

# Aesthetic Ideas in Japanese Classical Literature in the New Media Era

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**Abstract:** With the rapid development of new media technology, people's reading and cultural consumption methods are also undergoing tremendous changes. However, under the background of this change, Japanese classical literature, as a traditional cultural form, still has rich aesthetic concepts and cultural values. From the perspective of aesthetics, this article discusses the aesthetic concepts in Japanese classical literature in the new media era, aiming to reveal its inspiration and value to contemporary culture.

**Keywords:** New media era; Japanese classical literature; aesthetic concept; cultural value

## 1. INTRODUCTION

With the continuous advancement and popularization of new media technology, people's reading and cultural consumption methods are also undergoing tremendous changes. Compared with traditional paper reading methods, the advantages of electronic reading and online reading lie in convenience and diversity. They can not only acquire and read cultural products anytime and anywhere, but also carry out more personalized reading and cultural consumption. However, in the context of this transformation, what we have to think about is: Can traditional culture adapt and play a role in the new media era?

In this issue, Japanese classical literature, as a traditional cultural form, has always attracted people's attention and discussion. Although it has passed through the centuries, its spirit and values still hold an important place in contemporary culture. The aesthetic concept in Japanese classical literature has profound enlightenment and value for the development and innovation of contemporary culture. From the perspective of aesthetics, this article discusses the aesthetic concepts in Japanese classical literature in the new media era, aiming to reveal its inspiration and value to contemporary culture.

Japanese classical literature refers to literary works created in ancient Japan (roughly from the 8th century to the 17th century), including poetry, prose, drama and other literary forms. Among them, the most representative works are "Manyoshu", "The Tale of Genji", "The Tale of Bamboo Cutter" and so on. Japanese classical literature contains rich cultural values and aesthetic concepts. Among them, the most important aesthetic concepts are "和" (wa), "幽玄" (yugen), "wabi-sabi" Japanese Classical Literature in the New Media Era In the new media era, Japanese classical literature still has a wide range of readers and audiences. Traditional Paper books are still the main form of reading Japanese classical literature, but with the development of new media technology, electronic reading and online reading have gradually become the main way for people to obtain and read Japanese classical literature.



Figure. 1 "Pine Trees Screen (right)" by Tohaku Hasegawa (Approx.1593-95).

## 2. THE PROPOSED METHODOLOGY

### 2.1 Japanese Classical Literature in the New Media Era An Overview of Japanese Classical Literature

In Japanese classical literature, "Yugen" has a very diverse form of expression, such as the change of seasons in "Pillow Soaker", detailed descriptions in "The Tale of Genji", and descriptions of wars in "The Tale of Heike". In the era of new media, the significance of the aesthetic concept of "Yu Xuan" is even more important. In a continuous society full of superficial glitz and information overload, people need a deep way of thinking to explore the true value and meaning of things. The "Yugen" aesthetic concept in Japanese classical literature provides a way for people to think and explore the essence of things. "Mono-no-aware" (mono-no-aware) "Mono-no-aware" is an aesthetic feeling for the ephemeral and passing, which means the beauty and sorrow for things. In Japanese classical literature, the aesthetic concept of "mono-sorrow" is widely used in literary creation.

For example, the emotional description in "The Tale of Genji", the trivial details of life in "The Pillow", and the natural landscape in "Tosa Diary", etc., all reflect the aesthetic concept of "mono-sorrow". In the era of new media, the significance of the aesthetic concept of "sorrow for things" is even more prominent. In an ever-changing, fast-paced society, people need a way to feel and experience the ephemeral and fleeting beauty of things. The aesthetic concept of "mono-sorrow" in Japanese classical literature provides a way for

people to feel and experience the beauty and sadness of things.

"Wabi-sabi" (wabi-sabi) "Wabi-sabi" is a quiet, simple, and natural aesthetic concept, emphasizing the beauty of simplicity and nature. In Japanese classical literature, the aesthetic concept of "wabi-sabi" is widely used in literary creation. For example, the natural landscape in "Tosa Diary", the daily trifles in "Anonymous Grass", and the travel experience in "The Diary of the Tokaido", etc., all reflect the aesthetic concept of "wabi-sabi". In the era of new media, the significance of the aesthetic concept of "wabi-sabi" is more prominent. In a society of material abundance and information explosion, people are eager to find a simple and natural way of life. The "wabi-sabi" aesthetic concept in Japanese classical literature provides people with a simple and natural way of experiencing beauty.

## 2.2 Aesthetic Ideas in Japanese Classical Literature in the New Media Era

Another very famous Japanese classic writer is Natsume Soseki, whose works also contain many aesthetic ideas. For example, in "Grass Pillow", Natsume Soseki demonstrated the aesthetic thought of "moment" through the protagonist's experience, emphasizing the shortness and preciousness of life. The work describes the protagonist's various encounters during his wanderings, showing his thinking about the meaning of life and his insight into the world. In addition, the influence of "wabi-sabi" aesthetics can also be seen in other works of Natsume Soseki. For example, in "Heart", Natsume Soseki expresses the contradiction and helplessness towards life through the protagonist's inner monologue, reflecting his understanding of human nature. in-depth exploration.

It can be seen that the aesthetic thoughts in Japanese classical literature are very diverse and rich. These aesthetic ideas express people's understanding and exploration of nature, life, humanity and sophistication from different angles. These ideas are not only reflected in Japanese classical literature, but also have an important impact on modern literature and artistic creation.

With the advent of the new media era, the forms of literary and artistic creation have also undergone great changes. However, the aesthetic thoughts in Japanese classical literature still have an important influence on modern literary and artistic creation. For example, the influence of "wabi-sabi" aesthetics can also be seen in modern movies, allowing audiences to comprehend deeper meanings while enjoying movies. In addition, the influence of "Mono no aware" aesthetic thought can also be seen in modern literary creation, which emphasizes the cherishment of life and the understanding of human relationships.

In short, the aesthetic concepts in Japanese classical literature still have important value and significance in modern literary and artistic creation. These aesthetic ideas not only provide people with profound thought and emotional experience, but also provide important inspiration and reference for modern literature and artistic creation. In the era of new media, we should pay more attention to the value and significance of traditional culture, actively explore and excavate the aesthetic ideas in it, and let them play a more important role in modern literary and artistic creation.

In the era of new media, the aesthetic concept in Japanese classical literature can be said to be a very important topic. Among them, not only the aesthetic thought in Japanese traditional literature, but also the art form, literary style, and

literary connotation in traditional literature are included. These traditional aesthetic concepts have been more widely inherited and developed in the new media era, and have become an important part of contemporary literary and artistic creation.

## 3. CONCLUSION

In the era of new media, the aesthetic concepts in Japanese classical literature are still of great significance. The aesthetic concept in Japanese classical literature not only has profound enlightenment and value for the development and innovation of contemporary culture, but also can provide people with a way of thinking and way to feel and experience life and explore the essence of things. Therefore, continuing to study and inherit the aesthetic concepts in Japanese classical literature plays an important role in the cultural prosperity of contemporary society and the spiritual pursuit of individuals. At the same time, through an in-depth understanding of the aesthetic concepts in Japanese classical literature, it can also promote communication and understanding between different cultures and enhance people's ability to communicate across cultures. Although the aesthetic concept in Japanese classical literature has a unique cultural background and historical origin, the way of thinking and philosophical thoughts contained in it have universal and cross-cultural significance. Therefore, in the era of new media, not only Japanese cultural scholars need to study and inherit these aesthetic concepts in depth, but also need exchanges and cooperation among cultural scholars from various countries to promote cultural exchanges and understanding, and achieve cross-cultural dialogue and mutual learning.

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