Interactive Narrative Strategies of Chinese American Literature in the Context of Big Data

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Abstract: The United States is a multi-ethnic immigrant country, and its culture presents a distinctive ethnic color. Among them, literature as an important part of the culture embodies strong ethnic characteristics in the recent but outstanding literature history of the United States, Chinese American literature occupies a special place. The purpose of this article is to study the interactive narrative strategies of Chinese American literary works in the context of big data. Through the comparative analysis of the target text and the source text, the reconstruction of the myth by the role name, residence, lifestyle, language and spiritual world time in the target article is studied. In the context of big data, this research mainly starts from the development and characteristics of interactive stories, and introduces the potential and needs of VR, interactive narration. In this article, we will search for the main research directions and content of VR short films that have won awards at international and cultural and art festivals in the past five years. From the interactive nature of the image presentation of VR virtual technology, it analyzes the problem of VR on Chinese American literary works and the interactive narrative strategy planning of Chinese American literary works under the background of big data. Through technology in the era of big data, the interactive narrative of Chinese American literature has increased by as much as 50%.

1. Introduction

1.1. Background and Significance

In the development process of more than 100 years, Chinese literature has been neglected and marginalized for most of the time, and its real origin is from the 1970s. With the emergence of a generation of writers such as Maxine Hong Kingston and Zhao Jianxiu, the status of Chinese

American literature has continued to improve and has become an important part of American literature. Some Chinese writers (such as Amy Bullet, who has joined the ranks of mainstream American writers) and their works have become classics of American literature [1-2]. In the past two years, in the context of big data, VR (virtual reality) has been a hot topic and attention of industry participants and fans. Among them, VIR has attracted great attention in cultural literature [3]. In the research of virtual reality and literary interaction, the operability of virtual reality technology is extremely powerful. It can reflect the direction of narrative development from immersive interaction, and provides a solid foundation for the interactive narrative of Chinese-American literature [4].

1.2. Related Work

Based on their own experience of well-known American Chinese American writers, they believe that the authors have provided detailed explanations of interactive narratives in terms of the basis of interactive narratives, accident patterns, evolution strategies, and inspections and viewpoints on composition techniques, as well as their current literature [5]. However, in fact, the interactive narrative concept defined by Hodhod R is limited to the interaction between people and the media through the interface. The documents he mentioned are not interactive, but are actually narrative comparisons that he thinks are inaccurate. Inferior, the feelings that the content of the book brings to people is extremely important, but the viewer cannot experience the content scene and the experience of a specific character when actually reading the book. This is also a failure for literary works [6-7]. Ozer EM believes that from the three aspects related to story ethics research, the lack of stability and credibility of story theme ethics depends on the author's values, mental state and information ability level. The narrative text is ethical and relevant in terms of space, the theme and the narrative theme are determined [8-9]. The reader's reading habits and understanding mechanism also inevitably affect the story expressed by the whole story behavior [10-11]. Regardless of whether the exact narrative behavior is image selection or a combination of simulated reality, it has specific subjective emotions and reflects the ethics of a specific story [12]. But in the context of big data, their research will be inaccurate and incomplete.

1.3. Main Content

The innovation of this article is that this article takes the lead in researching and summarizing the related content of interactive narrative and VR, and lists the research objects of this article, and highlights the multiple interactive features of interactive narrative in the process of comparing interactive narrative and traditional narrative. Then, based on the analysis of VR technology and characteristics, it combed the development of VR in the cultural field, and began to analyze and research the interactive narrative of VR.

2. Interactive Narrative Strategy of Chinese American Literary Works in the Context of Data

2.1. Multiple Narrative Research Methods

The unique writing technique of narration first appeared in the Middle Ages and was later called the story ring. Due to structural constraints, the story cycle cannot be reduced to the level of short stories, and the story novels are relatively loose. In fact, this theme has appeared in ancient Greece, but it is rarely used. Until the 20th century, many literary works used genres. Related works mainly

use a series of interrelated and independent stories. This genre seems easy, but it actually tests the level of a writer because he needs to balance the story with the work itself while considering the overall story. While pursuing the American dream, Chinese American writers write their own experiences in literary works. Whether their novels are about China or the United States, the essence of the novels reflects their personal life experience, emotional life and longing for the future. There are N narrative evaluation indicators, there are N water element evaluation indicators, with, denote the first factor, and denote the relative importance value of. And constitute the judgment matrix D.

$$D = \begin{bmatrix} a_{11} & ... & a_{1N} \\ ... & ... & ... \\ a_{N1} & ... & a_{NN} \end{bmatrix} \tag{1}$$

According to the judgment matrix, find the eigenvector K corresponding to the largest eigenvalue U, the formula is as follows.

$$K = (U \times V + 1)^{P1} \tag{2}$$

2.2. Expert Interview Method

According to the requirements of this topic, interview and interview relevant professionals via email or telephone. With the development of big data, listen to the opinions of experts on some of the issues and opinions discussed in this article. This article listens to the opinions of professionals and teachers, and provides a basis for summarizing the main issues of the interactive narrative of Chinese American literature in the context of big data. Understand Chinese American literary works and establish interactive narrative strategies for Chinese American literary works in the context of big data.

3. Interactive Experiment of Big Data in the Narrative of Chinese American Literary Works

3.1. VR Simulation

Due to the globalization trend in various fields such as economy and culture and the acceleration of international modernization, the international cultural ecology is undergoing major changes, culture and its living environment are facing challenges and inheritance crisis, and there is an urgent need to promote the literary culture of various countries. Nowadays, information multimedia technology has become one of the important means to protect literary culture. The use of VR virtual reality technology to realize digital literature can improve the preservation efficiency of literary works, the quality of publicity and reading, thereby promoting the dissemination of results and the dissemination of culture. Compared with traditional propaganda methods of literary works, the application of panoramic VR video technology truly gives readers an immersive environment and atmosphere for live playback, which is conducive to a full understanding of the content and meaning of Chinese American literary works. VR virtual reality technology can be used as an important means to promote and protect Chinese and American literary works. It can realize multi-dimensional recording and display of time and space through traditional photos, videos and editing methods, so as to achieve effects that cannot be achieved by traditional reading. The author uses VR virtual reality technology to promote the content of Chinese and American literary works,

which will help promote the results and cultural dissemination. According to the actual survey of 1000, the comparison of the publicity and interpretation of Chinese American literary works using VR technology as shown in Table 1:

Table 1. Comparison of publicity methods

	Number of viewers	Number of readers	Number of comments
VR propaganda	900	600	500
Traditional propaganda	800	400	200

From this data, it can be seen that the content promotion of Chinese American literary works realized by VR virtual reality technology is conducive to the promotion of results and cultural dissemination. In addition to digitizing Chinese American literary works by means of omni-directional dynamic visual media recording and interactive display, through VR virtual reality technology, it can also move towards a full-scale audio-visual multimedia interactive display mode, which will bring audiences a more attractive and immersive user experience.

3.2. Multicultural Care

Through the study of the famous work "Typical American" by Chinese American writer Ren Bilian, it shows the interactive narrative changes in the era of big data. The work described the experience of a new generation of Chinese immigrant family Zhang family after immigrating to the United States with New York in the 1950s as a background, paying particular attention to the changes in their lifestyles, ways of thinking, and values, and the consequences. The many differences are transformed into simple philosophical grasps, and finally transformed into high-level literary expressions. The attention and thinking of culture in his works show a strong cultural consciousness. Ren Bilian extended cultural issues to the overall American background, looked at ethnic issues from a global perspective, and constructed a special perception of multiculturalism. Exploring their cultural values and cultural adaptation strategies from the identity of Chinese American writers, and further explore the interactive narrative strategies of the works of Chinese American writers. Through the analysis of Chinese American literary writers and works, the development of diversified literature under the background of big data is shown in Figure 1:
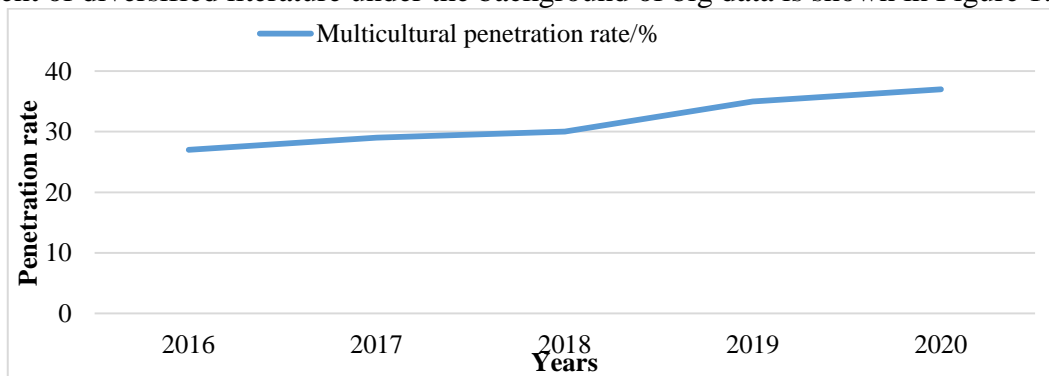
Figure 1. Multicultural comparison chart

As can be seen from the data in the above figure, multiculturalism in the context of big data is being integrated and popularized in our daily lives. Ren Bilian's mixed identity prompted her to form a strong cultural awareness, and her strong cultural awareness gave her a sensitive cultural sense and unique perspective of observation, which helped her finally build a special feeling for

multiculturalism. The same is true of Chinese American literature. Interactive narration is of great help.

4. Interactive Strategy of Chinese American Literary Works

At present, Chinese American literature is in a climax period of development. The early writers are still creating, while the new generation of writers has appeared in batches. Therefore, this article only selects representative writers as examples to carry out its narrative strategy. Analysis Although their narrative strategies are slightly different, they are basically based on Chinese culture and Chinese family life, either discussing the historical status and national attributes of Chinese Americans or the collision and integration of Chinese and Western cultures. The data is shown in Table 2:

Table 2. 2017-2020 blending data

	2017	2018	2019	2020
Collision	17%	19%	23%	27%
Mutual fusion rate	33%	37%	39%	41%

Since the rapid development of American literature in the 1970s, many talented Chinese American writers have emerged. Their works tell the story of the struggle of generations of Americans in the United States. The story is not only bitter, blood and tears, but also excellent in all aspects of the story. However, life experiences such as shared social and cultural backgrounds, and their narrative strategies show some common ground. Chinese American literature not only involves the conflict and integration of two cultures, but Chinese American writers often have dual cultural identities and visions, and have strong cultural sensitivity to other countries. Exploring their cultural values and cultural adaptation strategies from the identity of Chinese American writers, and further explore the interactive narrative strategies of the works of Chinese American writers. In the United States, due to the marginalization of the minority population, they not only study American culture from the perspective of China, but also study Chinese culture from the perspective of the United States. Through a strong sense of belonging, responsibility and dual identity, the authors are committed to cultural integration. The culture of their works in a way allows the American people to have a certain understanding of the culture of the two countries. Their literary works reflect the inevitable conflicts between multiple cultures, and seek specific methods and content to achieve integration with other cultures. The interactive data of mutual exchange is shown in Figure 2:
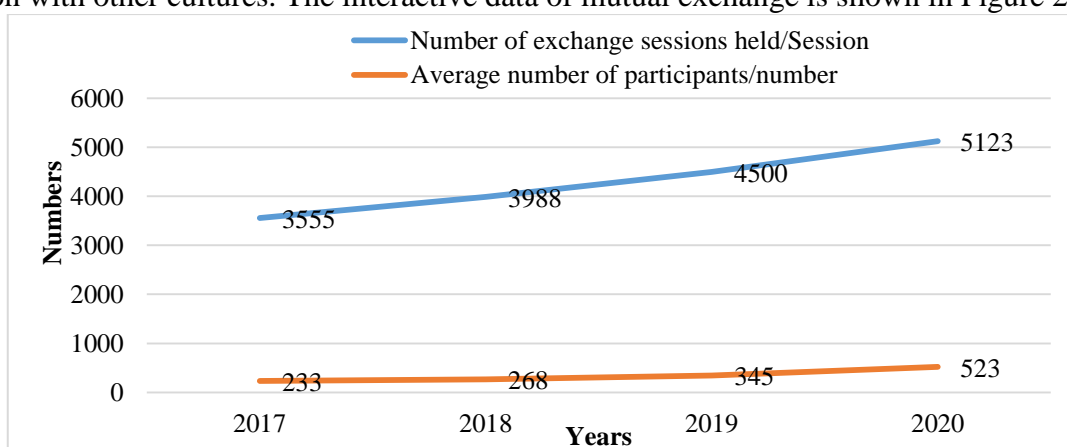

Figure 2. 2017-2020 cultural integration conference

From the data point of view, the rapid development of big data promotes the development of literature, and the development of literature is making major and profound changes in society. The country should support Chinese American literary works so that cultural works can better serve the society and play an important role in promoting social development.

5. Conclusion

At present, Chinese American literature is in a climax period of development. Early writers are still creating, while writers of the new generation have appeared in batches. The rapid development of big data has brought about the interactive narrative of Chinese American literature. The operating space, through cultural fusion and modern VR technology, can provide a driving force for the progress of Chinese American literature, and bring great help and certain direction guidance to the development of Chinese American literature.

Funding

Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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