Its ancient costume works have frequently become a hot topic of search, breaking many data records and winning the hearts of young idols.

At the end of 2009, Chinese Entertainment Shanghai signed a contract with Jinjiang Literature Network to adapt the novel, officially obtaining the right to adapt the online literary work. On December 6, 2010, Tang Film and Television officially announced the start of the crew and announced the credits. It was directed by famous director Li Guoli and co-starred popular actors Liu Shishi, Nicky Wu and Zheng Jiaying.

It premiered on Hunan TV on September 10, 2011, and was broadcast exclusively on the online platform Youku.com during the same period. It was a huge success and once became a representative work of online literary film and TV series adaptation, winning high recognition from mainstream media and awards, which is inseparable from its unique broadcasting strategy. Hunan Satellite TV, as the leader among the star TV channels, is famous for its excellent content production and variety shows with high topics. It has produced many phenomenal IP movies and TV dramas. The first broadcast of "Scarlet Heart" on Hunan Satellite TV broke the previous "golden time" broadcasting mode and chose to broadcast two episodes in the evening theater from 22:00 to 24:00. Such a contrast has formed the unique "new golden time" of Hunan Satellite TV. In addition, before the screening, Hunan Satellite TV edited several versions of the trailer, introducing the drama from various angles to create momentum for the broadcast.

The first round was well received, followed by the second round of broadcast by Sichuan Satellite TV and Tianjin Satellite TV in early 2012. It was also shown in Taiwan, Hong Kong and overseas in South Korea, New York, Malaysia and Singapore. Among them, South Korea's SBS TV station made a remake of the drama in 2016, named "Moon Lovers: Scarlet Heart Ryeo".

2.3 From the publicity of Sina Weibo to the interaction of social heated discussions

Chinese Entertainment Shanghai set its sights on Sina Weibo, a popular information-sharing platform, when promoting the show. From its launch in August 2009 to the broadcast of the show, the number of registrations on Sina Weibo grew exponentially. Chinese Entertainment Shanghai and Hunan TV jointly planned two large-scale online promotion activities on the Weibo platform in anticipation of the hit of the show. Invited the starring team and Tong Hua, the author of the original work to participate, realized real-time interaction with the audience and online communication of the content of the work, and effectively collected the feedback of the audience. These two micro-blog activities made "Scarlet Heart" unprecedented popularity, once led to the breakdown of the micro-blog server, and further promoted the audience rating of the work.

In addition to the publicity activities of Tang Dynasty Film and Television, the comparison between "Scarlet Heart" and the time-travel drama "Palace" directed by Yu Zheng during the broadcast and screening was heated, and the topic discussion was high on various websites and communities. The costumes, plot, special effects and actors of the two dramas have triggered heated discussions among fans. Far from having a negative impact on the show, the buzz has helped keep it on the rise. As a result, the original book has once again topped the bestselling list.

3. Factors Contributing to the Success of the the Online Literary Film and Television Drama "Scarlet Heart"

The network literary film and television drama "Scarlet Heart" was praised by the audience after its broadcast. The drama was once known as the "masterpiece of resistance" in the theme of time-traveling to the Qing Dynasty and became one of the representatives of "time-traveling to the Qing Dynasty three mountains". Original author Tong Hua has also become one of the new romantic novels in the literary world "Four Divas". The success of "Scarlet Heart" is closely tied to the solid foundation of the original novel, the excellence in film and TV drama production, and the adherence to the original work's spirit. These factors work together to make it a rare "unconventional work" in China's more than 20 years of network literature film and TV drama adaptation history.

3.1 The choice of literary scripts

Suitable literary works are the primary factor for the success of film and television adaptation, and original works are the unique prerequisite for the success of film and television works. The primary reason for the success of Scarlet Heart is the high popularity of the original work and the popularity of time-travel themes, which provide the audience foundation and traffic for the success of the work, laying the potential for its hit drama. The novel subject matter and clear plot context provide rich material for the adaptation of film and TV series. In the story, Malterosi, the protagonist who travels back in time, tries to ease the conflict in the "Nine sons struggle for the identity of the emperor" through his known advantage in history, and change the tragic ending of the imperial sons in history. However, he gradually realizes that it is he who tries to change the outcome that is the driving force behind the tragedy. He knows the outcome of everyone, but it is difficult to understand his position in this period of history.

3.2 The dressy design of clothing

Aesthetic online, clothing in line with the characteristics of The Times is one of the key elements of its success. The innovation of film and television costume design aims to meet the needs of the script, while more accurately shaping the image of the characters. For movies and television works with historical themes, the costume design not only shoulders the mission of reproducing historical features, but also carries the heavy responsibility of innovative design. The background of the drama is set in the reign of Kangxi of the Qing Dynasty, and the costume aesthetics of the protagonist is worth studying. In line with the overall characteristics of the court clothing and system of the Qing Dynasty, the drama pursues the perfection of style, fabric, embroidery technology and accessories, and pursues elegance and gorgeousness in color, which complements the characters' personalities, leaving a deep impression on the audience.

The whole work takes the life track of the heroine Malterosi as a clue, and the ups and downs of her life are closely related to the changes in the colors of her clothes. Ruoxi, who first came to Eighth Baylor House, felt novel to the heterogeneous environment, and most of her clothes were beautiful light pink and yellow-green. In the tenth master birthday banquet, dressed in red, and the scene fabric at that time fit; Just entered the palace to be selected for the ladies do not attract attention, wearing simple, with no decorative magenta dress mainly; The position in the palace is stable, once the emperor served, the clothes are mostly bright pink purple; In the rear, the gray and brown linen clothes were demoted by the Wardrobe Office, and after the "Nine sons struggle for the identity of the emperor", the court was in a dark mood, and the clothes began to be light yellow and moon blue, which no longer had the vitality. Represented by the fleece color of the headdress, the color from pink purplish red to the back is becoming lighter and lighter, which also indicates the loss of her vitality.

The costume design in "Scarlet Heart" is exquisite and historical, which has a good grasp of the connection between the costume and the character's activities, and also cleverly caters to the aesthetic taste of the young audience.

3.3 The shaping of the character image

The choice of role and the presentation of character image is one of the key criteria to measure the success of online literary film and television drama adaptation. From the perspective of existing time-travel dramas, the protagonists of time-travel usually show their unique personality charm because of the sharp contrast with the heterogeneous environment. The fresh and elegant Malterosi who sticks to her principles in "Scarlet Heart" leaves

a deep impression on the audience. The director of the TV drama also beautifies the image of the characters in the story when selecting the actors, choosing the popular young actors, who win the audience's favor with their acting skills and outstanding images, and also add some vividness and personality to the image of the characters. The performance of a number of leading actors made "Scarlet Heart", "Scarlet Heart" also let Malterosi and other characters let the audience talk about.

In this drama, every character is worth thinking about again and again, and different characters are distinct. Malterosi's character changed from carefree, playful and beautiful in the early days, fearless of feudal power, to careful in words and actions after entering the palace, and finally adapted to internalizing the feudal system and calling herself a slave. This change reflects the character's profound adaptation and assimilation to the background of The Times. The supporting characters in the drama also have their own characteristics. For example, Min Min, who grew up as a little princess of a Mongolian tribe, is bright and enthusiastic and has a bold personality. A red plum dance in the snow impresses the audience deeply. Another supporting role, the capital city courtesan Luwu, "Ming history case" descendants, although down the base but the mood of the high, know the book and etiquette, love and righteousness, and the emotional entanglement of the thirteenth master to the end of the sacrifice to die, the audience sigh. The success of this drama lies in the fine shaping, interpretation and emotional investment of the cast and crew, which shows the freshness of the characters and the sincerity of the emotions.

3.4 Fidelity to the principle of content adaptation

In the adaptation of network literature, in addition to promoting suitable works, the most important thing is to convert the written language into expressive audio-visual language. "Novels usually adopt the assumed space, through the time order of the plot to form its narrative, and through the evolution of time to create readers' psychological illusion of space; TV dramas, on the other hand, use assumed time to construct a narrative through spatial scheduling (a montage of pictures), which further creates the psychological illusion of time." Therefore, when adapting online literature into film and television dramas, it is not performed mechanically according to literary scripts, but on the basis of fidelity to the original works, artistic processing is carried out, in order to achieve effective conversion of different artistic forms.

Whether it is a literary work or a film or TV drama, in addition to the audience's subjective aesthetic experience, the ideological content of the work itself is the basis for the success of the creation of the work and whether it can attract the audience. In the adaptation of network literature, "modification" is essential, and "editing" is also crucial. On the basis of fidelity to the original content, Scarlet Heart makes reasonable artistic fiction in the details, adding some artistic flavor to the heavy historical facts.

The plot trend of the novel accords with the development of the plot, and the characters' lines are similar to the original work. The novel conveys the spiritual core of the original work in a narrative way of "wandering in the garden and dreaming", while wasting away the boredom of historical dramas, and is not as melodramatic as blindly talking about love. It shows the complexity of human nature in details and the compromise and helplessness of the heroine in the survival of the exotic environment. It makes the audience pay attention to the real history while watching the TV series, and look forward to the continuity of the plot while knowing the historical facts of the position. "Scarlet Heart" from the network literature to the screen, its use of loyal to the original adaptation principle is worthy of study and study of the film and television drama industry.

4. Inspirations from the Adaptation of Network Literature Film and Television Drama "Scarlet Heart"

4.1 Improving original ability and production level

The adaptation of film and TV series from online literature should enhance original creativity and production quality. In addition to the fan base of original literary works, whether a film or TV series can attract audiences depends on quality content in the final analysis. In recent years, there have been a large number of films and TV series adapted from online literature, but not many dramas with high reputation. With the improvement of audience's taste, the quality requirements of film and television works are constantly increasing. Only high-quality word-of-mouth works that are carefully polished can produce good economic benefits and social influence.

With the development and progress of Internet technology, people tend to present online literature to the audience with more audiovisual enjoyment by means of entertainment and technology, which makes the content selection of online literature must be in line with the audience's acceptance ability and adapt to the social and cultural development trend. If the film and television drama industry wants to maintain long-term vitality, high quality is still an unavoidable topic. For example, the previous fire "The Age of Awakening", the creative team has polished

for many years to present a good viewing experience to the audience. High quality is the guarantee of audience rating and reputation.

4.2 Enrich the channels and ways of content dissemination of works

The adaptation of film and television series of network literature should enrich the channels and ways of content dissemination. Films and TV series adapted from online literature have a natural fan base, which makes the works of films and TV series adapted from online literature have unique conditions for development. In the era of media integration, the audience is the dominant consumer context. In the era of Internet +, both the publishing industry and the film and TV drama industry should seize the technological opportunity and comprehensively use multimedia methods to promote and marketing film and television art works. Broaden the channels of content communication, make good use of interactive platforms such as short videos, micro-blogs and public accounts, narrow the distance with the audience, use multimedia communication media, enrich the mode of content communication, and achieve high-speed and high-quality communication.

4.3 Build a complete bestseller system

Compared with domestic film and television works, Western films, especially Hollywood-led series, are widely loved by the audience. Their original works Harry Potter series, Twilight series and so on are undoubtedly the concrete cases of successful construction of bestseller system. owing to J.K.Rowing, the author of the original Harry Potter film, after writing Harry Potter: Potter and the Philosopher's Stone, owing to the popularity of readers, the publishing house quickly published the same series Harry Potter and the Chamber of Secrets the following year, which was well received by readers again. In the following nine years, five sequels were released one after another. During the publication period of 10 years, the popularity of the Harry Potter books increased as readers waited. The timely publication of the books has ensured their long-term popularity.

The popularity of "Scarlet Heart" in turn promoted the secondary sales of the original book, but also made the author Tong Hua's other literary works received wide attention, and these works increased in popularity, further promoting the film and TV adaptation of such works as " The Sound of Desert ", "Love YunGe from the Desert" and " Best Time". Therefore, creating star writers and forming a complete bestseller system plays an important role in the adaptation of online literary films and TV series.

4.4 Develop the industry chain of derivative products

On the basis of respecting the original works, the adaptation of films and TV series of online literature should realize IP linkage, launch related derivative products, and improve the cultural industry chain model. From literary works to film and TV drama adaptation market, to the launch of the movie of the same name and the development of online games, Scarlet Heart is a cultural industry chain that took shape in the early stage of the development of cultural industry. Compared with the perfect industrial form of Hollywood works in the United States, the cultural industry at that time had great shortcomings in the improvement of the industrial chain and the development of derivative products. The income of derivative products of American movies is much higher than the box office revenue of movies. For example, Disney, after the popularity of its series of film and television works, has witnessed the development trend through co-branding of games and daily necessities, as well as the construction of large-scale cultural industrial parks such as Disneyland.

In the Opinions on Promoting High-quality Development of Digital Culture Industry, the Ministry of Culture and Tourism proposed to cultivate original IP with Chinese cultural characteristics and strengthen IP development and transformation. At present, the development of derivative products in the domestic cultural industry is still in its initial stage, and online literature, as an important source of IP, is undergoing transformation and upgrading, with its trend of mainstreaming and refinement gradually becoming clear. The development of derivative products brings sustainable benefits to cultural works. Therefore, building a systematic and complete IP linkage mechanism for the cultural industry is the key to the long-term development of the publishing industry.

5.Conclusion

In the era of Internet +, more and more film and television producers have turned their attention to the market of online literature adaptation. By choosing literary IP with topic, such as "Scarlet Heart", "Reset" and "Joy of Life", these works are artistically reproduced and produced to meet the needs of audiences. The adaptation of network

literature provides more resources and choices for the film and television drama industry, and the phenomenon of IP adaptation of network literature is the general trend of the development of the film and television drama industry. However, with the rapid development of information today, the existing problems in the adaptation of network literature into film and TV series cannot be ignored. John Fisk said in *Understanding Popular Culture* that "in the sense of culture, the real realization of media integration depends on neither technology nor capital, but the people who use media." How to optimize the market demand, to create a perfect IP linkage of high-quality cultural industry model, is worth our thinking.

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