The Logic of "Enchantment-Infused" Communication in the Internet Era—— A Review of Wu Changqing's *Inheritance Path and Literary Evolution: A Preliminary Discussion on the Creation and Criticism of Chinese Internet Genre Literature in the 21st Century*

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Abstract: In his book "Inheritance Path and Literary Evolution: A Preliminary Discussion on the Creation and Criticism of Chinese Internet Genre Literature in the 21st Century", Wu Changqing focuses on the "enchantment-infused" characteristics of online literature in the context of the Internet, analyzing its causes, impacts, and coping paths. The author points out that the development of network technology and fragmented reading habits have jointly spawned a new logic of "enchantment-infused" communication, posing challenges to traditional literary production and dissemination models. This trend dominates various aspects of online literature creation, such as subject matter, plot, and character shaping. It has also subverted the classic literary evaluation criteria, triggering extensive reflections in the literary community. In response to this phenomenon, the author proposes transcending simple binary oppositions and treating the "enchantment-infusion" with caution. He advocates respecting the laws of online communication while upholding the bottom line of literary expression, exploring innovative paths that reconcile the "enchantment-infusion" with literariness. This book offers a broad research perspective and in-depth discourse, providing important insights for understanding new trends in the development of online literature and constructing new paradigms of literary communication in the Internet era.

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题目：网络时代的赋魅传播逻辑——评吴长青《传承路径与文学流变：21 世纪中国网络类型文学创作与批评刍论》

摘 要：吴长青所著《传承路径与文学流变：21 世纪中国网络类型文学创作与批评刍论》一书聚焦互联网语境下网络文学的"赋魅化"特征，剖析其成因、影响及应对路径。作者指出，网络技术发展、碎片化阅读习惯等因素共同催生了"赋魅"传播新逻辑，对传统文学生产与传播模式构成了挑战。"赋魅化"趋势一方面主导了网文创作的题材、情节、人物塑造等方面，另一方面也对经典文学评判标准形成了颠覆性冲击，引发了文学界的广泛反思。面对这一现象，作者提出要超越简单二元对立，审慎看待"赋魅"，既要尊重网络传播规律，又要坚守文学表达的底线，探索"赋魅"与文学性兼容的创新路径。此书研究视野开阔，论述深入，对于认识网络文学发展新趋势、构建网络时代的文学传播新范式具有重要启示意义。

关键词：网络文学；"赋魅化"；文学传播；文学性；创新路径

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Introduction

In recent years, online literature has attracted many readers with its unique charm, becoming a new force in the literary field that cannot be ignored. However, while developing rapidly, online literature has also exhibited some noteworthy new characteristics. In his book "Inheritance Path and Literary Evolution: A Preliminary Discussion on the Creation and Criticism of Chinese Internet Genre Literature in the 21st Century" (hereafter referred to as "Inheritance Path and Literary Evolution"), Professor Wu Changqing provides an in-depth analysis of these characteristics. The author uses the concept of "enchantment-infusion" to summarize the new normal of online literature. "Enchantment-infusion" refers to the general tendency of online literature to create a surreal, surprising, and stimulating reading experience through exaggeration, grotesqueness, and magical techniques to attract readers' attention (Wu, 2024). This trend of "enchantment-infusion" is centrally reflected in the subject matter, plot, and character shaping of online literature. For example, heavy-flavored themes such as fantasy, suspense, and grave robbing are prevalent; plot settings are bizarre and full of twists and turns; and character images are individually flamboyant and unconventional. "Enchantment-infusion" elements have virtually become a "standard configuration" in online literature creation.

The author points out that "enchantment-infusion" is by no means an accidental phenomenon in online literature, but rather a new logic born in the context of online communication (Wu, 2024). In the era of traditional mass media, due to relatively limited media channels, the agenda-setting function was well-performed, and the information accepted by the public was largely determined by the media's "gatekeeping".

Notwithstanding, the development of the Internet has completely rewritten this pattern. In cyberspace, information explodes like a geyser, and everyone can potentially become an information producer and disseminator. The vast amount of information is like a vast ocean, and readers' attention becomes a scarce resource. If online literature wants to stand out in the ocean of information and attract readers to stay, it has to intensify the "enchantment-infusion" elements and capture eyeballs through sensory stimulation. The shift from "gatekeeping" to "attention-seeking" has become the new logic of online communication.

In fact, the "enchantment-infusion" tendency of online literature is precisely in line with this logical transformation. Fragmented mobile reading habits have given rise to an era of shallow reading, where readers prefer short, flat, and fast reading experiences. In this context, "enchantment-infusion" has become a powerful tool for online literature to break through. As stated in "Inheritance Path and Literary Evolution", many current online works bombard readers with sensory stimulation through visual and entertaining expressions, creating reading pleasure and occupying the high ground of attention. "Enchantment-infusion" has thus become a winning formula for online literature dissemination.

It should also be noted that the author's examination of the "enchantment-infusion" trend is by no means a simple enumeration of concepts but rather based on profound changes in the communication ecology. By revealing the new logic of online communication, the author provides us with a grand observational perspective for understanding the phenomenon of "enchantment-infusion" in online literature. This macro-level thinking is a major feature of this book. The author does not merely describe the textual characteristics of online literature but further questions the deep-seated reasons behind the generation of these characteristics. "Enchantment-infusion" is considered within the multi-dimensional landscape of information technology changes, media form evolution, and audience psychological changes, thus obtaining a more comprehensive interpretation.

It can be said that the book's summarization of the "enchantment-infusion" characteristics of online literature, on the one hand, accurately grasps the core connotation of this phenomenon, and on the other hand, breaks through the limitations of superficial and fragmented understanding, rising to the theoretical height of communication logic, reflecting clear problem awareness and a broad academic perspective. The author's insight into the changes in the communication context behind "enchantment-infusion" not only helps us understand the development status of online literature more deeply but also provides a new thinking path for cultural production in the era of media transformation.

1.The Causes of the "Enchantment-Infusion" Communication Logic in the Internet Era

1.1. The Development of Internet Technology Spawns the "Enchantment-Infusion" Trend

The rapid development of Internet technology has profoundly changed people's ways of producing and disseminating information. As the author points out in "Inheritance Path and Literary Evolution", the enhancement of multimedia presentation capabilities has made visual expression the mainstream of online communication (Wu, 2024). In cyberspace, text is no longer the only vehicle of expression; multimedia elements such as images, videos, and audio have emerged in large quantities, vividly reproducing the content of information. This multimedia trend provides a technical foundation for the "enchantment-infusion" of online literature (Hayles, 2008, p. 4). Online writers make full use of multimedia technology, skillfully

combining literary imagination with audiovisual sensory stimulation to create an immersive reading experience. For example, in suspense and adventure genres of online literature, authors often intersperse shocking sound effects and realistic scene images to create an atmosphere and enhance the sense of immersion. In romance and urban-themed works, beautiful illustrations and moving background music become effective means of "enchantment-infusion". It can be said that multimedia presentation capabilities have given wings to the "enchantment-infusion" of online literature.

On the other hand, as emphasized in "Inheritance Path and Literary Evolution", the massive information environment has given rise to the era of "attention economy" (Wu, 2024). On the Internet, information grows exponentially, with vast amounts of content being generated every moment. Faced with the surging flood of information, user attention becomes an extremely valuable resource. Content producers must find ways to attract users to stay to stand out in the fierce competition. It is in this context that "enchantment-infusion" has become an important strategy for online literature to capture attention. Through the "enchantment-infusion" treatment of subject matter, plot, characters, and other aspects, online literature aims to create sensory stimulation, trigger emotional resonance, and thus capture the readers' attention. In the age of information overload, this ability to "instantly attract attention" is undoubtedly the winning formula for the dissemination of online literature. "Enchantment-infusion" has thus naturally become an important trend in online literary creation. It can be said that the changes in media form and information environment brought about by the development of Internet technology have laid a solid foundation for the rise of the "enchantment-infusion" logic.

1.2. Fragmented Reading Habits Fuel "Enchantment-Infusion"

In the era of mobile Internet, people's reading habits have undergone profound changes. As demonstrated in "Inheritance Path and Literary Evolution", with the popularization of mobile devices, reading has shown obvious fragmented characteristics (Wu, 2024). People use fragmented time for "micro-reading", pursuing a short, flat, and fast reading experience. This fast-food reading mode has put forward new requirements for the content and form of online literature. In this context, online literature has widely adopted the "enchantment-infusion" strategy to cater to readers' needs for fast and light reading. The so-called "enchantment-infusion" is a sensationalized and entertaining way of expression. Through exaggerated and bizarre plot settings, flamboyant and unconventional character shaping, online literature creates strong sensory stimulation, produces reading pleasure, and attracts readers' attention. For example, many online works are keen on describing thrilling scenes such as fantasy battles and adventurous explorations, with a fast pace, constant conflicts, and a sense of exhilaration, completely catering to the taste of "fast-food reading". These works often set up suspense from the beginning, create a tense atmosphere, and constantly stimulate the readers' nerves through frequent scene changes and plot twists, making it hard for readers to stop. At the same time, online literature also likes to create characters with distinct personalities and exaggerated traits, arousing readers' curiosity through extreme and stereotypical depictions. For example, in some online works, there are often handsome and suave "domineering CEOs" and pure and lovely "white, rich, and beautiful" characters. These character images often deviate from reality but greatly satisfy readers' imaginative needs.

The reason is that in the context of fragmented reading, readers find it difficult to concentrate on in-depth reading and prefer the reading pleasure brought by sensory stimulation. The "enchantment-infusion" of online

literature precisely caters to this psychological need. Exaggerated plots and extreme character images can quickly capture readers' attention and create a strong sense of immersion and satisfaction in a short time. It can be said that fragmented reading habits have become an important catalyst for the "enchantment-infusion" of online literature. However, it should be noted that the impact of fragmented reading on the "enchantment-infusion" of online literature is a double-edged sword. The "enchantment-infusion" strategy caters to readers' shallow reading needs, which is conducive to attracting traffic and increasing clicks. But excessive "enchantment-infusion" may also lead to the vulgarization and superficiality of content. Some online works rely too much on sensory stimulation, with plot settings divorced from reality, stereotyped character shaping, and a lack of depth and connotation. They may even fall into value traps, and online literature is in danger of becoming a "fast food" that caters to the masses.

From this perspective, how to strike a balance between catering to readers' tastes and adhering to literary pursuits is an important issue faced by online literary creation in the context of "enchantment-infusion". In this regard, online writers should respect readers' reading habits while not forgetting the humanistic mission of literature. They should inject rational thinking into sensual expression, create vivid images with flesh and blood and a sense of life, tell moving stories that touch the heart and provoke deep thought, and achieve an organic unity of plot tension and character depth, containing ideological content in entertainment. This requires online writers to continuously improve their artistic cultivation, sharpen their humanistic feelings, and guide readers with noble spirits to shape readers' tastes with high-quality content. At the same time, online literature platforms should also play a guiding role, improve the content production mechanism, and enhance the accuracy of recommendation algorithms, allowing high-quality content to stand out. For example, a more scientific content evaluation system can be established by combining dimensions such as readers' reading duration and interaction quality, allowing works with connotation and thought to receive more recommendations. This will guide the "enchantment-infusion" of online literature to develop in a healthy direction and promote the benign evolution of the online literary ecosystem.

1.3. The Challenge of "Enchantment-Infusion" to the Traditional Agenda-Setting Model

In the context of the Internet, the emergence of the "enchantment-infusion" phenomenon in online literature has had a huge impact on the traditional agenda-setting model of mass media. As Wu (2024) describes in "Inheritance Path and Literary Evolution", in the era of traditional media, the agenda-setting function was relatively effective due to limited channels. The setting of public agendas was largely "gatekept" by the media. The media guided public thinking and shaped public opinion by selectively reporting and repeatedly emphasizing certain specific issues. This agenda-setting relied mainly on rational persuasion, influencing audience cognition imperceptibly through the sorting out and in-depth analysis of objective facts.

Nonetheless, the development of the Internet has completely rewritten the communication landscape. The Internet has broken the vertical management model of traditional communication, allowing everyone the opportunity to participate in information production and dissemination (Jenkins, 2006, p. 137). The power of agenda-setting has shifted from the hands of media elites to the hands of the masses, showing a grassroots and decentralized characteristic. In this context, public agendas have become increasingly diversified and fragmented, and the traditional agenda-setting function faces a crisis of failure. The phenomenon of "enchantment-infusion" in online literature is a great challenge to traditional agenda-setting. Through the

"enchantment-infusion" treatment of subject matter, plot, and characters, online literature attracts readers' attention, gathers popularity, and then forms a potential agenda-setting force. When certain "enchantment-infused" online works attract a large amount of attention, guide readers' emotions, and shape values, they are actually setting public agendas imperceptibly.

It is worth noting that the agenda-setting of online literature often takes a sensationalized and entertaining approach. Unlike traditional agenda-setting, which emphasizes rational persuasion, online literature appeals more to emotional identification. Exaggerated plots and extreme characters can often trigger readers' emotional resonance and incite value recognition. When readers are immersed in the ups and downs of the story, they have unknowingly accepted the agenda set by the author. This seemingly leisure and entertainment reading mode actually contain a strong agenda-setting intention. More importantly, as Wu (2024) points out in the book, in the context of information overload on the Internet, user attention is extremely scarce. Traditional agenda-setting emphasizes gradual public opinion guidance, but in the attention economy era, this approach often has little effect. In contrast, the "enchantment-infusion" strategy of online literature caters to readers' sensationalized and entertaining reading expectations, making it easier to attract attention and quickly gather popularity. From this perspective, "enchantment-infusion" has become a new logic for coping with attention scarcity in the Internet context. Online literature relies on platform algorithm advantages and uses "enchantment-infusion" packaging such as clickbait titles and punchline creators to seize the high ground of readers' attention and then quietly carry out agenda-setting.

Certainly, we must also see that the impact of "enchantment-infusion" on agenda-setting is a double-edged sword. On the one hand, the grassroots agenda-setting of online literature breaks the discourse monopoly of traditional media, allowing more voices to gain channels of expression, which is conducive to promoting the diversified development of society. But on the other hand, with the flood of "enchantment-infusion", some online works excessively pursue sensory stimulation and are keen on creating negative emotions, which may amplify social anxiety, create value traps, and exacerbate the fragmentation of issues. In this regard, we can neither completely resist nor fully accept but rather guide "enchantment-infusion" to develop in a healthy direction while respecting the laws of online communication, achieving an organic unity of "enchantment-infusion" and value guidance. This requires online writers to strengthen self-discipline, improve content quality, and contain rational care in sensual expression. At the same time, online literature platforms should also strengthen value guidance, improve content recommendation mechanisms, and give more exposure to positive and uplifting content. The authorities should strengthen the management of online literature, establish and improve laws and regulations, and define the behavioral boundaries for the "enchantment-infusion" of online literature.

2. The Impact of "Enchantment-Infusion" on Online Literature Production and Dissemination

2.1. "Enchantment-Infusion" Elements Dominate Online Literature Creation

In the book "Inheritance Path and Literary Evolution", the author reveals through extensive empirical analysis that "enchantment-infusion" has become a dominant element in online literature creation. "Enchantment-infusion" is essentially a technique of incorporating sensationalized and entertaining elements into literary creation. As Wu (2024) points out, contemporary online literature exhibits distinct "enchantment-infusion"

characteristics in various aspects such as subject matter selection, plot setting, and character shaping.

In terms of subject matter, many online works are passionate about themes that deviate from reality, such as fantasy, time travel, and rebirth, creating a reading atmosphere of exotic enchantment. These themes are novel, bizarre, and imaginative, providing readers with strong sensory stimulation and mental shock. In the book, the author uses multiple popular online works as examples to analyze the "enchantment-infusion" connotation of their themes, revealing that these works attract widespread attention largely due to their extraordinary and unconventional thematic settings, appealing to readers' curiosity. In terms of plot, online literature often adopts an exaggerated and jumping narrative style, with a fast pace and strong tension. Frequent scene changes and ups and downs in the story's trajectory are all aimed at creating suspense and mobilizing readers' emotions. The book cites the plot settings of many popular online works and analyzes their "enchantment-infusion" characteristics. For example, some stories set up suspense from the beginning to create a tense atmosphere, constantly stimulating readers' nerves through a rhythm of "suppression followed by uplift"; others employ bizarre and "mind-burning" plots to create a sense of mystery, making readers unable to stop reading. In short, online literature generally pursues sensory stimulation in terms of plot, striving to attract readers through ups and downs in the story. In character shaping, online literature also shows a clear tendency towards "enchantment-infusion". The book analyzes the character images in a large number of online works and finds that they often have distinct stereotypical and extreme characteristics. Online literature is keen on shaping protagonists with flamboyant personalities and unconventional styles, often endowing them with extraordinary abilities and legendary backgrounds. Through idealized and extreme character shaping, online literature creates a heroic fantasy that deviates from reality, satisfying readers' sense of immersion and desire for conquest. The author also specifically points out that the shaping of female characters in online literature is also filled with "enchantment-infusion" elements, either as fragile and likable "white flowers" or as domineering and unruly "queen types" (Wu, 2024). These exaggerated and unrealistic character settings cater to readers' sensationalized reading expectations.

It should be noted that although "enchantment-infusion" helps attract readers' attention, excessive "enchantment-infusion" also lays hidden dangers for online literature creation (Ryan, 2001, p. 284). Wu (2024) incisively analyzes the problems of homogenization and stereotyping in online literature, pointing out that many online works blindly pursue "enchantment-infusion", resulting in serious formulaic plots and characters, lacking originality and literariness. In the long run, online literature creation may fall into a vicious cycle of sensory stimulation, losing its due thought depth. The author thus issues a warning: the "enchantment-infusion" in online literature should not steal the show; while attracting readers, it should also focus on connotation shaping, containing rational thinking in sensual expression, achieving a balance between entertainment and thought, to promote the healthy development of online literature.

2.2. "Enchantment-Infusion" Subverts Classic Literary Evaluation Criteria

In the book "Inheritance Path and Literary Evolution", Wu (2024) focuses on discussing the subversive impact of "enchantment-infusion" in online literature on traditional literary evaluation criteria. In the perspective of classical literary theory, the evaluation of literary works often takes the work's ideological and artistic qualities as important dimensions. However, in the context of online communication, the logic of commercialization has quietly risen to the top, becoming an important factor dominating online literature production. Online

literature creation has gradually become market-oriented and entertainment-oriented, with decreasing attention to literariness. The author keenly captures this sign of literary transformation and conducts an in-depth reflection on the literary evaluation criteria of online literature under the background of "enchantment-infusion" (Wu, 2024).

In the book, Wu (2024) analyzes the challenges posed by "enchantment-infusion" to the literariness of online literature. He points out that online literature's excessive reliance on sensory stimulation often comes at the cost of sacrificing literary connotation (Wu, 2024). Many "enchantment-infused" online works are keen on creating visual spectacles and plot suspense, paying insufficient attention to the rationality and authenticity of the story, resulting in plots that deviate from reality and are exaggerated and unrealistic. At the same time, character shaping tends to be stereotypical, lacking rich inner depictions, and character images become flat. In the pursuit of sensory shock, online literature gradually loses its due thought depth and artistic height. Wu (2024) thus points out that in the context of "enchantment-infusion", online literature is facing the crisis of literariness being kidnapped by commerciality. The author also analyzes the negative impact of "fast-food reading" habits on literary appreciation ability (Wu, 2024). Wu (2024) emphasizes that in the era of mobile Internet, fragmented reading is prevalent, making it difficult for readers to calm down and savor works carefully. Many readers equate reading with entertainment, relying too much on plot stimulation and rarely delving into the implied meaning of works. Over time, readers' literary appreciation ability gradually weakens, and their aesthetic tastes tend to become vulgar. In this context, online literature can only cater to readers' tastes and constantly create sensory stimulation to gain attention. However, this pandering creation may bring about the Matthew effect, exacerbating the homogenization of online literature and causing an imbalance in literary evaluation criteria. The author thus raises a warning that in the era of "fast-food reading", we should establish a correct view of literary appreciation; while obtaining reading pleasure, we should also learn to slow down and quietly savor, to discover the deep connotations of excellent works and rebuild the independence of literary appreciation.

Faced with the impact of "enchantment-infusion" on classical literary theory, Wu (2024) calls on the academic community in the book to reflect on the evaluation criteria of online literature. He points out that in the Internet context, we cannot simply apply traditional literary evaluation standards but should establish an evaluation system that fits the characteristics of online communication (Wu, 2024). This evaluation system should respect the sensationalized expression of online literature while also valuing the construction of its ideological connotations, achieving a balance between sensibility and rationality. At the same time, the evaluation subjects should also be diversified; in addition to professional criticism, more attention should be paid to reader feedback, establishing an open and interactive evaluation mechanism (Thomas, 2011, p. 7). Of course, the future of online literature evaluation lies in multi-party governance, achieving checks and balances in the game among professionals, the public, and the market, promoting the transformation and upgrading of online literature in the context of "enchantment-infusion" and allowing it to shine in the era.

2.3. "Enchantment-Infusion" Triggers Reflection in the Literary Community

In the book "Inheritance Path and Literary Evolution", the author keenly captures the deep reflection triggered by the "enchantment-infusion" trend in online literature within the literary community (Wu, 2024). As online communication becomes increasingly rampant, the "enchantment-infusion" strategy has had a strong impact

on the literary world. Faced with the sensationalized and entertainment-oriented tendency of online literature creation, traditional literary evaluation criteria are encountering unprecedented challenges. Wu (2024) deeply analyzes this anxiety of literary transformation in the book and provides insightful discussions on the innovation of online literature evaluation mechanisms, offering valuable enlightenment for breaking the "enchantment-infusion" dilemma.

The author points out that the "enchantment-infusion" trend has triggered profound reflection on the evaluation criteria of online literature within the literary community (Wu, 2024). He suggests in the book that in the Internet context, it is no longer appropriate to simply apply traditional literary evaluation standards (Wu, 2024). The production and dissemination of online literature follow unique laws in the network context, and an evaluation system that is compatible with it must be established. This system should respect the sensationalized and entertainment-oriented expression of online literature while placing more emphasis on the construction of its ideological connotations, achieving an organic unity of sensibility and rationality. At the same time, the evaluation mechanism should also be open and interactive, establishing a benign interaction between professional criticism and public opinion. Only in this way can the credibility of online literature evaluation be reshaped and the healthy development of online literature production be guided. Wu (2024) also conducts an in-depth reflection on literary innovation in the context of "enchantment-infusion" from the perspective of cultural inheritance. He emphasizes that although literature presents many new changes in the network context, this is by no means a simple subversion of traditional classics but should be a dialectical unity of inheritance and innovation (Wu, 2024). Online literature should adhere to humanistic qualities in its sensationalized expression and inject excellent traditional cultural genes into its entertainment-oriented packaging. "Enchantment-infusion" is not an end, but a means; its starting point should be to infuse classic values with the spirit of the times and achieve cultural inheritance and innovation. Wu (2024) thus points out that faced with the "enchantment-infusion" of online literature, the literary community should adopt an open and inclusive attitude, promote the classics to take on new meanings through critical absorption, and inject endless momentum into Chinese culture. This requires the literary community and the online literature community to strengthen dialogue and achieve complementary advantages through communication and collision, joining hands to build an open and diverse new ecology of online literature.

From this perspective, the important value of this book lies in revealing the profound impact of new trends in online communication on literary production. With keen insight and a profound theoretical vision, the author focuses the lens on the online literature field, which has been neglected by mainstream literary theory, and conducts a meticulous analysis of the "enchantment-infusion" phenomenon. By tracing its origins and exploring the cultural and psychological roots of "enchantment-infusion", this book provides valuable enlightenment for solving the dilemma of online literature transformation. In the author's view, faced with the opportunities and challenges brought by "enchantment-infusion", we should neither stubbornly adhere to old ways nor completely westernize, but should base ourselves on local conditions, sublate and inherit, and achieve literary self-innovation through inheritance and innovation. This requires online literature creators to strengthen their own cultural cultivation, guide readers with noble sentiments, and achieve a perfect integration of "enchantment-infusion" content and ideological connotations.

3. "Enchantment-Infusion" and Literariness: Seeking the Possibility of Balance

3.1. Transcending Simple Binary Opposition and Treating "Enchantment-Infusion" with Caution

In the book "Inheritance Path and Literary Evolution", the author examines the "enchantment-infusion" phenomenon with an open and dialectical perspective, transcending simple binary oppositional thinking. He points out that "enchantment-infusion" is not unique to online literature; traditional literary works are also not without expressions of "enchantment-infusion" elements (Wu, 2024). The key lies in controlling the "degree" of "enchantment-infusion" and avoiding excessive entertainment-oriented and vulgar tendencies. The author's insight is quite enlightening, providing us with valuable inspiration for rationally viewing the "enchantment-infusion" phenomenon. Indeed, in the context of online communication, "enchantment-infusion" has become a prominent feature of online literature creation. Many online works strive to attract readers' attention through means such as setting up suspense and creating visual spectacles. However, we cannot simply oppose "enchantment-infusion" and literariness based on this, considering them as mutually exclusive binary concepts. As Wu (2024) emphasizes, literary "enchantment-infusion" has a long history; from ancient myths and legends to modern fantasy novels, they all contain rich "enchantment-infusion" elements. This reminds us that charm is an inherent meaning of literature and art. The key is to grasp the measure of "enchantment-infusion", not forgetting to highlight literariness while attracting readers, and achieving a balance between sensual expression and aesthetic taste.

The author substantiates this view with numerous case studies in the book. He analyzes the "enchantment-infusion" elements in martial arts classics by Jin Yong and Gu Long, pointing out that while setting up legendary plots and shaping chivalrous images, these works also focus on exploring ideological connotations and human depth, achieving a perfect combination of "enchantment-infusion" and literariness (Wu, 2024). The two are not opposed, but complementary. Charm originates from the artistic appeal of the work, while literariness is reflected in the spiritual height of the work. Only when both are present can a work become a classic. This requires us to treat "enchantment-infusion" with an inclusive and cautious attitude, not only seeing its positive role in attracting readers but also being alert to its negative influence of excessive entertainment and vulgarization. The author thus points out thought-provokingly that in the face of the "enchantment-infusion" trend, online literature creators cannot blindly seek novelty and excessively cater to readers' sensory stimulation needs; nor can they stand still and reject "enchantment-infusion" elements altogether (Wu, 2024). This requires online literature authors to strengthen their cultural cultivation, improve their artistic literacy, and strive for thought in entertainment-oriented expressions, guiding readers' aesthetics with noble sentiments. In the author's view, "enchantment-infusion" itself is not objectionable; the key lies in injecting humanistic feelings into sensual expressions and maintaining spiritual height in fast-food reading. This points the way for online literature creation, calling for more excellent works that possess both imagination and thought. Online literature should incorporate contemporary elements on the basis of inheriting traditional classics, use "enchantment-infusion" strategies to arouse the public's reading interest, imperceptibly shape national aesthetic tastes, and ultimately promote the progress of social civilization.

3.2. Upholding the Bottom Line of Literary Expression While Respecting the Laws of Online Communication

In the book "Inheritance Path and Literary Evolution", Wu (2024) examines the development of online

literature from a cultural perspective and strategic vision, proposing a highly forward-looking judgment: in the face of the new context of online communication, online literature creation should respect its laws while upholding the bottom line of literary expression. The "enchantment-infusion" strategy is indeed helpful in attracting readers' attention, but excessive catering to market tastes may lead to problems such as empty content and lack of thought. The author thus emphasizes that online literature writing should utilize "enchantment-infusion" to enhance its communication power, but more importantly, it should contain rich humanistic feelings and spiritual pursuits in its sensual narrative (Wu, 2024). This insight points directly to the key to the transformation and upgrading of online literature creation and points the way for its healthy development.

Indeed, in the era of mobile internet, fragmented reading is prevalent, and the public's demand for sensory stimulation is increasing. Faced with this trend, many online works strive to cater to market tastes, overdrawing imagination in subject matter and plot settings, and attempting to create visual spectacles to attract readers' attention. However, as the author warns, although this approach can gain attention in the short term, it may exacerbate the homogenization of online literature in the long run, leading to superficial content and empty thought. As responsible literary creators, we must not be carried away by the market, but rather lead the public's aesthetics with a lofty spiritual vision and demonstrate the power of literature in popular expressions.

So, how can we maintain the independence of literary expression in the complex context of online communication? In this regard, Wu (2024) suggests that the key lies in injecting rational thinking into sensual narratives and condensing humanistic care in entertainment-oriented packaging. He takes some excellent online works as examples and analyzes how they contain profound connotations in captivating stories, triggering shocks to readers' souls. These works often base themselves on real life, using individual fates as entry points to artistically reproduce the features of the times. They integrate philosophical speculation into sensual strokes and convey the brilliance of human nature in ups and downs of the plot. In the reading process, readers can not only gain reading pleasure from gripping stories but also appreciate the ideological charm of the works, imperceptibly receiving spiritual nourishment. These are truly excellent literary works and should be the aspirational pursuit of online literature creation.

In fact, upholding the independent character of literary expression does not require online literature to seek novelty for novelty's sake, but rather to enhance its spiritual connotations and manifest noble ideals. This requires the vast majority of online literature creators to strengthen their cultural cultivation, elevate their ideological realm, and strive to become the embodiment of feelings and wisdom, passion and rationality. They should draw nourishment from traditional classics, extract subject matter from real life, inherit the essence of national culture while actively absorbing the achievements of modern civilization, constantly innovating, and striving to highlight the intellectual brilliance of literature in popular expressions. At the same time, the critical community should also view the diverse explorations of online literature with an open and inclusive attitude, promoting its continuous maturation through criticism and guidance, and ultimately achieving a perfect unity of social benefits and aesthetic ideals.

3. 3. Developing New Modes of Expression Compatible with "Enchantment-Infusion" and Literariness

In the concluding chapter of "Inheritance Path and Literary Evolution", the author presents a forward-looking

outlook on the future trends of online literature creation. He keenly realizes that with the increasing maturity of the online cultural ecology, relying solely on "enchantment-infusion" strategies to attract attention is no longer sustainable (Wu, 2024). For online literature to achieve sustainable development, it must innovate under the nourishment of traditional literature and develop new modes of expression compatible with "enchantment-infusion" and literariness. This view is of overarching significance, pointing the way for the transformation and upgrading of online literature.

Indeed, online communication has its specific context and laws. Fragmented reading is prevalent, and the public's aesthetic tastes are diverse, requiring online literature to cater to their preferences in subject matter and plot settings to attract readers' attention. However, as the author emphasizes, excessive catering to market tastes and relentless creation of visual spectacles may exacerbate problems such as empty content and homogenization of online literature, ultimately failing to win readers' respect (Wu, 2024). Online literature creation must not remain on the superficial level of "enchantment-infusion", but rather deeply explore the connotations of subject matter and manifest spiritual pursuits in sensual narratives. This is not only the trend of the times but also the great responsibility.

So, how can we achieve an organic integration of "enchantment-infusion" and literariness? In this regard, the author proposes a constructive approach. Wu (2024) points out that online literature creators should be adept at drawing nourishment from traditional classics and constantly innovating in aspects such as plot setting and character shaping. At the same time, they should keep pace with the times, combine realistic subject matter with fictional imagination, and create artistic images that are both close to life and transcend life. Furthermore, they should fully utilize the advantages of network technology, employ multimedia means to enhance the appeal of the works, and create an immersive experience for readers. Only in this way can breakthroughs be achieved in both form innovation and content expansion, opening up a new realm of online literature creation.

In fact, this innovative exploration has already begun to bear fruit. In recent years, some excellent online works have skillfully integrated reality and fiction, depicting the trends of the times with imaginative strokes, triggering widespread resonance among readers. For example, some works use the "COVID-19 pandemic" as a backdrop to tell the stories of ordinary people's fight against the epidemic, full of feelings for the country and family; other works start from urban life, portraying the struggles of young people in the new era, manifesting a positive and uplifting spiritual outlook. These works inject ideological connotations into novel and interesting stories, reflecting the power of literature in popular expressions, and can be regarded as examples of the perfect combination of "enchantment-infusion" and literariness. Their successful practice illuminates the future, indicating that online literature creation has great potential. The key lies in grasping the pulse of the times, embracing technological innovation with an open mind while inheriting the quintessence of tradition, which will surely achieve a simultaneous rise in quantity and quality, bearing fruitful results.

Conclusion

The book "Inheritance Path and Literary Evolution" approaches the development of online literature from the perspective of cultural communication, conducting a systematic and in-depth examination. The author, based on the integration of tradition and modernity, the exchange between the local and the foreign, and the combination of theory and practice, meticulously analyzes various issues in the dissemination of online

literature and puts forward forward-looking views and judgments. These research results undoubtedly have important theoretical value and practical significance. From a theoretical perspective, the research in this book contributes to enriching and developing literary communication theory. The author does not simply apply traditional literary theories but closely integrates online communication practices to provide innovative theoretical interpretations of the narrative strategies, aesthetic characteristics, and social influences of online literature. For example, based on the concept of "enchantment-infusion", the author deeply analyzes how online literature attracts readers through sensationalized narratives; when sorting out the evolution of online literature genres, he proposes a new idea of "genre fusion". These theoretical explorations not only help understand the development patterns of online literature but also provide enlightening references for the expansion of traditional literary theories in new contexts. From a practical perspective, the research in this book has positive guiding significance for promoting the healthy development of online literature. The author does not stop at abstract theoretical elaboration but is committed to combining theory with practice, providing feasible countermeasures for the practical problems in online literature creation, dissemination, and evaluation. For instance, in the face of the potential drawbacks of content hollowness and fickleness brought about by the flood of "enchantment-infusion", the author proposes strengthening the construction of humanistic connotations and injecting rational thinking into sensual expressions. These constructive opinions undoubtedly help guide the vast number of creators to enhance their cultural cultivation, strengthen their social responsibilities, and promote the transformation and upgrading of online literature while inheriting excellent cultural traditions.

The rapid development of the Internet is profoundly influencing people's lifestyles and thinking habits. Looking to the future, online literature, as an emerging cultural form, is bound to achieve greater development in inheritance and innovation. On the one hand, online literature will further strengthen its dialogue with traditional literature, absorbing its essence while realizing its own elevation; on the other hand, online literature should also actively employ advanced technological means, expand dissemination channels, innovate expression forms, enhance interactivity and immersion, and ultimately form a unique aesthetic style. At the same time, the dissemination of online literature will present a more diverse and multi-dimensional development trend. In terms of content expression, social reality themes will receive more attention. Creators will base themselves on the fertile soil of the times, extract subject matter from daily life, reflect the joys and sorrows of ordinary people with strokes that are closer to life, and express their value appeals. In terms of narrative strategies, plot-oriented and genre-oriented approaches will undergo innovative development. Some works will draw on elements of popular culture such as film, television, and games, adopting interactive and immersive narratives to bring readers a brand-new aesthetic experience. In terms of dissemination channels, a deep integration of paper and digital publishing will be achieved. With the help of technologies such as big data and artificial intelligence, personalized reading and precise recommendations will become possible. Of course, the future development of online literature must always adhere to the people-centered creative orientation. While improving the dissemination efficiency of online literature, it is more important to focus on guiding social trends, spreading mainstream values, and striving to create excellent works that reflect the aspirations of the times and manifest the national spirit. This requires the vast number of creators to have firm cultural confidence, a strong sense of mission, actively respond to the issues of the times, and courageously

engage in artistic innovation while inheriting the excellent cultural genes of the nation, truly becoming the trailblazers of the new era.

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