

# Analysis on the Impact of British-American Culture on Contemporary Chinese Literature

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**Abstract:** In the development of contemporary Chinese literature, British and American culture has profound influence, and its expression and ideological connotation are influenced by British and American culture. In the development of Chinese contemporary literature, British and American culture plays an important role, the influence is also many, but the academic circles on the influence of Chinese contemporary literature there are many deficiencies, the author mainly from the influence of American culture on the development of Chinese contemporary literature, analyze the development opportunities of British and American culture, put forward scientific strategy for the development of contemporary literature.

**Keywords:** British-American culture; Contemporary literature; Innovative strategies

## 1. The Impact of British-American Culture on Contemporary Chinese Literature

British and American culture is the representative of western culture. In the development process of Chinese contemporary literature, the continuous entry of British and American culture makes the cultural development of China show a diversified characteristics. However, while promoting the development of China's cultural diversity, British and American culture also has some negative impact on the development of Chinese contemporary literature, especially it has a negative impact on the development of Chinese discourse. Therefore, to treat the influence of the British and American culture on the development of the Chinese contemporary literature, it needs to analyze the influence of the British and American culture from multiple perspectives, and actively guide it, so that the British and American culture can have a positive influence on the development of the contemporary Chinese literature. In general, in recent years, the development of contemporary Chinese contemporary literature has ushered in new development opportunities, and has shown a progress trend in terms of expression, ideological core and diversified display. In the development and change of Chinese contemporary literature today, foreign Japan, Korea and British and American culture has an important influence on the development of Chinese literature, especially British and American culture as the mainstream culture in the world, have profound influence in the world, Chinese contemporary literature with the continuous introduction of foreign culture, inevitably influenced by Anglo-American culture. At present, China's cultural construction has become an important part of social construction, the content of contemporary literature is constantly rich, especially after the reform and opening up, represented by British and American culture of foreign culture into our country, in recent years, Chinese literature, also involves the content of British and American culture and other foreign culture. Today, with the continuous progress of the realization of the Chinese dream, the development of Chinese contemporary literature has ushered in a new spring. In the process of multicultural development, the contemporary Chinese literature with Chinese culture and a combination of cultures have been formed. In the process of the development of contemporary Chinese literature, it is necessary for foreign cultures such as British and American culture to provide the impetus for cultural innovation.

## 2. The Influence of British-American Culture on Contemporary Chinese Literature

### 2.1 Consumer-Style Impact

The development of Chinese literature has a long history, and the main themes and types of literary works are also diverse. The development of Chinese literature has always based on traditional folk culture as the main basis and carried out diversified innovation in the contemporary social and cultural background. The occurrence of some special historical events and the trend of globalization make foreign culture have an important influence on Chinese literary works. Especially in contemporary Chinese literature, we can not only feel the charm of traditional culture, but also feel the atmosphere of British and American culture. The introduction of British and American culture is closely related to the market mechanism and consumption mechanism under the background of British-American culture. In the dissemination of British and American culture, the interests of creators, publishers and readers have been scientifically distributed, which will provide inexhaustible impetus for the dissemination and development of culture. The development model based on the basis of cultural consumption has greatly influenced the development of contemporary Chinese literature. To a certain extent, it has exerted a certain influence on the path of China's cultural development. On the basis of this path, in the development of contemporary Chinese literature, more British and American cultural elements can be found and the development trend of the cultural integration of various cultures formed. By observing the development trend of the contemporary Chinese literature, we can find that

consumption has an important influence on the development of Chinese contemporary literature, publishing, payment, adaptation, purchase, are all factors that influence the development of Chinese contemporary literature, which have a profound influence on the development of creators, and have a positive influence on the development of Chinese literature to a certain extent. However, it is also necessary to pay attention to highlight the basic connotation of Chinese contemporary culture while developing literary works. At present, the publishing, creation and publishing of China's literary works have also gradually absorbed the communication mode and consumption mode of British and American culture, but the current consumption mode of Chinese literary works is still dominated in the traditional way.

## **2.2 Interactive Impact**

In the 20th-21st centuries, British and American culture is the mainstream culture of the world, especially American culture has a profound influence on the development of cultures around the world, and has an important influence on the development of contemporary politics, ideology, philosophy, art, literature and other aspects. In this process of development, Chinese contemporary literature, as an important carrier of the development of China's traditional culture, will inevitably communicate with the mainstream culture such as British and American culture. In the process of cultural exchanges, these foreign cultures, including British and American cultures, will also have an inevitable influence on Chinese cultural forms and the content of literary works, including religion, politics, culture, society, and thought, etc., which can be reflected in Chinese contemporary literary works. There is a large number of British and American culture in the content of the works. When foreign culture enriches the content of literary works, it also has an impact on the author's creative ideas, which, to some extent, it also has a negative impact on the development of traditional culture in China. There are obvious differences between Chinese and western culture and people's ideological values. The entry of western culture will undoubtedly bring a positive impact on the development of Chinese literary works. However, with the continuous entry of foreign culture, some more decadent parts of British and American culture have also entered people's values. Therefore, in the cultural exchanges with British and American culture at the same time, need to do a good job of positive guidance, earnestly protect our local culture, to protect the connotation of traditional culture, in actively learn the excellent side of British and American culture at the same time, also need to resist foreign decadent culture, to ensure the healthy development of Chinese contemporary literature.<sup>[1]</sup>

## **2.3 Alplacement Impact**

Alternative influence is the main way that British and American culture affects the literary development of other countries. The development of contemporary literature in various countries has been more or less influenced by British and American culture. Competition is not only economic and political between developed and developing countries, but also common for soft power, including culture. The so-called alternative influence is that British and American culture, while affecting the development of other cultures, integrates more British and American cultural elements into other cultures, which will have a negative impact on the diversified development of culture. In the contemporary Chinese literature works, it can be found that the cultural elements such as morality, etiquette, integrity, benevolence and filial piety have been seriously influenced by the British and American culture. Chinese contemporary literature works under this influence, more and more embodies the British and American culture, but the inheritance and development of Chinese traditional culture, leading to the inheritance of Chinese traditional culture, seriously affects the healthy development of Chinese traditional culture, and even such cultural fusion trend seriously restricts the country's cultural construction and the development of world cultural diversity. Substitution is the influence on Chinese literature is two aspects, among them, the beneficial side mainly manifested in English and American culture of advanced culture in Chinese literature, can make the content of Chinese literature more rich, but English and American culture as a foreign culture, there is also a certain part of decadent culture, if these decadent culture appears in Chinese literature, will certainly affect our cultural construction, is not conducive to the healthy development of Chinese culture, even foreign decadent culture has a negative impact on people's mental health.

# **3. Innovative Suggestions on Coping the Influence of British-American Culture on Contemporary Chinese Literature**

## **3.1 Improve the literary market mechanism**

In the process of the development of contemporary Chinese literature, a sound market mechanism can effectively ensure the healthy development of Chinese culture. In the new stage of development, China needs to establish and improve the market mechanism of cultural development, adjust and optimize the existing market system, provide a good service platform for literary creators and publishers, and scientifically distribute market resources according to the needs of all aspects, so as to promote the healthy development of the cultural market. From the trend of contemporary culture, the perfect market mechanism has many benefits to Chinese cultural construction, can not only protect the interests of publishers and creators, but also provide a fair competition environment for cultural development and enhance the vitality of traditional culture. Sound literary market mechanism requires the participation of literary creators, cultural construction department, market and supervision. In the aspect of the market access of literary works, we need to strictly check, resolutely resist the flow of unhealthy works into the market, and give the corresponding market competition space according to the quality of literary works. In terms of market competition for literary works, it is necessary to create a good market competition environment, so that literary works creators can participate in the competition in a fair and harmonious market environment.<sup>[2]</sup>

## **3.2 Enhance the exchange of cultural elements**

In the face of the British and American cultural elements of the positive and reverse influence, in the development of Chinese contemporary literature, in cultural exchanges at the same time, through also to actively guide the healthy development direction, and in-depth exchanges at the same time, also to consciously resist foreign decadent culture, to take its essence to its dross. In practice, the creators of Chinese literary works need to actively accept the essence of foreign culture and use the advanced side to develop the richness of Chinese literary works. At the same time, in practice, it is also necessary to identify whether culture is healthy and actively

influence the negative influence of low-fat decadent culture on the content of Chinese literary works. In the process of accelerating the exchange between Chinese culture and British and American cultural elements, the contemporary Chinese literature should draw nutrients from Chinese traditional literature from the traditional world literature theory. Standing from the global perspective, we need to give full play to the eclectic advantages of Chinese culture and make positive contributions to the development of world culture. This development idea and conforms to the general trend of the development of Chinese society can also show the unique creative style of Chinese literary works creators, which can enable readers to clearly discover that the literary elements are right and wrong, black and white, right and wrong, and then form positive cultural values. The exchange of cultural elements is the main link in promoting the development of cultural diversity, While enhancing the exchanges of cultural elements, We should also strengthen the supervision of cultural entry, Resolutely resist foreign bad culture appears in Chinese literary works, Especially in today, as the Internet gradually develops, People can understand foreign culture through the Internet, In particular, the content of British and American cultures, mainly video and TV works, is easy to appear in people's vision, Therefore, the Need for a reasonable screening of the foreign cultural content in the network environment, To avoid the decadent foreign culture in the exchange of cultural elements, Have a negative impact on China's cultural construction. Cultural elements of communication, in addition to the Internet and other convenient cultural communication, cultural communication ways also include: scholars visit, overseas tourism and foreign trade and other forms, cultural elements communication, need to understand the culture of the same time, actively absorb advanced American culture, and the healthy part of the Chinese literature, and enhance our cultural richness, promote the quality of Chinese literary works. In the process of cultural elements, it is also necessary to be vigilant against foreign culture, strengthen the screening of decadent culture, and avoid the negative influence of decadent foreign culture on China's cultural construction.

### **3.3 Highlight the characteristics of Chinese civilization**

In the process of Chinese literary works, should be mainly Chinese cultural content, China's cultural construction needs based on our traditional culture, when absorbing the advanced part of British and American foreign culture, need to highlight the basic connotation of Chinese culture, will always develop socialist culture with Chinese characteristics as the overall direction of cultural construction. In dealing with the substitution of British and American culture, must pay attention to the protection of our traditional culture, actively develop contemporary culture with Chinese characteristics, in literature, need to traditional civilization deep excavation, literature development, always need to adhere to the development of Chinese characteristics, let more and more readers can appreciate literature at the same time, perceive the unique charm of our traditional culture. In the literary creation, the creators can add the elements of the traditional culture to their works, so that the readers can feel the breath of the Chinese traditional culture, and show the unique charm of the Chinese culture through the content of the works, so that the readers can learn from the contemporary Chinese literature works Harvest a sense of identity with traditional culture. At the same time, the creators can deeply review the development process of traditional culture in China, analyze the development process and development direction of Chinese traditional culture from the perspective of cultural development with Chinese characteristics, and further carry forward the positive part of traditional culture. In addition, the creator can in the global environment, in the content of the integration of multicultural world, British and American culture, Chinese culture and more culture of the main characteristics and factors, give full play to the advantages of Chinese culture, also can find inclusive, open and inclusive Chinese characteristics, make Chinese contemporary literature, can reflect the diversity of world culture, but also can make open and inclusive positive values to inherit and develop. Literary works are an important media for the inheritance and development of Chinese traditional culture, in order to give full play to the important role in the inheritance and development of traditional culture, in the creation of literary works, should be given priority to with Chinese traditional culture, foreign health culture, pay attention to the cultural characteristics of our country, protect China's splendid traditional culture.<sup>[3]</sup>

### **3.4 Strengthen the supervision over the literary works**

In today's era, the creators of Chinese literary works are increasing, and people's material life is constantly rich. As an important media for people to meet their spiritual needs, literary work plays a negligible role in cultural construction, and more and more literary works appear in people's sight. In developed network technology today, the network as an important media for people to watch literature works, plays an important role of literature communication, network and physical paper books, newspapers, people get literature need shorter time, people can according to their preferences in the network search their favorite literature, to enrich people's spiritual life at the same time, the network also has certain disadvantages. For example, people can browse foreign websites through VPN and other technologies, see unhealthy foreign culture from foreign websites, and then add more foreign decadent culture to some literary works, leading to the adverse influence of people's spiritual world. The network has a convenient side such as fast information transmission and can span the limitations of time and space, but once people watch the decadent literature through the Internet, it will make people's spiritual world adversely affected. Therefore, in terms of the content supervision of literary works, it is necessary to strengthen the supervision of network communication, such as banning the websites that publish vulgar content works, and actively investigating the legal responsibility of unhealthy content publishers. As an important carrier of spreading and inheriting traditional culture, literary works need to meet the basic requirements of literary works ' publication in quality. The content of literary works should meet the basic requirements of positive content, and at the same time, Creators should pay attention to highlighting the essence of Chinese traditional culture in literary works, so that readers can have a sense of identity and pride in traditional culture. The creation of literary works cannot be separated from the absorption of foreign cultures, but when arranging the content, it needs to mainly take Chinese traditional culture, and supplement the essence of foreign cultures like Britain and America. Regulatory authorities should strengthen the supervision of literary works. For works to highlight British and American culture, they should take appropriate measures to restrict the publication and dissemination, and give certain punishment measures to the corresponding responsible persons if necessary. For excellent creators of literary works, they can be appropriately given economic rewards, and thus promote the formation of a good atmosphere of literary works creation. With a large audience of literary works, there are also different

ability of people from different social strata and ages to distinguish the content of literary works. Strengthening the supervision of the content of literary works is not only an important part of the construction of spiritual civilization in China, It is also an important measure to ensure people's mental health. Establishing and improving the quality supervision mechanism of literary works is a key measure to promote the healthy development of the literary works market, and can also ensure the quality of China's literature works, and then promote the healthy development of Chinese culture.

**Summary:** In the influence of the British and American culture on the contemporary Chinese literature, the consumer influence, the interactive influence and the alternative influence are the main influence methods of the British and American culture on the Chinese literary works. These influence on the development of Chinese contemporary literature is very prominent, is also a double-edged sword, therefore, in the development of contemporary Chinese literature, need to identify the advantages and disadvantages of cultural exchanges, to pay attention to our traditional cultural characteristics, while actively absorb advanced British and American culture, also need to let more literary readers feel the unique charm of Chinese characteristics of culture, make China's cultural development in a positive direction.

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