

網絡文學的跨媒介書寫（2000-2017）

Cross-media Adaptation of Electronic Literature (2000-2017)

by

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UNIVERSIDADE DE MACAU

UNIVERSITY OF MACAU

哲學博士（文學-中文）

Doctor of Philosophy in Literary Studies (Chinese)

2017

人文學院

Faculty of Arts and Humanities

澳門大學

University of Macau

澳門大學圖書館
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摘要

自電影、電視劇這兩種藝術樣式誕生以來，文學很快被其納入消費視野，成為其劇本生產的重要上游資源。近年來，隨著網絡文學的蓬勃發展，網絡小說以其豐富的題材、新穎的視角、幽默的語言，並自帶超高人氣流量，也越來越多地吸引著影視製作人與受眾的注意，刺激衍生新的“眼球經濟”，網絡劇也由此應運而生。由於這場跨媒介聯姻時日尚短，對這兩種文本互動轉化進行的研究剛剛起步，近年來雖然湧現了許多以此為研究主題的文章，但對改編進行全面、系統論述的博士論文與專著尚且沒有出現。本文就網絡文學與影視改編過程中的相關問題展開論述，歷數這一跨媒體書寫的生態背景，從文化、經濟、政治等多元維度建構改編的發生動因，從自身的藝術屬性探討此種聯姻所遭遇的典型問題與突破之路，論述過程中，細緻分析其中具有代表性意義的影視作品個案，並對熱點背後的提問進行分析回答，通過分析討論網絡文學影視改編中遇到的阻礙與突破、跨媒介聯姻的理論解讀、改編成功的經驗所在，研究網絡文學的跨媒介書寫，並對其良性發展轉換作出展望與風險評估。

關鍵詞：網絡文學、影像改編、跨媒介

Abstract

After the appearance of the film and TV drama, the electronic literature was soon consumed as the important upstream resource for the scripts. In the recent years, web fiction, with rich subjects, novel insights and humorous expressions, has been attracting more and more film makers and audiences; its high reading population has derived the eyeball economy, and then web dramas emerged. However, this cross-media cohesion, namely the transformation of the two texts – film & television and online literature, has just started. Though a lot of research papers on this topic has continued to spring up, there is no PHD thesis with a comprehensive and systematic exposition. This paper focuses on expounding the adaptation from digital literature to film and TV drama, and enumerates the ecological background – from cultural, economic and political dimensions, to discuss the typical problems and breakthrough from the artistry of – the cross-media writing. Those very representative film and television works will be detailed here, and in regard to the questions behind them, this paper will analyze the difficulties and breakthrough in the adaption from online literature, interpret the ideology of cross-media bonding, and discuss the successful adapting experience, so as to predict and evaluate the risk from benign transition.

Key words: electronic / digital literature, film and TV adaptation, theoretical value,
Research prospects and breakthrough

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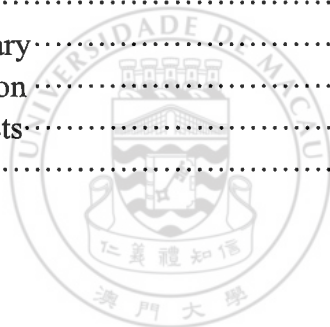
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