Path and Value of Literature Communication in the New Media Era Based on Education Cloud Platform

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Abstract: Due to the rapid development of social economy and technology, computers have been popularized in various fields, offering a good opportunity for the development of scientific programming, and also laying the foundation for the emergence of cloud platforms based on scientific programming. Today, because of the low cost and high efficiency of cloud services, new ideas, new methods and new applications are also emerging. At the same time, with the development of science and technology, computers and smart phones have been widely used in human daily life, and have entered the era of new media. In general, literary works based on the new media era are mainly aimed at improving the quality of literary communication, changing the way of literary communication, and effectively promoting the promotion of literature. The emergence of education cloud platform provides a new way to promote literature communication. However, because the current education cloud platform is in the trial operation stage, there are still many uncertainties. This paper conducted in-depth research on the specific communication path of literature in the new media era of the education cloud platform, and found that this platform is more suitable for the current social needs. Compared with the traditional platform, the satisfaction of the quality of four-star and five-star works has increased by 15.66% and 9.7% respectively. This showed that the research platform of this paper is of great significance for improving the communication quality of literary works, expanding its communication field and promoting its further dissemination. Meanwhile, the application of education cloud platform can also enrich the application fields of scientific programming, improve its shortcomings and promote its development.

1. Introduction

With the gradual maturity of scientific programming theory, scientific programming has been applied in more fields and has brought different impacts on life. At the same time, because the

current world is an era of rapid development of information, the development of technology promotes the arrival of the cloud era and the development of cloud computing. In the information industry, cloud computing has brought a new change in technology, and also brought a lot of convenience and benefits. With the rapid development of modern information technology, the ways of literary communication have become increasingly diversified, and the traditional paper media has not become the mainstream way of literary communication. Influenced by science and technology, the path of literary communication changes as technology evolves, promoting the continuous expansion of communication paths. However, expanding the channels of literary transmission also brings some problems to literature. As a new communication technology compared with traditional media, new media is an innovation in the field of communication. However, the application of new media technology in literature is still in its infancy, with many defects. With the popularization and application of cloud platform, the literary field has gradually begun to apply education cloud to literary communication. The main purpose of this paper is to make a comparative analysis of the literature communication path and value discussion in the new media era on the basis of the education cloud platform, hoping that the education cloud platform can improve the quality of the Chinese language communication on the previous platform, improve the communication efficiency and value, and enhance people's aesthetic awareness. Meanwhile, the study of the optimization of educational cloud platform can also provide more theoretical basis for the optimization and implementation of scientific programming.

Many scholars have discussed and put forward different views on literary communication and literary value from different perspectives. Young Mallory's research was to rethink the criteria of literary value. He proposed that the key points of evaluating literary value are absorption, relevance, discussibility and information, and said that the criteria of value are also applicable to literary criticism itself [1]. Djavari Mohammad Hossein studied the value of comparative literature. He pointed out that ecological criticism is one of the new methods in the field of literary value and literary criticism. Ecological criticism is the expression of nature in literary works, reflecting the relationship between man and nature, and said that this method is the standard to measure literary value and criticism [2]. Hicks Kathleen studied how literary value and literary criticism promote the spread of social justice in the United States. He said that literary value and criticism and other popular group reading activities cannot go beyond personal aesthetic experience and enter the community construction necessary for public participation and real dissemination of social justice [3]. Mohammad Nezhad Ali Zamini Yousef studied the nonverbal transmission of poetry. He used the descriptive analysis method to explain the nonverbal communication behavior in classical Persian and Arabic poetry, and said that nonverbal communication is more efficient than verbal communication, and is more conducive to literary communication [4]. These scholars' research on literary communication and literary value can enrich their theoretical content, but there are also certain deficiencies.

However, some scholars said that the platform could improve the communication efficiency and discussed it. Flew Terry studied the digital communication platform. He said that the digital and social media communication platform provided the background for the communication of media companies (publishers and broadcasters). It can promote the communication of media content and improve the communication efficiency [5]. Wallace Julian studied the rise of the digital news communication platform. He has built a new model by combining the previous theories with the contemporary methods. This model can promote the effective dissemination and control of news information, improve the communication efficiency, and provide a framework for communication research in other fields [6]. These scholars' research on the efficiency of platform communication can provide some theoretical support for the literary communication of this paper, but they have not put forward good methods for the innovation of platform communication channels, which makes

their research of little use value. It can be seen that the application of education cloud platform in literary communication and value in the new media era is a very novel field, and more research is needed.

Based on previous scholars' research, this paper put forward the idea of combining the educational cloud platform with the path and value of literary communication in the new media era. Through research, it was found that the education cloud platform is feasible to be used in literary communication in the new media era. It can improve the quality of literary communication, innovate and enrich the ways of literary communication, and improve the efficiency of literary communication. It can also enable more people to attach importance to the value of literary communication, and ultimately promote the dissemination and development of culture, which has certain practical value and practical significance.

2. Theoretical Evaluation on Literature Communication Path in the New Media Era

2.1. Overview of Literature Communication Path in the New Media Era

2.1.1. New Media Concept

New media refers to a new media form formed after the transformation of digital network, such as network media, film and television, radio, mobile media and publishing houses. The so-called new media is its newness. Among them, the most important feature of the new is its openness and sharing, which are mostly displayed on online social platforms, and the new is consistent with many features of contemporary society.

There are two broad categories of new media: the first is digital interactive media based on the development of science and technology, such as interactive television, mobile phone terminals, etc; the second is the traditional information dissemination media, such as car TV, outdoor advertising, etc., which have been widely used. In a narrow sense, new media refers to a new type of digital interactive media based on technology. It pays more attention to the interaction between technology digitization and communication. It can be said to be a more accurate definition of the current category of new media. The most basic characteristics of new media are digitalization and interaction. Some scholars believe that the emergence of new media is both an opportunity and a challenge [7]. They studied the use of media by teenagers and discussed its impact on teenagers [8].

2.1.2. Literature Communication and Communication Path

Literary communication can be divided into three levels. In a narrow sense, it means the transmission of literary information from the communicator to the reader. In a broad sense, it means the process of production, transmission, acceptance and feedback of literary works. It is also said that literary communication refers to the process of communication and feedback. The difference of the three levels is mainly reflected in whether literary creation and feedback fall into the category of literary communication. Before the network era, literary creation was the primary link of literary communication. In the context of new media, literary creation and literary feedback are both a link in the circular umbrella-shaped communication chain. They promote each other. The feedback of readers would have a direct impact on literary creation, and may even directly participate in the environment of literary creation, which means that the research of literary communication cannot ignore the feedback process. The specific process of literary works dissemination is shown in Figure 1:
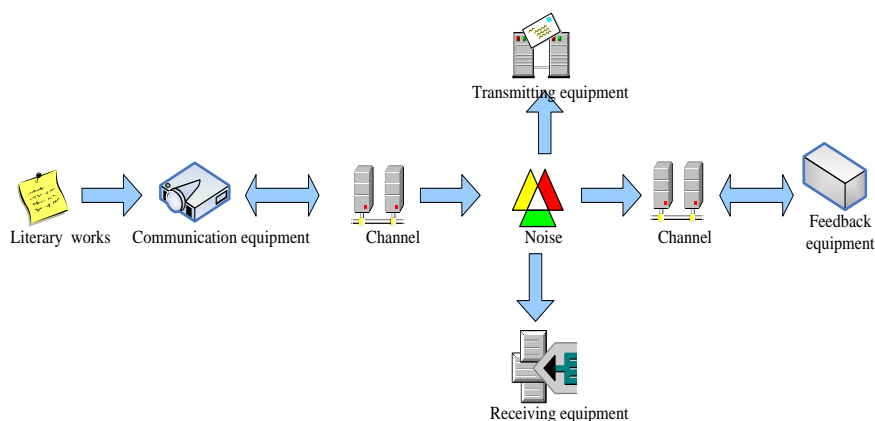
Figure 1. Communication process of literary works

Propagation path is a space concept, and space is a space composed of the form and size of matter. Network and we-media are only points in cyberspace. According to the differences in business fields, symbol forms, and operation rules, the relationship between writers and readers in new media can be sorted and summarized. In addition, the path of communication is also a concept of time, which is diachronic and highlights the history of literature.

Different from the way of literary communication, the form of existence and the written symbols, the path of literary communication refers to the process and path of literary works from creators and disseminators to receivers, and then the receivers provide information to creators and disseminators, and then feed back these information to creators and disseminators, as well as the communication nodes (individuals or organizations) that play an important role in this process.

The traditional ways of literary transmission mainly include newspapers, paper books, television, radio, etc. The traditional way of transmission has great limitations in time and space. For example, newspapers are mainly aimed at the elderly and government agencies. The number of readers on the newspaper is limited, and once people miss the newspaper, people cannot get more literary information. Paper books can protect and disseminate documents well. However, due to the existence of paper books, it is difficult for people to store a large number of books. They can only be stored selectively and cannot meet the huge demand of readers for information resources. At the same time, when people want to query specific information, the paper book cannot seek the goal in a short time. Although television, radio and other communication fields are more extensive, they also have certain limitations. The main transmission channels of traditional literature are shown in Figure 2:
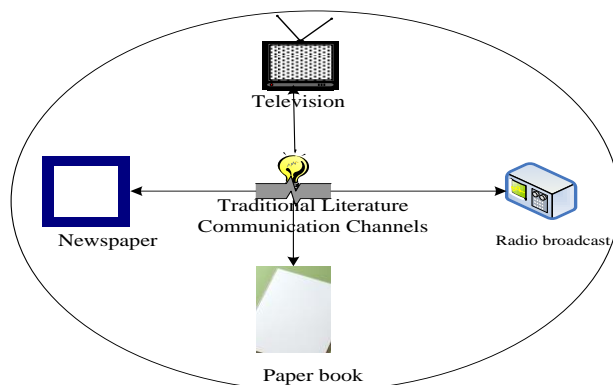

Figure 2. Main transmission channels of traditional literature

2.1.3. Evaluation of Literature Communication Path in the New Media Era

In the era of new media, the ways of literary transmission are more abundant. First, people can use a variety of digital platforms for promotion. With the progress of science and technology and the arrival of the digital era, the information resources that people obtain in the Internet era also show a trend of diversification, which makes the filtering of media information also become an important content of the digital resource platform [9]. The digital resource platform of media information is a resource platform established in the form of database, which includes all kinds of reference books, text resources, periodicals and magazines, etc., with rich resource reserves and comprehensive content. This is a new literary form, which provides more creative inspiration for literary writers.

Secondly, literature can be spread through software. The cost of obtaining information has become cheaper, while the diversity of resources and information has also been further developed, and the regulatory role of the media has become more and more significant [10]. With the popularity of the Internet, smart phones have become an important device for people to obtain information and entertainment. On smart phones, users can query information through various practical software, learn the latest news information, and communicate and solve problems in work and life. Due to the small size, portability and strong mobile office capability of mobile phones, people often choose to use mobile phones to search literary works through various practical software on mobile phones in real life.

Then, it can rely on real-time website information for dissemination. Website information is an effective way of cultural transmission. The pace of modern people's life is getting faster and faster, and more and more people need to obtain information more efficiently, quickly and accurately. The website information is displayed and pushed according to the readers' needs for literature by collecting all kinds of news information from all over the world. Through the dissemination of website information, more professional and detailed information can be transmitted to the public, which makes literary creation and dissemination very dependent on information, but also promotes the popularity of contemporary literary works. The development of information function not only enriches the way of literature transmission, but also is the basis of literary creation. With the advent of the Internet information era, more and more excellent literary works have been widely disseminated. Writers have made more comprehensive and efficient plans for their writing goals and directions.

Finally, the dissemination of literature can be realized through rich multimedia service channels. Under the influence of multimedia, the transmission of literature can not only achieve rapid transmission, but also improve the service mode through new information technology. In order to enhance the whole quality of literary communication and facilitate the social value of literary communication, it must be realized through multimedia means. While building the information service mode, the traditional cultural needs are combined with the advantages of the modern service mode, so that it can effectively carry out auxiliary services and provide readers with richer reading resources.

2.2. Literary Communication Value

2.2.1. Overview of Literature Communication Value

Value is the relationship between the object of expression and the object of acceptance. It is a very outstanding thing in the works of things, literature and art or something worth special attention and consideration. It is the embodiment of the availability of the object to the subject. The connotation of value is twofold, that is, subjectivity and objectivity coexist, so value is usually

divided into value and value concept.

Because the motivation of literary creation is not the same as that of reading, the value of its dissemination and acceptance is also different. The spread of literature refers to the use of specific words and styles to record writers' thoughts. It spans time, space and media, and is transferred from one individual to another. Therefore, literary communication implies the transmission of the writer's thoughts and opinions, which is to carry the word with words. For those who accept literature, they are not to accept the teachings of the Tao, but to seek aesthetic pleasure and relaxation.

Literary value includes aesthetic value, cognitive value, interpretive value and communicative value [11]. Aesthetic value is the most fundamental feature of literature. Literary acceptance is a kind of cognition of society and life, as well as an exploration of human common characteristics.

There is an internal relationship between the spread of literature and the value of literature. There is an inevitable connection between the change of the process of literary dissemination and the evolution of the value of acceptance, and there is rationality and necessity between the two. The mass media provides the second value for the dissemination and creation of literature, while the readers create the literary value three times.

## 2.2.2. Evaluation of the Value of Literary Communication in the New Media Era

The value of literary communication in the new media era has two aspects. First, it can promote the formation of new aesthetic consciousness [12]. The construction of aesthetic awareness can not only enhance the people's literary literacy, but also promote social stability and improve the human environment. In the era of new media, with the increasingly rich and diverse ways of literary transmission and the advancement of the process of literary industrialization, the aesthetic awareness has been greatly enhanced, thus promoting the development of media in the era of new media. At the same time, with the development of new media technology, great changes have taken place in the way of reading literature, especially the emergence of smart phones, which has greatly affected people's reading habits and reading methods. It has rapidly changed the mainstream spirit and cultural needs of the society, leading to great changes in the production mechanism of many popular spiritual products. With the increasing enrichment such as online magazines, people's aesthetic concepts have also changed from simple paper media to electronic media, which has caused a certain impact on traditional literary creation. However, with the development of science and technology, and the integration and utilization of various resources, the aesthetic concept of the public has also been further improved, so that the readers of some literary works have formed a more scientific aesthetic consciousness under the influence of the way of artistic communication.

Secondly, it has promoted the development of literature. Driven by economic interests and regulated by market economy, writers with professional qualities would strive to improve their creative quality and efficiency. At the same time, the technological innovation brought by new media has not only been applied in literary communication, but also had a certain impact on the evaluation of literature. The impact of the dissemination of literary works is not only its own, but also can generate new value in a broader range with the help of the powerful communication power of the Internet. In the era of new media, the diversified development of literary and artistic communication channels has created favorable conditions for the vigorous development of literature. In addition, the broadening of literature communication channels also provides a platform for excellent writers to learn and communicate with each other.

2.3. New Media Literature Communication under the Education Cloud Platform

2.3.1. Overview of Education Cloud Platform

With the rapid development of Internet and cloud computing technology, a new software transmission mode has emerged, which includes different modes such as infrastructure as a service, platform as a service, and software as a service. Cloud application service is a software-as-a-service based on cloud computing [13]. Software as a service is a way of software deployment, operation and use. Storing software as a service on the cloud platform is a typical way of software delivery. Cloud application service is a unique active service, which includes application service users, service providers and service managers [14]. The service users refer to the renters of enterprises, institutions and individuals. Service providers refer to manufacturers and developers providing cloud application services. Service managers cover the providers of infrastructure as well as application consultants. In certain cases, service management also plays the role of service providers. Cloud application service refers to the business software deployed on the cloud computing platform. The business center is responsible for the unified management and release, and users can configure the business process, and realize the resource sharing of cloud application service through the unified authentication platform. The basic mode of cloud application service is shown in Figure 3:
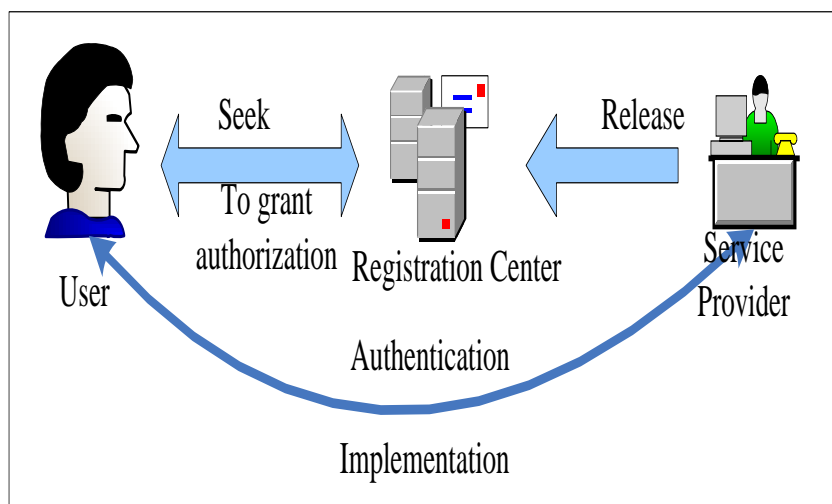
Figure 3. Basic model of cloud application service

The education cloud platform refers to the education application resources running on the cloud computing platform. Its purpose is to reduce the cost of education resources, improve the resource sharing rate, and solve the problem of unbalanced resource allocation [15]. Education cloud platform is a service application based on software as a service. Its architecture is based on software as a service. Application service is a unique case of active service. Its architecture model also maintains the characteristics of active service. The main architecture of education cloud platform application services is shown in Figure 4:
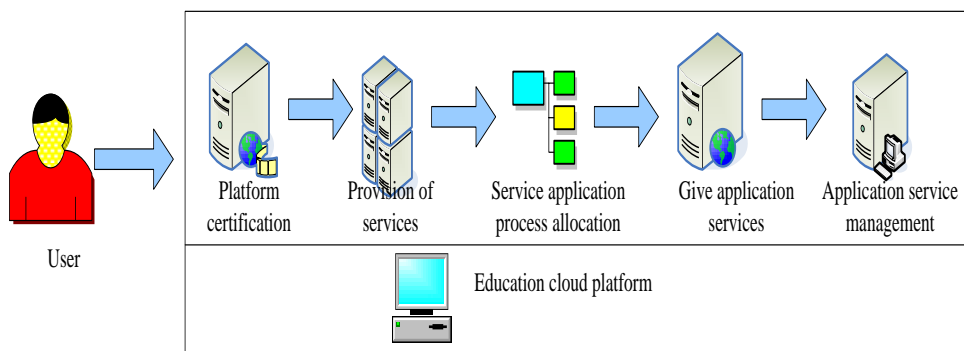
Figure 4. Main architecture of education cloud platform application services

2.3.2. Literature Communication Path Optimization Based on Education Cloud Platform

After analyzing the education cloud platform, it is found that the corresponding application service process can be adjusted according to the personalized requirements of different users to satisfy the dynamic requirements of users. Therefore, this article proposes to apply the education cloud platform to the optimization of literature communication path to improve the quality of literature communication and meet the personalized needs of different readers.

New media literary communication that is based on the educational cloud platform can introduce semantic similarity language model into the joint media related model, estimate the distribution probability of a class of labeled words that are most closely related to literature through the semantic similarity language model, and label literature through the conditional probability of the labeled words in the joint media related model.

For a given literary work M to be tested, there are:

$$M = \{a_1 \cdots a_n; v_1 \cdots v_i\} \tag{1}$$

Among them: $a_1 \cdots a_n$ represents the visual collection corresponding to each region in the literary works;

$v_1 \cdots v_i$ indicates the marking words in literary works.

The joint media model can select the word with the maximum fixed length of the probability value as the final label of the measured work M by comparing the joint probability between each word a and the literary work v. The joint probability solution process is as follows:

$$q(v, M) = q(v, a_1, \cdots, a_n) = \sum_{T \in R} q(T) q(v, a_1, a_2, \cdots, a_n | T) \tag{2}$$

$$q(v, a_1, a_2 \cdots, a_n) = \sum_{T \in R} q(T) q(v | T) \prod_{j-1}^{n} q(a_j | T) \tag{3}$$

$q(T)$ is the probability of randomly selecting training works M.

The labeling of most literary works is based on the probability model. Therefore, the search for labeling phrases and labeling methods are based on the probability model, and its purpose is to search for labeling phrase B:

$$B = \arg \max_B q(B/M) \tag{4}$$

To maximize the conditional probability $q(B/M)$, it can be rewritten as:

$$q(B/M) = \frac{q(B,M)}{q(M)} \tag{5}$$

Because the prior probability is generally regarded as obeying the average distribution, rather than directly estimating the conditional probability $q(B/M)$, some literary works use the joint

probability $q(B, M)$ to seek the tagging phrase B:

$$B = \arg \max_B q(B, M) \tag{6}$$

However, the previous research methods only emphasize the correlation between literary works and tagged words, ignoring the correlation between tagged words. Since different tagged phrases between works also have certain correlation, the correlation between tagged words must be fully considered in order to better label literary works accurately. This paper introduces a semantically similar language model, which describes each annotation by semantic vector, and makes full use of the correlation information between these features to predict the annotation. The formula is:

$$q(B/M) = \frac{q(B,M)}{q(M)} = \frac{q(M/B)q(B)}{q(M)} \tag{7}$$

$q(B, M) = q(M/B)q(B)$ is substituted, and the result is as follows:

$$B = \arg \max_B q(M/B)q(B) \tag{8}$$

Different weights are used to express the final marking effect:

$$B = \arg \max_B q(M/B)^{\gamma_1} q(B)^{\gamma_2} \tag{9}$$

The new media literature communication path based on the education cloud platform uses the joint media related model to reduce the impact of high-frequency candidate labeling on the probability statistics model. A semantic similarity-based language pattern is proposed to address the probability issue, and the association relationship among different annotated words is fully considered to improve the annotation effect of literary works, enhance the quality of literary works dissemination and enrich the communication channels of literary works.

3. Empirical Evaluation of Literature Communication Path and Value in the New Media Era

After studying the education cloud platform, this article proposed the idea of combining it with the path and value of literary communication, and in order to verify the feasibility of this idea, this paper made an empirical analysis.

3.1. Evaluation Methods of Literature Communication Path and Value in the New Media Era

In order to better explore the path and value of literary communication in the new media era, this paper selected six different literary works in the new media era, and compared the scope, efficiency and value of these works on the traditional platform and the platform of this paper respectively, so as to draw relevant conclusions.

### 3.2. Evaluation of the Results of Literature Communication Path and Value in the New Media Era

3.2.1. Evaluation of Propagation Range Results

The scope of communication is an important factor to measure the path of literary communication, and the number of clicks and comments is the most intuitive manifestation of whether the scope of communication is broad. This paper compared the number of clicks and comments of the two platforms through online survey. Table 1 shows the basic information about the age group of readers in the online survey of the platform:

Table 1. Basic information of the age group of readers surveyed online by the two platforms

Serial No	Age group	Traditional platform	This article platform
1	Under 15	19.5%	24.2%
2	15-25 years old	28.5%	32.3%
3	25-35 years old	21.6%	20.1%
4	35-45 years old	15.4%	16.7%
5	45-55 years old	9.7%	4.1%
6	Over 55	5.3%	2.6%

The results of the survey on the number of hits and comments of six works on the two platforms are shown in Figure 5:
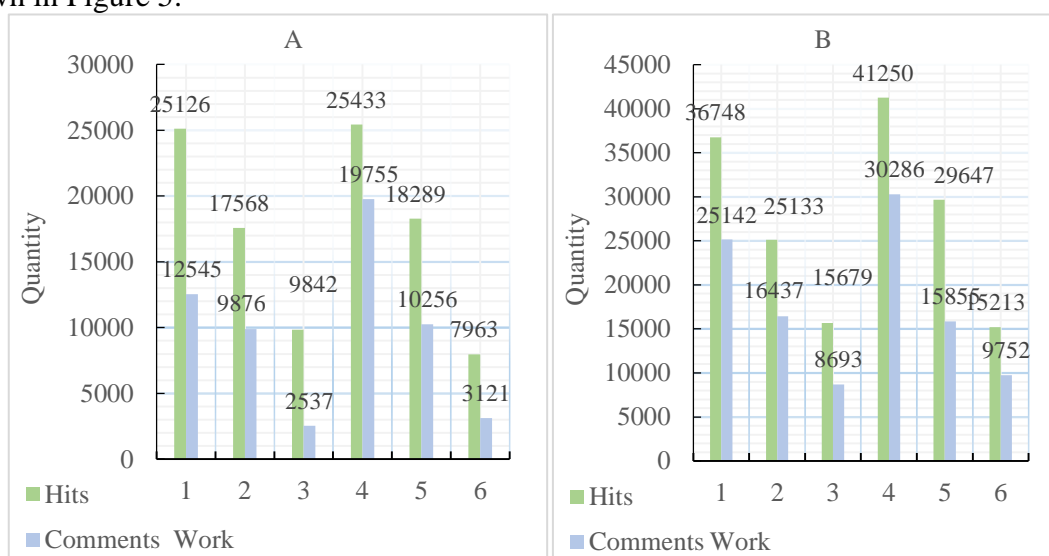
(A). The number of hits and comments of works on traditional platforms

(B). The number of hits and comments of works on this platform

Figure 5. Comparison of the survey results of click-through and comment volume of six works on the two platforms

It can be seen from Figure 5 (A) and Figure 5 (B) that in the traditional platform, the highest number of hits and comments was Work 4, with 25433 hits and 19755 comments, respectively. In this platform, the number of hits and comments of Work 4 was 41250 and 30286, respectively. Compared with the traditional platform, the number of hits and comments of Work 4 on this platform was 15817 and 10531 more. In addition, the number of clicks and comments of the six works on the traditional platform is lower than that on this platform. This showed that this platform can enrich the path of literary communication, broaden the scope of literary communication, improve the attention of users to literary works, and ultimately promote the spread of literature.

3.2.2. Evaluation of Transmission Efficiency Results

After investigating the scope of communication, this paper also studied the communication efficiency of literary works. Communication efficiency mainly refers to the query accuracy when users use the platform for services. The specific accuracy results of the two platforms for six works are shown in Figure 6:
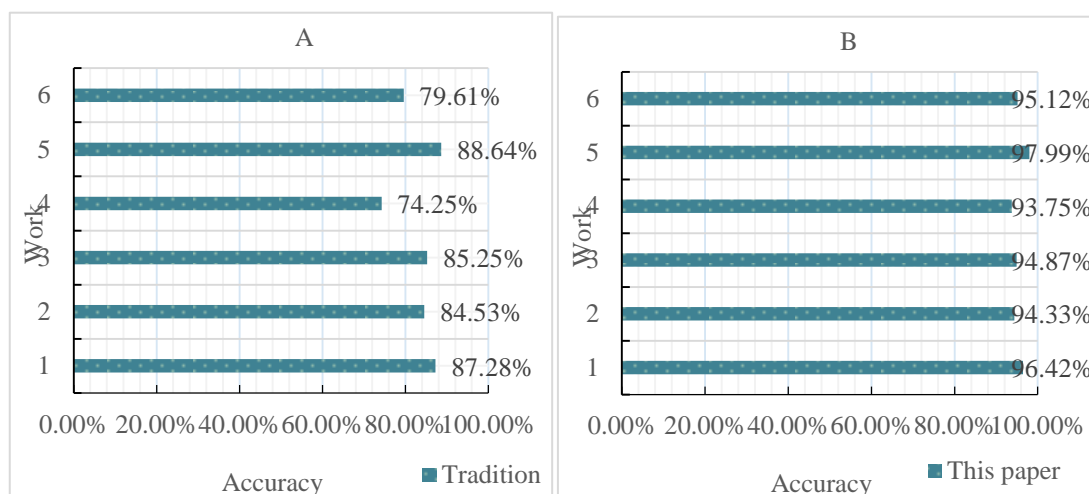
(A). Accuracy of traditional platform query

(B). Accuracy of query on this platform

Figure 6. Comparison of the accuracy results of the two platforms when querying six works

It can be seen from Figure 6 (A) and Figure 6 (B) that the query accuracy of the six works on the traditional platform was 87.28%, 84.53%, 85.25%, 74.25%, 88.64% and 79.61% respectively. The query accuracy of the six works on this platform was 96.42%, 94.33%, 94.87%, 93.75%, 97.99% and 95.12% respectively. Compared with the traditional platform, the query accuracy of the six works on this platform has improved by 9.14%, 9.8%, 9.62%, 19.5%, 9.35% and 15.51% respectively. It can be seen that the query accuracy of literary works on this platform has been better optimized. This means that the application service of this platform is better.

3.2.3. Dissemination Value Result Evaluation

In addition to the research on the scope and efficiency of communication mentioned above, this paper finally discussed the communication value of literary works on two platforms. Its communication value mainly includes creative quality and creative efficiency. The specific survey results on the quality and creative efficiency of the two platforms are shown in Figure 7.

It can be seen from Figure 7 (A) that the satisfaction of traditional platforms was not high, and the four-star satisfaction rate was 22.79%. The five-star satisfaction rate was 21.54%, while the four-star satisfaction rate of this platform was 38.45%. The proportion of five-star satisfaction was 31.24%, which was 15.66% and 9.7% higher than that of traditional four-star and five-star satisfaction respectively. This showed that the user satisfaction of this platform was higher than that of the traditional platform, and the quality of literary works in the platform was better. The value it conveys was more conducive to the improvement of users' aesthetic awareness. As can be seen from Figure 7 (B), the update frequency of traditional platforms was mostly concentrated in one day, two days and three days, and the update frequency was not very fast. However, this platform had two shifts a day, one shift a day and one shift a day. Relatively speaking, the update frequency of this platform was higher than that of the traditional platform, which indicated that this platform was more conducive to creativity and its creative efficiency was higher.

(A). Comparison of satisfaction with the quality of works of the two platforms

(B). Comparison of the update frequency of the creation efficiency of the two platforms

Figure 7. Comparison of the survey results of the quality and creative efficiency of the two platforms

To sum up, through discussing the path and value of literature communication in the new media era based on the education cloud platform, people find that the platform is more suitable for the current social needs. Compared with the traditional platform, this platform has 15817 more clicks and 10531 more comments on Work 4, which has a wider spread. At the same time, compared with the traditional platform, the satisfaction of four-star and five-star works quality is 15.66% and 9.7% higher respectively. This shows that this platform is feasible. It can better meet the actual needs of users for literary works, and increase the scope of communication. At the same time, the improvement of its communication efficiency enables more users to understand literary works, so that literary works can play its practical value, and promote the prosperity and development of literary creation.

4. Conclusion

Scientific programming has also attracted more and more attention. This paper mainly studied the path and value of literary communication in the new media era under the education cloud platform of scientific programming. First of all, it briefly introduced the research background of the article, discussed the advantages and disadvantages of previous scholars in this research, then carried out a theoretical analysis based on the research of scholars, and proposed to use the education cloud platform in the path and value of literary communication in the new media era. In order to verify the feasibility of this idea, this paper has carried out empirical analysis and found that this idea is feasible to a certain extent. Compared with traditional platforms, it can better promote the scope of literary dissemination, improve the efficiency of literary dissemination, and ultimately enhance the value of literary dissemination, so that the commercial value of literary works can be improved.

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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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