A Cross-Cultural Reading Study on English Novels on Overseas Online Writing Platforms

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Abstract: The core mission of the Overseas Literature Platform is to facilitate cross-cultural and cross-regional communication, leveraging internet platforms to promote the global dissemination of outstanding cultural works. English-language novels published on this platform demonstrate distinct advantages including extensive reach, accelerated circulation, and greater influence, highlighting the internet's positive role in cultural resource sharing. This paper explores strategies for transforming the Overseas Literature Platform into a cross-cultural reading resource hub for English novels, offering valuable insights for sharing exceptional cultural resources across regions.

1. Introduction

"Web Literature Globalization" refers to the international sharing of outstanding and classic online literary works through original creation or translation adaptation. This initiative encompasses both the global dissemination of China's native literary works and the domestic promotion of English-language novels to overseas audiences. In recent years, web literature platforms have gained widespread recognition from readers worldwide for their diverse content offerings, high-quality reading materials, and efficient download services. These platforms have significantly boosted cross-cultural engagement with English novels, creating broader opportunities for the global expansion of web literature.

2. Functions and Roles of Overseas Online Writing Platforms

2.1 Meet the needs of readers

Amid the accelerating pace of globalization, readers worldwide are increasingly demanding high-quality "cultural resources from foreign lands," highlighting the vast potential for Chinese web literature platforms in cross-cultural communication. In the Internet Plus era, premium online literary works have expanded their influence across digital spaces, evolving into a new form of cross-cultural exchange [1]. To date, the "web literature dissemination" of English novels has become an indispensable element in global communication. These richly content and diverse online literary works are gaining increasing popularity among readers worldwide.

2.2 Promoting cross-regional and cross-cultural communication

Overseas web literature platforms demonstrate extensive domain coverage. Having evolved from early-stage sporadic works to cross-regional sharing of hundreds or even thousands of high-quality English novels, these platforms now span over 40 countries with languages including English, Spanish, Portuguese, Arabic, French, Thai, and more than 20 others. The global expansion of web literature has significantly boosted the international influence and status of outstanding literary works. From the perspective of cultural exchange, these platforms also strengthen emotional connections between readers across different nations and regions, playing an indispensable role in fostering cross-cultural and cross-regional friendships [2].

2.3 Deep sharing of high-quality resources

As a hallmark of the Internet Plus era, the Chuhai Online Literature Platform has gained global recognition for its extensive coverage, rapid dissemination, and high-quality content. These digital platforms host a vast collection of English novels, with carefully curated publications reflecting human evolution during specific historical periods and serving as vital references for studying societal transformations. China's earliest online literary works emerged in the mid-to-late 20th century, and the country now boasts a massive digital literature ecosystem with an ever-expanding author community. The platform currently hosts over 20 million English novels spanning current affairs, science popularization, history, and other social practice domains, forming a distinctive "literary landscape" that has captured widespread attention [3].

The following figure 1 shows the market size and year-on-year growth rate of overseas online writing platforms:
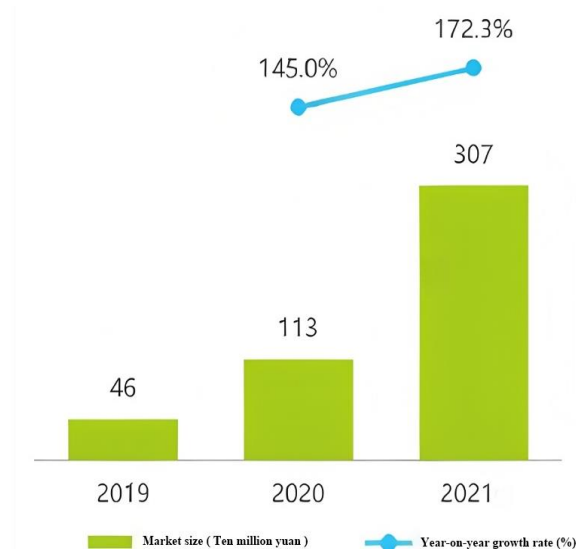
Figure 1: Market size and year-on-year growth rate of overseas online literature platforms

3. Cross-cultural Communication Characteristics of English Novels based on Overseas Online Writing Platforms

3.1 Interactivity

The English novel dissemination model on overseas web literature platforms demonstrates remarkable interactivity. Readers of English novels in cyberspace can simultaneously serve as content creators, actively participating in cross-cultural and cross-regional sharing of literary works.

The inherently open nature of the internet allows readers to experience satisfaction through interactive communication [4]. These platforms specifically provide dedicated comment sections below chapters for English novel readers, encouraging engagement in "community forums" that offer extensive spaces for raising reading questions, publishing summaries, and engaging in derivative creations. Through continuous technological innovation and optimization, modern overseas web literature platforms now feature enhanced reader interaction capabilities, supporting features like "discussions on latest chapter content" and "error feedback for sentence translations," thereby expanding communication channels between English novel creators and readers. For instance, the global dissemination of fantasy novels across different national and regional communities cannot bypass the crucial cultural mediation role of translators. Fundamentally, language translation should be viewed as a dynamic cross-cultural communication process. In the textual translation and adaptation of English novels, linguistic content transitions between languages while exhibiting distinct cross-cultural characteristics. Meanwhile, both translators and readers demonstrate proactive subjective attitudes during the dissemination and reception of literary works. As sociologist Zygmunt Bauman noted in his "Liquid Modernity Theory": "In today's fluid society, people no longer maintain enduring relationships or bonds. While interconnected, they prioritize temporary disconnections over deep connections." This reveals that the "natural connection model" originating abroad demonstrates remarkably dynamic interactive characteristics.

3.2 Spontaneity

The Qihai Literature Platform allows English novel authors from various countries and regions to publish original works, demonstrating remarkable spontaneity in cultural dissemination [5]. Unlike traditional one-way passive communication models, the self-propagating space for English novels built on internet platforms better attracts readers from different countries, fully showcasing the appeal of Internet+ cultural communication platforms to a wide audience. For instance, original works represented by English-language novels such as "Panlong", "Doupo Cangqiong", "Nishen Xie Shen", and "Douluo Dalu" have been widely reposted on multiple websites and quickly gained popularity among readers. These original authors, equipped with novel thinking patterns, rich social experiences, and strong imaginative abilities, imbue their English novels with contemporary relevance. The self-propagating nature of online English novels further highlights their "down-to-earth" competitive edge in the industry.

The following table 1 shows the comparative analysis of the differences between the traditional literary communication mode and the Internet + literary work communication mode:

Table 1: Comparative analysis of traditional literary communication mode and Internet + literary work communication mode

Traditional communication patterns	One-way communication	Passivity	There's a time lag	Resource carrying capacity is limited
Internet + communication mode	Interactive communication	Spontaneity	Real-time sharing of resources	Content, variety is rich and diverse

3.3 Real-time

Internet platforms enable real-time information dissemination, transcending traditional spatial and temporal boundaries. They create emotional bridges for English novel readers worldwide, allowing them to access, read, and share favorite works anytime and anywhere. The cross-cultural dissemination of English novels through overseas platforms demonstrates remarkable timeliness. Currently, original English novels on these platforms show significant growth in click-through and

download rates, with approved works rapidly spreading across nations and regions within days [6]. A notable example emerged in 2023: A young Spanish software engineer began writing and publishing English novels online, becoming the first overseas original author to sign a formal contract with the platform and require paid access to their works. This initiative has brought substantial financial rewards to English novel creators. Within these platforms, readers can post comments directly below each chapter. The interactive virtual community features four sections: novel discussions, FAQ, collaborative writing, and spoiler alerts. Readers can also raise questions during reading sessions, enabling creators to provide detailed explanations [7].

As shown in Figure 2, the "traffic statistics" conclusion of English novel download and reading number is shown as follows:
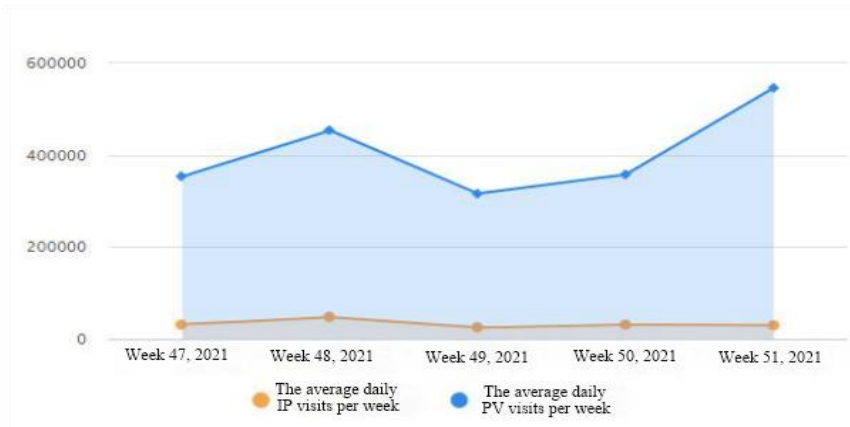

Figure 2: The "traffic statistics" conclusion of English novel download and reading number

4. Existing problems in cross-cultural reading of English novels

4.1 Rigid application of writing templates

English novel writers often exhibit rigid writing patterns. Many authors mechanically apply fixed templates during the creative process, which can undermine the appeal of their works and leave readers feeling bored and disengaged [8]. This template-driven approach is particularly evident in "web fantasy fiction". To boost online traffic, creators often rush through writing templates within tight deadlines, resulting in formulaic storytelling. While readers may quickly grasp core themes and character traits from such novels, this formulaic style frequently triggers "aesthetic fatigue", ultimately diminishing audience engagement with English-language literature.

As shown in Figure 3, the survey results of whether the audience has cultural understanding interest after reading English novels are as follows:
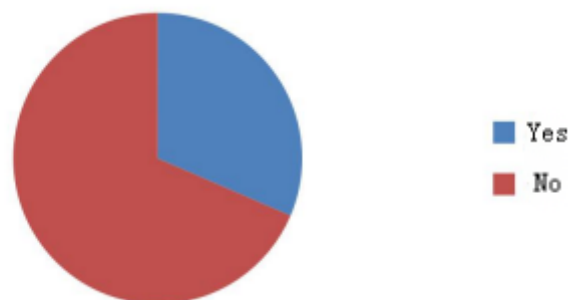

Figure 3: Survey results on whether the audience is interested in cultural understanding after reading English novels

4.2 Lack of language translation skills

For English novels to achieve widespread and rapid dissemination in cyberspace, they require robust translation techniques as essential support. However, current practices reveal that some works face challenges in cross-cultural communication due to inadequate translation skills, creating a "cultural discount" phenomenon that hinders readers worldwide from deeply understanding the historical and cultural dimensions embedded within these narratives. Translators of certain English novels fail to fully apply translation theories like "domestication" and "foreignization," resulting in stiff and awkward expressions that disrupt reading flow. Moreover, many translators lack sophisticated translation techniques, merely converting raw content without comprehending the original authors' intended messages [9].

As shown in Figure 4, the statistical results of whether the audience formed a positive impression of the local culture after reading English novels are as follows:

Figure 4: Statistical results on whether the audience has a positive impression of local culture after reading English novels

4.3 Neglect platform operation and maintenance

The Chuhai Online Literature Platform hosts a vast collection of English novels, catering to readers from diverse countries and regions who can select content based on their preferences. While the platform has increased its operational investments in recent years, its management and maintenance remain inadequate, failing to meet the rapidly expanding demands of its growing readership. Before successfully entering global literary markets, most readers had already adapted to free downloading and reading of online novels. This cultural familiarity has made many reluctant to pay for English novels in cross-cultural exchanges, resulting in potential reader attrition. Furthermore, the platform's management team lacks thorough market research and analysis, leading to misalignment with readers' actual needs.

5. Improvement measures for cross-cultural reading of English novels based on overseas online writing platforms

5.1 Break through the fixed mode and integrate the practical connotation

The fundamental purpose of cross-cultural reading of English novels lies in strengthening profound friendships among people from different countries and regions. This objective dictates that English novels shared on online platforms should transcend rigid creative frameworks to deliver fresh reading experiences. To achieve this, novelists should conduct thorough social research and adhere to the principle of "being responsible to readers," skillfully weaving authentic emotions, social experiences, and personal insights into their narratives. This approach enhances both the

content and stylistic innovation of original English novels. Furthermore, proactive measures must be taken to foster emotional connections between authors and readers, ultimately transforming overseas literature platforms into genuine bridges for cross-cultural communication [10].

5.2 Precision transformation language, improve talent quality

Cross-cultural reading of English novels should be grounded in precise translation and linguistic adaptation. Translators working with web-based English novels must possess strong information technology literacy, enabling them to flexibly apply theoretical knowledge to novel translation practices. Online content management departments should enhance skills training for translators, helping them fully understand the value of cross-cultural communication in English literature. This requires continuously refining translation approaches that closely align with reader needs. Translators of web-based English novels should also proactively embrace reader feedback, using these insights to continually improve translation methods and fundamentally enhance readers' reading experiences with such works.

5.3 Strengthen platform operation and maintenance, optimize reading experience

To enhance the operation and maintenance of cross-cultural reading platforms for English novels, particularly those represented by overseas web literature platforms, efforts should focus on building "reader community forums" that fully respect readers 'status as active participants in cross-cultural communication. Authors of English novels need to further improve reading experiences by implementing effective measures to expand international markets. Establishing robust platform management systems and user incentive mechanisms aims to create more comfortable and efficient resource-sharing spaces for readers, encouraging them to shift from passive reading to active discussion. Only by comprehensively strengthening platform operations can management institutions optimize readers' aesthetic experiences, stimulate intellectual engagement among users, and ultimately enhance the "stickiness" between online novel readers and platforms.

6. Conclusion

In conclusion, the effectiveness of cross-cultural reading in English novels primarily depends on the role played by internet communication platforms. English novels disseminated through online channels should be regarded as a precious cultural heritage shared by humanity. With the full arrival of the digital age, overseas web literature platforms have assumed a more prominent position in facilitating cross-cultural reading of English novels. An increasing number of international readers are turning to online channels to explore the historical and cultural contexts of different regions and countries. To further enhance the value of these platforms in sharing English novels, it is crucial to establish a robust infrastructure system for online reading, aiming to create better cross-cultural reading experiences for readers. Additionally, there should be intensified research on translation techniques for cross-cultural dissemination of English novels, enabling readers to experience immersive new reading experiences that boost their recognition and appreciation of these literary works.

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