



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

The Engagement Of Social Media In The Field Of Literature

Puja Debbarma

Guest Lecturer

Department of English

Government Degree College, Longtharai Valley, Dhalai, Tripura, India

ABSTRACT

Social media makes communication very convenient effective and accessible. This article mainly focuses on how the advancement of technology and digitalization has become much more compatible in today's generation. The influence of technology has brought a drastic change and where the age dominated by technology like Artificial Intelligence, social media and rapid information exchange interpret much of our daily life. Literature also became accessible in comparison to earlier days it enables the readers to access and engage literature through online platforms. The digital revolution has influenced new dimensions share their creativity, poetry, story-telling.

Keywords: Social media, technology, digital revolution, technological tools.

INTRODUCTION

In the new digital era, the technology has evolved and transformed the way of learning into more with creative thoughts. Digital literature is emerging and evolving in almost all parts of the world due to its accessibility to computer and internet where artist use the technological abilities to express themselves artistically in their own ways, as the users of electronic devices can find their own ways to create works of art. According to some studies there is a large body of digital literature with many aspects and including the perspective of digital humanities.

Technological advancements have provided many benefits which brings greater accessibility, reading experiences. The social media or digital media has become part of modern life as it is daily need for modern man to live and also have the opportunity to interact all over the country. Literature is emerging in the digital platforms which is now getting a new dimension from the idea that literature can only be written in print form to people sharing their works through social media websites or blogs, e-books, therefore allow users to share, create contents on the internet.

Digital media platforms have transformed the creation, consumption and dimensions of literature which has moved to new forms of literature. The literature has moved beyond text book and creating entirely to new forms of creative expression.

OBJECTIVES

1. The main objectives is to focus on the engagement of social media in literature.
2. To know about of readers and writers in the age of social media.
3. To know about the learning of literature among the students through the medium of digital tools.

BOOK REVIEW

Book: *Literature and Social Media (2020)* by Brownen Thomas.

This book explores the engagement of social media provides new ways of connecting and rediscovering the literary works and authors while also facilitating the emergence of unique and distinctive forms of creating expression.

The author says that the social media platforms allow us to observe the multiplicity of ways in which those engage in literary activities, both express themselves and their appreciation, admiration, oral responses, images and sometime a combination of different modalities and channels of communication.

Book: *How we Think: Digital Media and Contemporary Technogenesis (2012)* by N. Katherine Hayles.

In the first chapter of her book she says that now required materials for academics or scholarly writing are largely found in digital media. Scholars can do their most of their work through digital sources 'The Age of Print, is passing, and the assumptions, presupposition, and the practices associated with it are now becoming visible as media-specific practices rather than the largely invisible status quo.' And so, it is not only about how we think and work but also how we create our identities through our work. She also says about the how our habits has change with the web interactions – 'clicking the mouse, moving a cursor, etc.'

In chapter three, she mentions that the interaction with digital media also have the get distracted from instead of focusing on the work and it can also effect physically. She says 'the actions of computers are also embodied, although in a very different manners than with humans. The more one work with digital technologies, the one more comes to appreciate the capacity of networked and programmable machines are to carry out sophisticated cognitive tasks, and the more the keyboard comes to seem as extensions of one's thoughts than an external device on which one types.'

DISCUSSION

Social media and Literature

The engagement of social media and literature in this generation offers both challenges and opportunities for writers and readers. This social media is flourishing and offering writers to promote their work, connect with other authors, building audiences and feedback. Readers can directly read engaged with the authors, creating a deeper more personalized connection. Authors find themselves closer to their readers gaining valuable insights which bridge a gap between authors and their audiences. Therefore, there are some challenges as well where quality writings become difficult to be seen due to unlimited contents, since multiple number of books and articles published online each and every year. There are many platforms and websites like Instagram, twitter, Facebook and Goodreads, which brings together the reader and writer of different languages as well.

Literature in Digital Age

The technology enables readers to access books from anywhere at any time in the world-wide, which expanded the literature beyond traditional boundaries making it easier for people to discover new authors and genres.

The different types of literary genres plays a different role and deliver different approaches however the medium of delivery of different content influence people differently. In literature famous text and epic like Ramayana and Mahabharata, many other novels and dramas, short stories etc. are now available in videos format. People can easily connect to literature not only in today's world but also to get the knowledge of their civilization, values and tradition easily accessible through social media.

Technological tools and literature

This technology helps children make them active storyteller from imagination to visualizing the story or rhymes with the help of technological tools like YouTube videos, power point presentation, audiobooks and some other tools. The rise of podcast and audio platforms has become new technique of storytelling. The creators of this field use their voices. Music, sound effects to grab the attention of the listeners.

The study of English Literature itself is a developing skill where students learn to critically think, interpret literary texts, provides comprehensive understanding cultural context, historical backgrounds and the power of storytelling. There are different literary genres such as poetry, drama, novel, autobiographies etc.; which is now easy to introduce among the students in the digital age. Through the medium of technological tools these genres can be shown on screen and may asked the students to write the review, which give direct experience to the student. There is, also scope to learn and improve our writing, speaking, vocabulary pronunciation by using literary genres with the help of technological gadgets like computers, laptops, kindles etc.

students of this new generation finds a shortcut way to solve their problems browsing into the internet like, google chrome and other browsing sites instead of using dictionaries and encyclopedia. Since the

technological tools also provides the similar information and it is easily accessible anywhere whenever needed.

Writing of literature in Digital Age

Besides printed books the images and words played an important role in experiencing literature. As a new mode of accessing and practicing literary experiences the concept of literature evolves. The present age of social media novels and stories are told through audiovisual or interactive modes. Reading and writing practices change when we create digital text can be easily edited. Social media is growing rapidly as the digital age continue to grow, the reading and writing of English literature is no more confined to written text books, classrooms and libraries. This digitalization modes and medium helps society to learn new things create more ideas, emotional connection and cultural preservation. Literature plays an important role provides education and entertainment through poem, novels, short stories and drama.

Reading habits in digital era

In the age of digital era the traditional reading habits are being replaced by screen time because of the easier and accessible digital tools. The traditional reading and digital reading can have both advantages and disadvantage. It can be more affective on children when they use more screen time may have lower reading comprehension skills and attention problem but it also helps in developing new skills. Therefore, it is important to maintain balance on screen time reading.

FINDINGS

1. It has found that the social media engagement in literature has given opportunity to readers and writers a new platform to present their work.
2. It also allows students, to access books and dictionary anywhere at any time.
3. This emergence of social media in literature has found a way to bridge a gap between readers and writers to build and connect audience.
4. It has found that the writing text are no more confined to books, it is now accessible in the internet.
5. It has also found that this digital shift can have both advantages and disadvantages for readers and the students, who read on screen need to maintain proper time schedule. Because too much screen time can have attention problem and it also develop new skills in learning.

CONCLUSION

The digital era has given numerous online platforms which is easily accessible for any communication, reading, writing, publishing works. The social media in literature provides writers, readers, learners and creators a tool for sharing their innovations and creativity offer fresh perspective and diverse voices. The rise of e-books and audiobooks has made literature more accessible to people in reading and readers can carry entire libraries in their pocket. The different websites in social media are now seen as beneficial in the digital age where sharing new ideas and thoughts are very important for new innovations whether in writing literature or science. However, keeping a balance in reading a book on screen is important to

adapting new way of reading habits in this technological driven world. Therefore, literature remains important in digital age.

REFERENCES

1. Bais, Ashwini., Tiwari, Dr. Ruchi Mishra., 'Social Media And Literature,' *Gap Bodhi Taru*, Vol. V, Issue IV, 2022, pp. 143-144. <https://www.gapbodhitaru.org/res/articles>.
2. Gurung, Puran., 'The Future of Literature in the Age of Technology,' *Quote Unquote, Bahri Publication*, Vol. 7, no. 1-2, Jan – Dec 2019. <https://www.researchgate.net/publication>.
3. Kaur, M., 'Digital Narratives; Exploring Literature in the Age of Technology' *American Research Journal of Humanities and Social Science*, Vol.10, no. 1, 2024, pp. 1-2. <https://arjonline.org/papers/arjhss/v10-i1/1.pdf>.
4. Rasmi, Raikumar., 'Importance of Literature on The Digital Age', *Anthology The Research*, Vol. IX, Issue. IX, December2024. <https://socialresearchfoundation.com/new/publish-journal>.
5. Sethi, Dr. Pravat Ranjan., 'The Future of Literature in an Age of Digital Media', *Research Guru*, Vol. 12, Issue. 4, March-2019, pp. 668-676. <https://www.researchguru.net/volume/volume>

