

Impact of Digital Media on Literary Creations and Changing Patterns of Reading Habbits in 21st Century

Dr. Kuntal D.Bompilwar

Asso.Prof. Department of English, Gopikabai Sitaram Gawande College, Umarched

Abstract:

21st century is featured with the shifts and change in every aspect of life, including literature. The old norms of literary creations and productions have received a strong jerk in today's digital and technological world. All that's new is accepted without inspection. This paper aims to study and illustrate how recent trends such as the digital media, electronic technology, blogging and other forms of social networking play a significant role in English literature today. These trends are very helpful in endorsing the exchange of ideas and access to vital information which supports to review the works of literature. Digital Media also proves to be important in improving the access and academic analysis of English literature. Literary works can be reviewed, and individuals may discuss various issues through social media. The elements of communication like reading and writing has been changed to Blogging, twittering, micro blogging and flash fiction. Some thinkers feel that social media has defile the purity and quality of literature while some others feel that social media is inhibiting the development of art and literature. The paper studies the emergence of new technologies in literature, changing nature of readers and its impact on new literary creations.

Keywords: literature, flash fiction, E-books, Social media, twitter, impact

Literature has seen transformation and shifts since its emergence in Greek, Latin or Britain. With the advent of political and social development, trends and tastes in literature keep changing. The Classical norms and ethics of writing literature has received a shift with the emergence of English literature. Since then English literature became the sole province of Britishers till the 20th century. Once the Colonial literature started emerging on the arena of the globe, the English literature has gone on to sow the seeds of creativity in English in other parts of the world. The 21st century has witness many versions of English literatures such as Indian English literature, Australian English Literature, American English literature, Canadian and African English literature. The themes and patterns of the contemporary writing had been conditioned with the socio-political requirement of the time thereby creating huge strata of literature related to life. The post-colonial themes, the cultural shifts, the social transformations, and the psychological forces all found its expressions in such writings with the excellent literary talents and expressions. The people were vastly influenced by the national literatures published in diverse countries during some previous centuries. With colonization in some parts of the world, especially, Africa and Asia, there emerged a new literature which later came to be known as the Commonwealth literature and Post-colonial literature.

In contemporary times, the old definition of literary text and literary reading need new examination for now literary writings envisages new perspective with the advent of internet and social media. These two modern day inventions have shuffled all the norms of all walks of life including literature. In every country there are the reading communities with aesthetic power who look ahead to read literary productions but the reading habits has changed. In the age of cybernetics, literature has become an art form. It must be reconsidered as per the needs of younger generations. For them the long library hours with bulky, lengthy texts and literary elaborations and inspections, never ending paragraphs and web words are hurdles in reading.

The Internet has a tremendous impact on the minds of the individuals especially the younger generation. The tendency to surf anything with the tip of the finger using internet and mobile is the trend today.

This tendency has given rise to many new techniques and styles of writing literature. The old forms and genres of literature like Drama, Novels and Poems brought a tremendous change in its texture and appeal especially when the novel as a new form of writing emerged on the literary arena in 18th century, it wasn't just the form which emerged but it represented a whole lot of people who thought the way a 'realistic' protagonist in the novel did. The novel had a simplistic approach and authors wrote about people from daily lives in lengthy paragraphs and unending detailing of thoughts.

The genuine interest and attitude of the modern people particularly in the 21st century towards reading have changed. The old norms of poetry writing are replicated in new version as now it is accepted in the variety of film songs, advertisement jingles during TV news or daily soaps that mean the poetic form of presenting any thought is easier to learn and consider and also a medium of entertainment for audience. In 21st century novel has appeared in new version called micro fiction or flash Fiction. It is the highly appreciated and favoured by many for it is regarded as the art and skill which is a cup of tea of the rare talent only. It goes beyond Bacon's Aphoristic style which defines the brevity in expression. Flash fiction is a genre of fiction, defined as a very short story, as short as a few words. Flash fiction is also known as sudden fiction, short-short stories, micro-fiction, or micro-stories. Flash fiction compresses an entire story into the space of a few paragraphs. Brevity is the key word in writing flash fiction. A flash fiction follows all norms of short story writing, with a beginning, middle, and end and often incorporate surprise in the form of twist ending or an unexpected last line. Flash fiction dates back to the time of Aesop's fables and parables. The form was popularized in the nineteenth century by writers like Walt Whitman, Kate Chopin, and Ambrose Bierce. Even famous writers like O'Henry, Ernest Hemingway, and Anton Chekov are flash fiction writers. Perhaps the best-known flash fiction story is from this time. The entire story is six words long: "For sale: baby shoes, never worn." In the 1980s, Robert Shepard and James Thomas published a set of anthologies of flash fiction called *Sudden Fiction*, which spurred another resurgence of the form. Another highly influential anthology was *Flash Fiction*, published in 1992 by W. W. Norton. Well known contemporary flash fiction writers include Lydia Davis, George Saunders, Jamaica Kincaid, Joy Williams, and Stuart Dybek. The literary magazine *SmokeLong Quarterly*, founded in 2003, is a dedicated flash fiction magazine, publishing stories of 1,000 words or less. "After she died, he came alive" by Rebecca James and "One gun, two shots, three dead" by Marcy are another examples of this type of novel. (<https://www.masterclass.com>) Flash fiction has changed the reading pattern of people because earlier people visited the libraries and spent time reading books, newspapers and used a dictionary to find a word but now every word, every information is just a click away. In this type of art form, the connotation is also left to reader's interpretation because it needs a lot of creative sense and imagination.

Now the sibling of flash fiction is emerging as well i.e. Twitter Fiction. If one writes a few lines and just tweet it and it becomes twitter fiction. 'Twitter fiction' refers to original, self-reliant works of fiction and in each tweet twitter users publish their writings. It has the same features of micro fiction, as it incorporate openness and it is concise. Twitter is one of the most popular (and powerful) social media networks around and has become increasingly popular with academics as well as journalist, celebs, politicians and the general public. Melissa Terras, professor of Digital Cultural Heritage, at the University of Edinburgh, says that... With Twitter fiction, people are taking the limitation of 280 characters and doing something creative. It's a slightly different art form and it creates a different experience of fiction." Critics and thinkers argue that now, people are less interested in reading literature than updating whatsapp and Facebook Status. But they also envisages benefits in terms of social connectedness that incorporates greater sharing, awareness, and communication—writers in today's e-age are using short-form content in fascinating new ways, embracing character-count restrictions and facilitating crowd-source stories, experimenting with

form, and engaging in direct-distribution tactics. Literature is a kind of creative thinking and writing. It provides the pleasure of knowledge and illuminates curiosity in a short period of time. Many literary idealists believe that these tools that people are using to write are deteriorating the status and image of literature. (The New Encyclopaedia Britannica.) There are various famous writers who produced some of their works through Instagram and Twitter. Examples of such writers include Nicholas Belardes, who wrote the novel *Small Places* using 900 tweets in 2008. Social media is one more modern trend which has high impact on the people and especially young generation., Nowadays, Whatsapp, Facebook, Twitter, Instagram and other networking sites are used freely for reliving memories. These sites have emerged as magic wands which can provide ultimate platform for emerging writers and litterateurs to express and share their thoughts and connect with the readers without much difficulty that the old generation had faced in terms of acceptance and appreciation from their critics and readers. It has been tremendously easy for writers to connect with the literary fraternity and get exposure to their ideas in brevity and lucidity at the same time create threat to the treasure of old literature and literary grandeurs.

The debate and the discussions upon the impact of social media on English literature always settle on the point that new technology and techniques of literary writings has lost its old grandeur and glory by means of set standards and norms followed by great writers of the world. Lamy Et.al. argues that modern trends such as social media have a rather positive impact on English language and literature. Other writers also agree that globalization implies that writing styles ought to change and that social media helps to effect the change in literary writings.

The e-book technology is the facility provided to modern readers for whom long library hours are the dreams they can't materialised. This is one more invention of the digital era in which the print version of the book is available in electronic way where the originality is not compromised. It is just a digital publication of an actual book. Social media, digital media, and the e-book technology have a profound impact on culture and literature. Social media influences culture including how we read and write English literature and art. Older works and traditional forms of English literature have a role in modern literature as many digital forms are being availed through social networking.

Conclusion:

'The world has got the wheels' is how one analyses the modern way of life. The concept such as 'fast and Furious' and 'the world on the click of the mouse' has wrapped the world in its web including literature. Social media, Internet, mobiles and such technology has occupied the place of books. Encyclopaedias, Thesaurus, dictionaries, etc. are easily available on Google. Students solve the problems by browsing the net and GOOGLE the solutions. The elements of communication like reading and writing has been changed to Blogging, twittering, micro blogging and flash fiction or six word novels. Long description has been replaced SMS and mobile language which is a least connected with grammar and usage in writing. SMS language has destroyed the function of vocabulary and spelling. The fast growing world does not spare their time for literature. Anything that is short and interesting has become a fashion for today's generation. No doubt the emerging trends have minimized the time, but these trends have crippled the art of reading and writing. The classic conventions of writing has replaced with new literature that deals with psychological aspect than social. Blogging sites have produced innumerable writers who write modern fiction and poetry with a brevity of expression and economy of words. There is no surprise that the world is growing smaller through internet. The medium and means of writing and publishing becomes easy through these modern channels. It offers chance to new skilled ones and serves as a platform for those who want to publish their writings to the world in the field of literature. Certainly these new trends are intriguing and appealing but, literary fascination and skill full, diligent practice to produce exceptional work of art that can be with human race for ever is certainly at stake in this techno –orientated age of todays and tomorrows.

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