

## LITERATURE AND SOCIAL MEDIA: EFFECT OF SOCIAL MEDIA ON ENGLISH LANGUAGE AND LITERATURE

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### Abstract

*Social Media is an agency by which something is conveyed or transferred. It basically began from hand published newspapers and magazines. During the past few decades Media has evolved from being Manuscripts, Papers to many distinct types which can be studied separately from each other .Media can change our knowledge, behavior, attitude, emotions.*

*Keywords:- Media, Digital Age, Literature...*

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### Introduction

**S**ocial Media is an agency by which something is conveyed or transferred. It basically began from hand published newspapers and magazines. During the past few decades Media has evolved from being Manuscripts, Papers to many distinct types which can be studied separately from each other. Media can change our knowledge, behavior, attitude, emotions.

### Importance of Media

Media plays an important role in Literature, Language and Society. In India 78.8 million number of news papers sold daily. 41,66, 438 number of magazines are sold. 665 television channels are there. 65 million active internet users are there. Media has become an integral part of our lives. There are social media sites for almost everything from books to movies to connect with other people. These Websites often viewed as beneficial in an age where sharing thoughts and ideas are important for innovations whether in Literature or Business. Social Media makes communication convenient and effective. As a result many people use these different Websites this enables the possibility of wide spread information quickly. Generally this seems positive because it saves time. There are many social Media sites. A piece of Literature can spread virally online because of social net working sites. There are many Websites that have free E-books. Social Media functions are advancing as the digital age continues to grow and flourish. With Social Media the concept of literature is rapidly changing and transforming traditional view of Literature. Social Media although fairly new, is changing the way we think about writing and Literature as a whole, because of the transition to the new age---Digital Age. People are starting

to express their creativity via Online Sources like Twitter, Blog, and Websites and Fan fiction Pages.

### **New Media Theory**

Under the influence of Media Literary content and form are influenced and Literature is communicated very fast. Media is dependent on "Digital" than "Analog" technology. Digital Technology uses a binary code to transmit or receive data, this data has been archived or transmitted recomposed into a format suited to the needs of a user.

### **Use of Social Media in Literature**

Literature is a highly dynamic sphere that reflects values social and cultural life. Social media has become the space where new Literature arises and we are currently witnessing the rise of new genre in the literature. It can be Social media fiction and can be defined as a genre of literature transformed through various social networking services[SNS]and characterized by the use of variety of tools such as tagging immediate interaction with audience and establishes communication between readers and fictional characters. Social media sites have become parts of our lives. They give an opportunity to fight injustice, build communities and influence the world of literature.

### **Texts**

Texts that appear in social networks as new forms and formats of online literature constantly appear and old ones fade away. Social net work fiction could be classified as Experimental Literature as it keeps with different formats to convey the message and it gets immediate feedback from audience.

### **Blogging**

Blogging fiction generally recognized as Literature. The reason for this is various online Blogs are transforms into printed books [Miller and Shepherd, 2009] Blogs don't form a single genre. In social networking, services deal with immediate contact with audience and tangled system of mutual linking. The link and feed back from the audience in the form of likes, shares,

reposts, and their analogues in Instagram and Twitter which directly influence how the text is perceived by others.

Literature that arises from the process of communication in social network has their focus on the interaction and communication between author and audience where by direct and indirect communication taken into account. Direct communication can be classified as interaction between audience and author.

Indirect communication can be classified as the silent signs of reader's presence such as likes, shares, followers, links etc. Both types of interactions are able to influence how the story is being told ,the tone of the author and the comments following texts can be a part of literary text itself. The distinguished feature in social media fiction is the absence of mediator between author and audience

### **The First Twitter Novel**

Nicholas Belardes made history by writing a novel on Twitter from 2008 to 2010. Now he is embarking on his second social network based book entitled "So long". When a Twitter or Facebook account are used by an author's agent to promote his or her work and the author doesn't create a new content especially for the digital platforms, the audience immediately feels that the page or account is fake.

The present paper is divided into four parts in Literary creation; Facebook, Instagram, Twitter and YouTube

The precise formats proposed by these networks to express 'what's on your mind' 'tweets or to share. Illustrated stories induce creative thinking, when the space for artistic creation is restricted the author has to dig deeper and find new solutions for the creation. The building material for the social network will be the words, but the meaning of the words that are placed in the social media frame and transforms into Literature. Who is able to classify the social network posts, statuses as fiction, The answer is the "Author". If the author presents his/her writings as fiction it belongs to Literature. It can be good or bad literature but it is a literary creation. For example on Twitter authors can identify their writings as literature by tagging with certain hash tags #vss[very short story] ,# Friday flash, #webfic, # web lit, #wrote today, #story craft and

many more. The formation of such infra structure for twitter fiction is more evidence of the true nature of literary creations that emerge on twitter.

### **Literary Texts of Twitter**

From micro fiction to online performances, Twitter fiction has many forms such as Micro fiction and collection of tweet blocks are online art of storytelling and creation of literary characters.[Fitzgerald,2013]Twitter Micro fiction was the first format of literary creation on Twitter. He defines Twitter as a new wide opened digital frontier of storytelling and experimentation. The authors convey the messages through texts and evoke reader's emotions .Other form of literary expression on twitter is serial of tweets that afterwards transforms into short story but broken into twitter blocks. The popular story is ‘Black box ‘science fiction short story by Pulitzer prize winning American writer Jennifer Egan published in New York magazine in May 2012.The story was released in a Twitter format as a series of tweets every night at 8 pm. Other approach is Author often divides the text into chapters to write the direct speech of different characters. This type of storytelling can be considered as Twitter Drama. Several authors work together creating a single story. This is called ‘Collaborative fiction’.

**Facebook-** The creative use has less literary text. Face book has more technical possibilities than traditional blogging sites such as live journal.com, word press.com. Many authors interact with readers through tweets and blog spots.

**Instagram:** It is a platform for social media fiction with many possibilities for tagging, linking and communicating. Many examples of short stories with most thought provoking sub genre on Instagram is Flash Fiction.

**Fan fiction**– A phenomenon which is on rise in social media and online posting, The notion of Fan fiction gives un experienced writers a chance to express their creativity such as stories around characters, settings, plots or review on their favorite shows, books, movies.

### **Parody Twitter Account**

These are crowd sourced Novels- the latest accounts, people collaborate on books ,but a novel written by hundreds of people could be awesome or disaster waiting to happen.

## **You Tube**

Today You Tube is the largest online Social media Website in the world. The site exceeds two billion views a day. This is a good platform for sharing and posting literary articles. It provides a forum for people to connect, inform and inspire across the globe

## **Literature and Language**

English as Lingua franca or the international language has a [historical background] significance especially in the field of Academic writing and Literature. Fiction and Poetry are very intimate forms of communication. Populations that are difficult to reach via traditional media can be targeted and effectively reached via social media. Web2.0-Story telling- -There are two essential features that are useful for projects and platforms for Literature.

The role of English Language today has become a matter of grave concern yo watch the de-authentication and gross permutation that English language has been undergoing in the field of social net working.

## **The Impact of Social Media on English Language and Literature**

With the development of most powerful mass media and large scale organizations-mass culture or popular culture developed. This culture depicts things like gossip magazines, some TV channels. Popular culture directly affects and changes English language what is called” dumb ling down.” Wikipedia –defines it as deliberate diminishment of the intellectual level of content of schooling and education. The process involves an over simplification of thought and Literature.Since World War II English language became the official and co-official language in 53 countries.

David Gradol’[1997] classifies English language speakers into three types

Those who speak as first language; those who speak as second language; Those who speak as Foreign language.

David Crystal in his famous publication Texting; the Gr8 Db8[2008] said,

Text messages aren't full of abbreviations- less than 10% words are used.

They aren't just used by kids, adults of all ages and institutions are using these days.

With the arrival of free social networking sites like face book, Twitter and WhatsApp on the social media messaging and micro blogging constantly give rise to newer and silliest of abbreviations, truncated spellings in English language. Historically languages evolve steadily with the passage of time .Online technology becoming a driving force of rapid creation and proliferation of new words. We are increasingly changing nouns and adjectives to verbs. The speed at which such changes in the language are occurring rises to a question; ‘How different will English language be in the next 15 years?’

### Conclusion

The recent development of social media—Literature proves that Social media fiction is a self sufficient genre of literary creation social media fiction belongs to literary process. But Social media is effective for sharing information and even as a way to publish without going through the process It does create lot of problems and issues such as ‘Plagiarism’. It is hard to monitor these Web Sites as there are so many of them for different purposes. Social media may be the next step in the world of Literature in which people can share faster and to a broader audience, but many critics oppose to the new move.

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