

An Analysis of Marketing Strategies For Serious Literary Books – Taking Mo Yan's "Life and Death Are Wearing Me Out" as an Example

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Abstract

At present, with the difficult survival of paper books, serious literature, which relies on paper books as a medium, is also gradually marginalized. It faces not only external challenges but also internal crises. The current marketing models adopted by serious literature do not conform to its characteristics and current survival status, and there are many problems that urgently need to be transformed and upgraded. The marketing methods used in Mo Yan's "Life and Death Are Wearing Me Out" have given serious literature a glimmer of hope. By integrating the 4I theory of marketing, this article analyzes the existing problems in the marketing of serious literature and drawing on the successful case of Mo Yan's "Life and Death Are Wearing Me Out," proposes development paths for the marketing of serious literature, such as strengthening multi-channel diversification, meeting the reading needs of young readers, focusing on the interaction in the marketing process, and achieving personalized marketing.

Keywords: Serious Literature/Mo Yan/ Book Marketing/ 4I Theory

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1. Introduction

At present, the electronic reading rate in our country continues to rise, while the paper reading rate is not optimistic. Serious literature, which mainly relies on paper books as a carrier, is also gradually marginalized and struggling to survive. With the development of printing technology, serious literature has achieved great success. However, with the popularization of the internet, it faces huge challenges (Zhuo Yiwei 2021). In the internet era, it also faces the squeeze of works in other carriers, such as television, animation, and short videos.

Serious literature is not only facing the impact of the external environment but also has many internal problems. For example, serious literature has a high reader threshold, the content is abstruse and difficult to understand, and compared with popular literature, it cannot attract the interest of young readers. If serious literature wants to break through the current development dilemma, in addition to making adjustments in the content of the works, the key lies in the choice of marketing methods. However, at present, there are still many problems with the marketing methods of serious literature, which cannot break through the development dilemma of serious literature.

In the internet era, new media marketing has attracted more attention and demonstrated great superiority. The form and efficiency of new media far exceed those of traditional media, enabling faster and broader dissemination. Its advantage lies in its ability to gain more attention from consumers, build trust in the product, and engage in two-way interaction with consumers. Recently, Mo Yan's novel "Life and Death Are Wearing Me Out" has leveraged new media marketing strategies during its reprint process, targeting the strengths and weaknesses of the work itself to plan a successful marketing path. The way books are marketed has seen great potential with the changes of the times, no longer solely relying on traditional print media, but using new media to achieve wider dissemination. For example, short videos, live streaming platforms, and other social media are used for promotion to maximize benefits. More books are appearing before the public through online means, and many abstruse books are being re-recognized. Serious literature also needs to keep pace with the times, change its marketing methods, and only in this way can it be re-recognized by more people and regain market share (Shi Hainan 2010). The article will analyze the existing problems in the marketing of serious literature through the integrated marketing 4I theory, and draw on the successful case of Mo Yan's "Life and Death Are Wearing Me

Out" to make suggestions.

2. Existing Problems in the Marketing of Serious Literature under the 4I Theory

2.1 Single marketing channels and lack of reader appeal

At present, there is an insufficient construction of marketing channels for serious literature, with relatively singular channels still adopting more traditional marketing methods, such as organizing offline events or promoting through physical bookstores. This model is no longer adapted to the rapidly developing era, failing to establish a close connection with readers, and thus is unable to promote and publicize books to the audience. Especially during the pandemic, traditional offline models are restricted by the situation and cannot be carried out, leading to a survival crisis for many publishing houses. Therefore, from every perspective, book marketing should enter the field of the internet and utilize new media for promotion.

Although the new media era has provided more possibilities for book marketing, the marketing of serious literature has not leveraged new media to its full potential, only conducting one-way promotion through single online channels. For example, releasing new book information on platforms like Weibo and WeChat, and collaborating with online book retailers such as Dangdang(Cai Ling 2013). While this is a significant step forward in the marketing of serious literature, this relatively singular marketing model struggles to attract readers. Relying solely on one platform is not extensive enough in terms of coverage, and the marketing is relatively fragmented, not forming a concentrated promotional impact. Moreover, there is no sustained marketing synergy formed after the initial promotion, resulting in the book's marketing not generating buzz. The lack of diversified marketing methods also leads to issues such as insufficient book influence and low exposure. It is evident that the current marketing power for serious literature is insufficient, and there is a lack of established marketing awareness.

This also indicates that to break the current marketing dilemma of serious literature and achieve bestseller status for books, relying on a single or a few simple marketing methods is entirely insufficient. It is necessary to build a comprehensive media marketing strategy that integrates online and offline efforts, changing the previous single-channel model to achieve better development.

2.2 Has not broken traditional biases, has not met the needs of young readers

Serious literature aims to explore the essence of humanity through words, reveal the truth of the world, and inspire people's thinking, thereby changing their values and attitudes towards life. Currently, readers have a unclear understanding of serious literature and still hold traditional prejudices, which is also an important reason why young readers are unwilling to engage with serious literature. They believe that serious literature is written in a difficult and obscure style, often discussing principles throughout the text, making it hard to understand the meaning and a struggle to read. This traditional bias fails to arouse readers' desire to read, which is why serious literature has gradually declined in today's era.

At present, the exploration of marketing methods for serious literature has not focused on breaking biases, but simply borrowing marketing models from other books. Therefore, even with comprehensive marketing, it cannot arouse readers' desire to purchase. There are two reasons why readers do not buy: first, because they are not aware of the book, and second, which is more important, is that readers have not developed an interest. It is crucial for serious literature to increase its communication efforts during the marketing process, with the aim of making readers aware of the book. However, if there is still an inherent bias in the readers' minds after they become aware of it, the marketing will not be successful.

Therefore, the focus should subsequently be on how to clear up the misunderstandings readers have about serious literature. Only by changing the prejudices in the readers' minds can the marketing methods be effective. However, few books currently prioritize marketing on this point, and thus have not been able to break this traditional bias.

2.3 Interactivity needs to be improved, there is a lack of audience awareness

In the process of book marketing, enhancing interactivity helps to strengthen readers' understanding of the work and better showcase the spiritual core of the book and the author's creative journey, among other things. Therefore, paying attention to interactivity is very important in the process of book marketing.

At present, there is a certain degree of interactivity in the marketing of serious literature, but compared with other categories of books, there is still room for improvement. For example, during the new book launch of Zhang Yueran's work "Cocoon," a live online train journey project to childhood was planned. He utilized a four-hour train experience live broadcast model to share creative experiences, interactive Q&A, and scenery along the way. This refreshing launch event attracted 250,000 online users and sales exceeded 300,000 copies in the first two hours. This innovative interactive approach is worth learning from.

Whether it is online or offline channels, there are ways to enhance interactivity. Especially with the arrival and development of the internet era, interactivity has been further strengthened. On channels such as Weibo, WeChat, and short video platforms, there are certain interactive models. For example, building a direct communication platform with the target readers on Weibo, ensuring the breadth and depth of interaction, innovating the content and form of Weibo posts, reasonably controlling the number of posts, and engaging in various forms of interaction with readers(Fu Xuan 2012). Therefore, in the fierce market competition, serious literature should continuously enhance interactivity on the basis of what already exists.

2.4 Reader positioning is unclear, there is a lack of personalized marketing

The purpose of book marketing is to make more people aware of the book and generate the intention to purchase. The lifecycle of a book can vary in length, but marketing runs through the entire process. When choosing marketing methods, it is essential to define the target audience first. Only by identifying the target group of the book can the marketing strategy be more purposeful, and thus, the marketing results will be better.

Due to the inherent characteristics of serious literature, its target audience is not well-defined and has a narrow reach. In the marketing process of serious literature, the failure to implement precise personalized marketing for different readers is also an important reason for the unsatisfactory marketing results. Serious literature has a certain reading threshold, and it is necessary to engage with readers and identify the right audience during the marketing process, in order to develop targeted marketing strategies for different readers. For example, when targeting young people, it is more effective to use new media marketing methods, such as short videos and live broadcasts, to create awareness among young readers. It is also possible to use trending topics on Weibo to create buzz and attract the interest of young readers, with the hope of more effectively reaching the audience.

In summary, the lack of clear marketing targets and a narrow audience have become significant issues in current marketing, which indeed affect the actual effectiveness of marketing. Only by exposing more people to serious literature and making it less intimidating can greater sales be achieved.

3. Current Marketing Methods for "Life and Death Are Wearing Me Out"

3.1 Develop a Multi-Channel Marketing Strategy

The short video industry in our country is continuously developing, attracting people's attention with its high efficiency, fast speed, and wide range, becoming a new form of media communication. The combination of short videos and book marketing has led to the emergence of many book marketing accounts, with short video platforms becoming a new channel for book marketing. With the rise of live streaming on the internet, it has been incorporated by many companies into new marketing pathways as a new channel for online sales. The publishing industry has made many attempts in live book sales, and the benefits of short videos and live streaming for marketing are extremely significant(Gao Yan 2019).

In the marketing process of "Life and Death Are Wearing Me Out," this new type of marketing method was utilized very effectively, achieving significant results. The new edition of "Life and Death Are Wearing Me Out" sold 100,000 copies within a week of its release. During the New Year goods festival, the sales volume of "Life and Death Are Wearing Me Out" on the Douyin e-commerce platform increased by 166% year-on-year. The new book topped the Dangdang new book general list within a week of its launch, sold more than 10,000 copies on Douyin in two days, and sold 500,000 copies within a month. According to sales data, the effect of short video marketing is remarkable. By using Douyin and other short video platforms, a large number of viral videos were released, mostly focusing on the humor of Mo Yan, allowing a large number of readers to receive this viewpoint, thus achieving the purpose of widespread publicity. Readers also broke the stereotype of Mo Yan and had a deeper impression of this book. After readers got to know about this book, an online live broadcast sales model was launched. During the epidemic period, many people avoided going out, and few would specifically go to bookstores to buy books. At this time, the online sales method became extremely important. Using the live broadcast method, not only is it convenient to purchase, but it also allows for better dialogue with readers,

resolving their doubts and stimulating their desire to purchase.

In the traditional media era, the marketing of the publishing industry mainly relied on traditional media for dissemination and promotion. With the development of Internet technology and the maturation of new media technology, the media communication environment, reading environment, and social environment of the publishing industry have undergone tremendous changes. Publishers are actively striving to use new media for the marketing of books. By leveraging the immediacy, interactivity, personalization, community-based, hypertext, and interactive nature of new media, they can explore more potential users. In this way, publishers can adapt to the changes brought about by new media and maximize profits by utilizing new media. In 2022, the daily active users of Douyin reached 700 million people, and the active users of other new media platforms also numbered in the hundreds of millions, making marketing through new media platforms possible.

With the advent of live streaming, the portability of live broadcast technology has revolutionized marketing, breaking away from conventional models. Book marketing now bypasses the distribution process, engaging directly with consumers in a more efficient and convenient manner. This not only reduces distribution costs but also enhances the visual appeal and authenticity of marketing efforts, allowing for real-time communication with consumers to address their questions and clarify their doubts. It is this suite of advantages that has led an increasing number of publishing houses to sell books through live streaming. "Life and Death Are Wearing Me Out" employs a combination of short videos and live broadcasts to diversify its marketing channels, ensuring a more comprehensive approach to reaching its audience.

3.2 Prepare ultimate marketing materials

In the process of implementing marketing, preparing marketing materials in advance is crucial. Only with ample preparation can the dissemination power be increased in subsequent promotions. The heat of a press conference may last for a day, but it is the marketing materials that provide the continuous momentum for further promotion, thus achieving the desired marketing effect.

In the marketing process of the book "Life and Death Are Wearing Me Out," planners immediately continued to produce materials after the new book launch conference. Starting from the consumer's perspective, they created emoticons, screenshots, and short videos centered around "Mo Yan's true humor" and listed 50 topics to generate materials accordingly. By arranging and combining various materials and transforming them into forms that netizens enjoy, they ultimately achieved significant exposure and discussion. The continuous push from the follow-up efforts allowed the heat to last for several days. This not only increased the discussion but also helped to shape Mo Yan's relaxed and humorous image, reducing the readers' psychological barriers and enhancing their interest in reading.

In the process of marketing, it is essential to communicate the reasons to purchase to consumers. The marketing of "Life and Death Are Wearing Me Out" revolved around the purchasing reason of "You don't know until you see it, Mo Yan is truly humorous." What truly opened up Mo Yan's popularity among young people was the material he posted on Weibo, with many related topics topping the hot search lists. Before the start, by selecting topics and materials and disseminating them at the right time, with the help of entertainment accounts and official support, the book managed to trend on hot search lists. After gaining exposure, the association of Mo Yan with "Life and Death Are Wearing Me Out" was also pushed onto the hot search, leading to a significant conversion effect from the heat. On the night of the press conference, "Life and Death Are Wearing Me Out" successfully made it to the hot search list on Bilibili and the hot topic list on Douyin, demonstrating its powerful social media influence. The book has attracted widespread attention, enhancing its visibility and recognition among readers, and the marketing effect has been very noticeable. Many readers, especially the younger audience, have long held prejudices against Mo Yan's works, considering them obscure and difficult to understand, thus limiting the audience and market for his works. This is not only the case with Mo Yan's works but also with many serious literary works that face such biases, leading to poor sales and an inability to meet the reading demands of the general public.

However, in the marketing process of "Life and Death Are Wearing Me Out," this prejudice was effectively shattered. The marketing focused on the idea that Mo Yan has a great sense of humor and that his literary works are equally witty and humorous. Therefore, the emphasis of the marketing was to break this bias. Only by breaking the readers' prejudices against the work can the desire to purchase and curiosity of readers be stimulated, which is also the reason for the successful marketing of "Life and Death Are Wearing Me Out."

Thus, it is essential to fully understand the reasons why readers are not purchasing and to carry out a series of

marketing strategies targeting these reasons to be effective and to eliminate the concerns in the readers' minds. Only in this way can the inherent concepts that readers have about Mo Yan's works be broken.

3.3 Conduct online interactive activities

Book launch events are one of the common marketing tools in the publishing industry, which can introduce books to a wider audience, allowing readers to gain a comprehensive understanding of the books. Only with this understanding can the desire to purchase be generated. Online book launch events can further increase communication between authors and readers.

"Life and Death Are Wearing Me Out," a work by Mo Yan that was published more than a decade ago, has once again become a bestseller upon its new release, igniting the literary market in a short period of time, with its print run breaking the 500,000-copy mark within just three weeks. This indicates that a highly appropriate marketing strategy was adopted during the promotional period. The first highlight of the marketing period for "Life and Death Are Wearing Me Out" was the new book launch event, which invited Mo Yan, Yu Hua, and others. These individuals, with their high levels of fame, greatly leveraged the authors' advantages. The launch event attracted over 3 million viewers in total, with nearly a million viewers on Bilibili and over 2 million viewers in the Douyin live broadcast room. The comments and bullet screen messages were countless, and it topped the hot search list on Bilibili and the hot topic list on Douyin that night, with very high media exposure. The event planner was keenly aware of who Mo Yan could have a dialogue with to generate heat, so they invited Yu Hua, and the response was indeed positive. Through this new book launch event, more people were able to understand the wit and humor in Mo Yan's language. Moreover, by using the live broadcast format, consumers were able to directly interact with the author, enhancing interactivity and allowing readers to participate in the marketing process voluntarily. This not only reduces marketing costs but also increases interaction with readers.

In the marketing process of the book "Life and Death Are Wearing Me Out", short videos, Weibo, and live broadcasts have all played an immeasurable role by engaging readers. The reason why "Life and Death Are Wearing Me Out" has been trending on the hot search list for three consecutive times is partly due to the spontaneous discussions among readers, which has expanded the scope of topic discussion and its dissemination power, enabling the book to gain popularity with minimal cost. A series of marketing strategies centered on readers are highly interactive, aiming to generate interactions with readers, arouse their interest in the book, and encourage them to promote it voluntarily.

3.4 To bridge the gap with young readers

Young readers represent the primary purchasing group in the current market, yet there exists a considerable distance between serious literature and this demographic, with few young people actively seeking out such works. Serious literature itself often fails to include young readers within its target audience. Therefore, it is essential to adopt approaches that young people are receptive to in order to bridge this gap.

The marketing of "Life and Death Are Wearing Me Out" leveraged numerous new media platforms, which inherently attract a vast audience of young individuals. By employing large-scale dissemination methods, the marketing campaign achieved a broader reach. Both the interactive microblog topics and live streaming sessions effectively drew closer to young readers, engaging them in the marketing process. As a result, young readers not only became buyers but also contributors to the book's popularity. The various marketing strategies employed by "Life and Death Are Wearing Me Out" successfully shortened the distance between the work and young readers, adopting tactics favored by this demographic and keeping pace with the trends of the times. The book has generally received high ratings from readers across various platforms, with average scores exceeding 4.8 on e-commerce sites such as JD.com, Tmall, and Dangdang. Readers have consistently praised "Life and Death Are Wearing Me Out" in their comments and expressed willingness to recommend it to others. These positive feedbacks serve as evidence of the campaign's success.

Through such marketing approaches, a significant interest in reading among young readers has been aroused, effectively expanding the consumer base. This has enabled the target audience to transcend its traditional, narrower scope, embracing the young readers of the new era. Consequently, "Life and Death Are Wearing Me Out" and, by extension, serious literature as a whole, have rejuvenated and regained vitality in this new age.

4. Suggestions for the Marketing of Serious Literature under the 4I Theory

4.1 Strengthen the diversification of channels

Despite some achievements, the marketing of serious literature in China remains relatively weak, and the current situation of inadequate marketing for serious literature has not fundamentally changed. Therefore, it is crucial to promote the new media marketing of serious literature and strengthen the diversification of channels. "Two Micros, One App, One Douyin, and One Network" is a colloquial term for the current forms of new media among the public. Each form of new media has its own operational methods and communication channels, and a single new media application generally yields limited results and impact(Zhou Kai 2012).

New media marketing is a complex system. Firstly, a holistic media layout should be established to build various new media platforms. Secondly, in-depth layouts should be implemented on specific new media platforms, with books as the core. Under the main accounts on Weibo, WeChat, news clients, and Douyin, sub-accounts with different positions and functions should be established to engage users on multiple levels and in all directions. The integration of technology, content, channels, and talents is the key to achieving effective marketing. Technological integration refers to the integration of graphic, audio, video, and online services through digital technology applications. Content integration involves splitting, restructuring, and designing content to achieve one-time publishing and multiple developments, upgrading publishing from a single product supply to a content-based diversified service supply. Channel integration means effectively connecting online and offline channels, preparing layouts online, and organizing offline activities to enhance reader experience, directing users online, and expanding influence to complete sales. Talent integration refers to the transformation and upgrading of the editorial team's professional capabilities, from traditional skilled talents to converged and omnimedia talents capable of working across multiple platforms(Ma Bo 2022).

Currently, the primary focus is on achieving channel integration and effective online-offline connections. Book promotion through Weibo, leveraging user sharing, can rapidly increase a book's exposure and provide readers with a basic understanding of the book. Marketing can also be conducted through WeChat official account push notifications to accumulate audience reach, as well as through emerging short video and live streaming formats(Chen Xiaoxi 2006).Of course, traditional offline modes should also be maintained and coordinated with online channels to diversify marketing channels. For example, Mai Jia's "The Message" and " People Life, Ocean Wild" have achieved considerable sales through cooperation with live streaming rooms(Zhou Yuling 2015).

4.2 Meeting the reading needs of young readers

The most significant challenge faced by serious literature lies in the barrier that exists between it and the general public. A significant portion of people harbor misconceptions about literature, leading to a relatively narrow audience base for serious literature. Furthermore, previous marketing strategies rarely addressed this pain point directly, failing to break down traditional biases among readers and unsatisfying the reading needs of young readers for serious literature.

Readers are of paramount importance in book marketing, as book consumption relies on their reading. The expansion of readers' reading needs and the increase in reading rates are crucial factors driving the development of China's publishing industry. Therefore, it is essential for books, especially serious literature, to have a large reader base. If a particular genre of books fails to attract readers, it will gradually become marginalized. Only when people purchase and read these books can sales increase and development be achieved. Consequently, serious literature cannot afford to be confined within its established reader base; otherwise, the loss of readers and the shift in reading preferences will pose significant challenges to its development.

Therefore, the future marketing approach for serious literature should focus on breaking down readers' prejudices and allowing young readers to recognize that serious literature has another side to it – it is not merely dull, tedious, or didactic; it can also be humorous and witty. For instance, by showcasing the personal traits of the authors, readers' perceptions of their works can be altered. Additionally, humorous and engaging purchase rationales can be crafted to summarize the content of books, naturally shifting readers' views on the subject matter. Collaborating with renowned book bloggers to write their reading reflections and leveraging their influence can also enable readers to experience the content of works more intuitively. In summary, these strategies aim to encourage readers to discard their preconceived notions, transcend the limitations of book titles, and comprehend the overall tone of a book before reading it, thereby fostering their interest in reading the book.

4.3 Emphasize interaction in the marketing process

Interaction serves as the prerequisite and foundation for stimulating consumer desire. Consequently, in the marketing process, we should strengthen interaction with consumers, enhance their participation, attach importance to their opinions and suggestions, and adopt a consumer-centric approach. Only by doing so can our marketing strategies align with consumers' needs. Effective interaction is predicated on robust channel construction, providing consumers with interactive platforms. By actively incorporating consumer feedback and making them part of the book's audience, we can ignite their purchasing desires. For instance, allowing consumers to choose book-related gifts that come with purchase significantly boosts sales and strengthens their connection to the book. This also enhances user engagement, expands the reach of promotion, and accumulates potential customers.

One effective approach is to engage with consumers through the publisher's official microblog, fostering a positive impression. Live streaming and other formats can further enhance interactivity, enabling consumers to ask questions and get answers in real-time. Compared to traditional media, new media more readily fosters interaction, enabling instant communication despite geographical distances – a capability that traditional media lacks. Therefore, we should fully leverage the interactive advantages of new media to strengthen ties with consumers.

This direct connection between consumers, producers, and authors fosters emotional exchanges and intimacy. Sufficient interaction with consumers cultivates familiarity with the product, emotionally prompting purchasing desires. Hence, increasing interactivity in the marketing process is crucial. In the era of new media, the interactive modes offered by new media marketing are broader and deeper. Therefore, serious literature should harness the advantages of new media marketing to expand interactive marketing efforts.

4.4 Achieve personalized marketing

Given the aforementioned importance of readers to book marketing, expanding the reader base has become an inevitable trend. However, this expansion should not be blind; personalized marketing is equally essential, necessitating tailored marketing strategies for different reader segments. Readers of varying ages and genders engage with different marketing channels and possess distinct reading preferences and psychologies, rendering a one-size-fits-all approach ineffective.

During the marketing process, leveraging big data analytics to create reader personas can facilitate targeted marketing campaigns. Realizing personalized marketing also necessitates careful platform selection, such as WeChat official accounts, Douyin (TikTok's Chinese counterpart) short videos, and more. Understanding reader demographics and accurately grasping their needs and preferences enables the introduction of diverse reading formats like e-books and audiobooks, thereby fulfilling individualized reading preferences. For younger readers, embracing new media aligns better with their current mindset and more effectively sparks their interest in reading. Conversely, for middle-aged and elderly readers, utilizing professional media outlets or WeChat push notifications may better capture their attention. By segmenting readers and adopting tailored strategies, we can more effectively expand the reader base while enhancing overall marketing effectiveness (Jia Yinfeng 2017).

5. Conclusion

The marketing success of "Life and Death Are Wearing Me Out" has paved a way for other serious literary works, demonstrating that when marketing strategies are appropriately applied, they can highlight the shining points of a book to the general public. When devising marketing strategies, it is essential to tailor policies to the unique circumstances of each book, to embrace new things and technologies, and to consider from the readers' perspective to make marketing more aligned with their needs. It is crucial not to simply copy other marketing strategies, as different characteristics may backfire; instead, one should learn to summarize and conclude to find the most suitable plan. Marketing is vital for book sales, and many books that end up in warehouses may do so because the marketing methods used were inappropriate, failing to pique the readers' interest or showcase the books' merits. Many traditional publishing houses still cling to outdated concepts and have not yet embraced new media. This marketing event has, to a large extent, showcased the charm of marketing. With the development of new media, the possibility of books being seen has increased, and many ancient texts have also been sold through online channels. This has increased exposure and readers' understanding of books. From the marketing of "Life and Death Are Wearing Me Out," it can be seen that this type of subject matter has great development prospects, and there are many people willing to appreciate this kind of work. As long as the right marketing

strategies are chosen, they can transform the survival dilemma of books. Serious literature can use marketing tools to change the public's long-standing perceptions, break down barriers between itself and the public, lower the reading threshold for serious literature, and increase interaction with readers, enhancing user retention. By using WeChat, short videos, live broadcasts, and other methods to showcase another side of serious literature, a comprehensive marketing channel layout can be achieved. Good works will always be discovered, and as serious literature becomes more accessible to the public, the public will also embrace it. Through various targeted marketing efforts, serious literature can be revitalized in the new era.

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