

REVIEW

Withered Peach Blossoms - A Discussion for the Phenomenon of a Poor Sense of Copyright in Chinese Youth Netizens and the Suggestion Contents

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ABSTRACT

This proposal expresses a standpoint concerning a discussion for the phenomenon of a poor sense of copyright in Chinese youth netizens and the suggestion. The phenomenon of a poor sense of copyright in Chinese youth netizens has disadvantages. By analyzing it, a clear status of Chinese youth netizens' problems on the poor sense of copyright will be shown. At the same time, when we consider a discussion for the phenomenon of a poor sense of copyright in Chinese youth netizens and the suggestion, we must address several main reasons that contribute to problem. These include cultural tradition restriction, incomprehensive market system, inappropriate price incentive, imperfective legal institutions and indifference education system. It is valuable for the originators feel free to create better works. Meanwhile, those factors are essential for Chinese youth netizens to consider the way to be cultivated the right spending habits. Only by analyzing all these factors together and then using these results to apply to intensity notional cultural competitiveness and form an innovative market. This paper is organized as follows: The first part will outline the poor sense of copyright in Chinese youth netizens' case studies and analyze. The second part is an introduction of the problems of the phenomenon of a poor sense of copyright in Chinese youth netizens. The reasons causing the problems are analyzed in part three. Some proposals to overcome copyright problem will be advocated in last part. This study found that enhancing copyright awareness is a very complex task for Chinese youth netizens. Cultural tradition restriction, incomprehensive market system, inappropriate price incentive, imperfective legal institutions and indifference education system are all factors which bring difficulties to promote copyright awareness in Chinese youth netizens. Combined those factors with four problems of the phenomenon in China, I offer appropriate suggestions to overcome problems and help youth netizens acquire the knowledge of copyright.

1. Introduction

This proposal expresses a standpoint concerning a discussion for the phenomenon of a poor sense of copyright in Chinese youth netizens and the

suggestion. My interest in this paper arose from over the years online reading experience in China where I found that a poor sense of copyright was a serious problem for youth netizens. The phenomenon of a poor sense of copyright in Chinese youth netizens has disadvantages.

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This paper is organized as follows: The first part will outline the poor sense of copyright in Chinese youth netizens' case studies and analyze. The second part is an introduction of the problems of the phenomenon of a poor sense of copyright in Chinese youth netizens. The reasons causing the problems are analyzed in part three. Some proposals to overcome copyright problem will be advocated in last part.

2. Case Studies and Analyze

With the construction, development and popularity of the Internet, digital publishing in China formally entered the blowout period. A large number of literary works, music works, game works, photography works and so on rely on the network platform of living to emerge. China's digital copyright operation develops rapidly in the fields of content, platform, communication channel, technology and terminal, but still faces A large proportion of uncopyrighted citizens are unwilling to buy the copyright voluntarily that leading to the embarrassment of the originators life. Historical problems have left behind the wrong consumption habits. Due to the inadequate supervision of digital publishing platform, netizens have damaged their national cultural competitiveness. A large number of original talents' material life whose works have been repeatedly copied and pirated has been unable to continue to form a no innovative market.

In the next section, after a statement of the basic problem, two models involving are investigated: on the one hand, a failed model of Tang Qi event is proposed; on the other hand, the success of DISNEY's copyright is considered.

2.1 The Decline of Peach Blossoms

It is a matter of public outrage in the literary world. In

Tang Qi's early years, she published a series of works similar to Wind Blowing's style and writing style. When netizens found that her style and plots were similar to the Wind Blowing, she called it a tribute to Wind Blowing. At that time, because copying works were not very famous, it did not cause too much of a stir until the advent of *Life After Life, Blooms Over Blooms*. People familiar with the situation found that the vast majority of the plots in the *Life After Life, Blooms Over Blooms* were identical to Wind Blowing's *the peach blossom debt*, and more careful netizens listed the similarities.

One or two can be said to be coincidental, and multiple crashes are not so simple. Tang Qi successfully appropriated the literary style of *peach blossom debt* and its plot, in the end changed a homoerotic novel into a heterosexual novel. But the country has yet to recognize the publication of homoerotic literature, and other heterosexual literary writings and plots do not appeal to popular tastes. Therefore, *Life After Life, Blooms Over Blooms* is famous which is *peach blossom debt* after Tang Qi changed skin. Instead, the original novel *peach blossom debt* is rarely known because of its special subject matter. Tang Qi knew this point and seized the loophole in the copyright of our country, changed her underlying meaning, completely denied plagiarism, and said it was pure original.

However, most teenagers have no copyright awareness, which leads to the popularity of plagiarizing works such as the *Life After Life, Blooms Over Blooms*. Tang Qi has won fame and fortune for plagiarism, while *peach blossom debt* by the original author Wind Blowing was left without anybody to care for it.

Copycats earn millions of dollars from copycats, but the originators don't know where to go because she doesn't have enough money to pay the rent. The netizen satirizes Tang Qi, whose money is not the wind blowing, but your money is.

2.2 Success of Defend the Copyright——a Lesson from DISNEY

In copyright, Disney is notoriously terrible. Even the revision of American copyright law has been influenced by Disney. There's a joke, if one day you're on a desert island. On the first day, you drew a SOS and no one came to rescue you. The next day, you drew a SOS and a bonfire, and no one came to save you. On the third day, you were desperate. You drew a Mickey Mouse, and two hours later Disney drove a helicopter to sue you for infringement. See you in court.

This is a joke, but it speaks volumes about Disney's emphasis on copyright and the rigor of national legislation.

2.3 Enlightenment for Enhanced the Sense of Copyright

Though our country has a defective market environment of copyright, but with the continuous development of our country copyright industries and related industries, the continuous improvement of the system of copyright protection, copyright consciousness will also gradually thorough popular feeling.

There is no doubt that copyright protection and copyright awareness are interdependent. The emergence of copyright awareness will prompt people to take a series of measures to protect copyright, which is the best embodiment of copyright awareness. Respecting knowledge and protecting copyright is the necessary way to promote the development of Chinese culture and enhance the soft power of China^[1,2]. Copyright system for the development of cultural industry provides a fair institutional environment, also is helpful for developing cultural industry is of great economic potential, but also is beneficial to the safety of national culture, especially for the strong cultural invasion, more application of copyright protection of ethnic and national culture^[3]. As the largest group of Internet users, the young netizens have the absolute effect of the most influential group.

3. Problems of the Phenomenon

I would rather fall on the thorny path to utopia, turning into a bony skeleton, and unwilling to indulge in the beautiful illusion of theft, tearing at the flesh and entrails of the originators. Because this is the basic moral and persistence of being human.

The phenomenon of a poor sense of copyright is a severe problem, especially for young Chinese netizens who have not yet established a sound consciousness. In the next section, after a statement of the basic problem, various situations involving problems of the phenomenon are investigated: first, a problem of lead the originators to live in distress is proposed; second, a problem of cultivated the wrong spending habits is explored; then the problem of damaged national cultural competitiveness is studied; lastly, the problem of formed a no innovative market is considered.

3.1 Lead the Originators to Live in Distress

Most of Chinese youth netizens who have no sound cognition and consciousness of infringement to copyright problem, when they repeatedly face the temptation of piracy which need not spend money, they were straight choose piracy. Kang explores that readers' awareness of copyright is indifferent, making pirated works faster. Most readers

are willing to read online literature for free, even though the price of a paid-for version is not high^[4]. Through search engines, readers can quickly retrieve free online literature (2).

You use the fruits of others' labor, but you refuse to pay. Even though the originators work hard, earns a meager income, and the rampant pirates lead the originators to live in distress.

3.2 Cultivated the Wrong Spending Habits

The biggest damage of piracy is not even the death of many game companies, even if the collapse of the game companies become more and more there will be more new companies, and the truly scary one is at the other end.

Piracy has fostered a consumer habit of "electronic products must be free". This leads directly to the fact that small companies are never going to make it, and those with money to join the industry will have to adapt to the "free game" model.

3.3 Damaged National Cultural Competitiveness

According to Yuan, copyright is the vitality guarantee of original works, and also determines the cultural development of a country (2)^[9]. I once read an interview, the host in the American street interviewed passers-by about Chinese piracy, most people have said that they have heard of China's pirated "culture" and expressed surprise. There are so many good cultures in China, but the prevalence of such culture has led to a lot of derision and less affirmation of Chinese culture. This greatly reduces the competitiveness of Chinese culture.

3.4 Formed a No Innovative Market

Piracy discourages the originator from the cultural property, and thus discourages creativity. In short, piracy is the root of the fight against innovation. Kang state that internet original literature websites are driven by commercial interests, but too much pursuit of immediate economic interests can only encourage authors to create works with high click-through rates and lack of innovation (2)^[4].

In order to get the reward, the author tends to follow the works of the wind, which leads to the creation of the original works of online literature in our country, which is single, repetitive and even plagiarizing.

Over time, few authors are still writing sincere works, full of commercial routes. The creator is gone and the market is deformed.

4. Reasons Causing the Problems

Actually, a similar story not only occurs in network literature,

but it is universal in almost every aspect of our lives in China. According to Zhang, China's public copyright awareness has been greatly improved, and most people already know the existence of "copyright", but still lack in-depth understanding of copyright knowledge and value (2) ^[10]. Consequently, as Tang Qi event showed above in some aspects, it has not achieved a real goal which implies a poor sense of copyright. What are the factors make for the problem?

4.1 Cultural Tradition Restriction

Cultural tradition restriction is one of the most important factors. Zhang asserts that due to the late start of social security, the gap between China and western developed countries is very large. This situation fundamentally restricts the level of Chinese people's cultural consumption, and also determines that the copyright awareness of the domestic public cannot be too high (2) ^[11]. Yao explores that for teenagers, contact and understand the copyright of the time is not long enough, though with the development of economy and the improvement of cultural education, more and more people begin to pay close attention to the copyright, but it hasn't form a thick atmosphere of respect for and protection of copyright (3) ^[8].

4.2 Incomprehensive Market System

Incomprehensive market system, the low cost of tort and high cost of rights protection have become one of the main problems in copyright protection in China. Lan analyses that the secrecy and convenience of copyright infringement in the network environment have resulted in many copyright infringement behaviors that have not been effectively dealt with (2) ^[5]. Lan adds that the characteristics of low cost and high profit of infringement encourage the existence of copyright infringement, which leads some teenagers to believe that infringement is illegal but profitable ^[5]. This causes certain obstacles to the promotion of copyright awareness among teenagers (1).

4.3 Inappropriate Price Incentive

Reasonable pricing will restrain the motive of infringement to some extent, which is a key factor in the development of copyright industry. Yao agrees that in a survey conducted by the social survey center of China youth daily in 2010, the results showed that 88.4 percent of people saw "high price" as the main obstacle to promoting legitimate products. If the price is too high, the copyright infringement market will open (2) ^[8].

4.4 Imperfective Legal Institutions

The development of copyright collective management sys-

tem in China lags behind. Qu supports that the basic legal work of collective management of copyright has fallen far behind the actual needs ^[6]. Nowadays, the phenomenon of network infringement is scattered, for example, one article is infringed by multiple websites, and its author can't call to account to every infringing website (2). Under such circumstances, the copyright collective management system has more room to play its role than before, so it is necessary to accelerate the improvement of the copyright collective management laws and regulations.

4.5 Indifference Education System

Generally speaking, unless the law major students, basically no students have received the systematic copyright knowledge education, not to mention the high school students. Lan shows that in the absence of school copyright knowledge education, most students are confused by the knowledge of copyright law studied by media reports ^[5]. This causes students not only to master how to use others' works legally, but also to prevent copyright infringement and to create copyright innovation and protection awareness (2).

5. Applications for Overcoming Problems

By understanding main problems relate to phenomenon and the reasons causing the poor sense of copyright problem above, youth netizens may have a clear thought of what is the right sense of copyright in China and how to improve the sense of copyright. Considering the discussion above, the proposals about developing copyright awareness should draw any advantages of main approaches and aim at improving the sense of copyright within different works. Besides making a public service advertisement for all channel and accelerating the development of a mature copyright protection market, it is also worthy to pay attention to establish a standard pricing system for copyright products and improve the system of punishments and strengthen law enforcement. Moreover, publicizing the copyright system into textbooks also need to be paid attention to.

5.1 To Make a Public Service Advertisement for All Channel

First of all, displaying the copyright protection of public welfare advertisements on TV, radio, newspapers and other mass media. Zhang affirms the media can also completely through all kinds of the copyright protection of advertising living close to the audience to continue to spread knowledge of copyright. Moreover, the development of a mature copyright protection market should also be accelerated (3) ^[11].

5.2 To Accelerate the Development of a Mature Copyright Protection Market

In order to accelerate the development of the mature copyright protection market, we can start from the following points. Firstly, clear supervision and guiding responsibility, Secondly, standardize the operation of the website, Thirdly, encourage the network works that report content infringement. Kang raises an interesting viewpoint that the access system of the website must be strictly followed to better promote the creation of Chinese Internet original works (3)^[4]. Kang's report also shows that special channels should be set up on the website for the reporting of alleged infringement of the network works and shall be published. People are encouraged to report suspected infringement (3)^[4].

5.3 To Establish a Standard Pricing System for Copyright Products

For more people to choose the legitimate version, to reduce the cost of copyright, creating a good atmosphere to resist piracy and respect copyright is imperative. Jiang argues that enterprises should be encouraged to try to play price war with piracy, through Internet and other sales platform, forming technology, management and the advantage of virtual market coverage, provide affordable authentic products (3)^[3]. Zhang believes that the monopoly manufacturer should try to attract more ordinary consumers by using the low-price strategy as far as possible (3)^[12].

5.4 To Improve the System of Punishments and Strengthen Law Enforcement

To accelerate the improvement of copyright protection system is an inevitable trend of China's development of cultural industry. Yao suggests that we should be in line with the actual conditions of our country, learning foreign successful experience, perfect the copyright protection laws and regulations, strengthen law enforcement to crack down on piracy, put an end to get pirated products channels, finally forms the legal rights market (3)^[8].

5.5 To Publicize the Copyright System into Textbooks

The school has its distinct advantages in classroom knowledge dissemination and extracurricular knowledge propaganda. Wang recognizes that students should learn relevant laws about copyright and consciously put an end to infringement (4)^[7]. Lan also make suggestion that the school should incorporate the copyright knowledge education into the important content of education of the student

general course and focus on the cultivation of students' legal awareness of copyright (3)^[5].

6. Conclusion

Enhancing copyright awareness is a very complex task for Chinese youth netizens. Cultural tradition restriction, incomprehensive market system, inappropriate price incentive, imperfective legal institutions and indifference education system are all factors which bring difficulties to promote copyright awareness in Chinese youth netizens. Combined those factors with four problems of the phenomenon in China, I offer appropriate suggestions to overcome problems and help youth netizens acquire the knowledge of copyright. Relevant national institutions and media should play their role in make a public service advertisement for all channel and awaken people's awareness of copyright. Referring to accelerate the development of a mature copyright protection market, both of website managers and people should have clear supervision and guiding responsibility. Establishing a standard pricing system for copyright products should be used in order to keep balance of both piracy boycott and legitimate price controls. Meanwhile, judiciary authorities should perfect the copyright protection laws and regulations, strengthen law enforcement to crack down on piracy, put an end to get pirated products channels, finally forms the legal rights market. Furthermore, the copyright knowledge education's effective way of boost to students' copyright awareness is also important.

This essay searches for the factors of a poor sense of copyright in Chinese youth netizens and gives some suggestions of how to enhance copyright awareness in several aspects. It is significant on my future living. Since several factors for bring copyright problems has been found in paper, I will pay much more attention to those factors while reading online literature. On the other hand, I may take those suggestions in this paper while resisting piracy. More effective suggestions may appear during real life. Moreover, this paper just covers some factors in certain areas of copyright in China and there are many other areas need to be explored.

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