

Literature and Social Media: The Content and The Container in the 21st Century

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Abstract:

The 21st century brings about a significant change in society with the advent of social media. Social media has become a distinct part of modern life as it becomes a daily need for modern man to live and also interacts with every facet of the century. Both Literature and science have a deep interaction with social media nowadays. Literature caters the aesthetic taste of modern man and reflects the society with its dynamic spheres. With the advancement of technology, the introduction of internet social media has occupied a large portion of new literary ideas and practices and its way of expression. This article's main purpose is to discuss and reflect how literature and social media act each other as content and container in a distinct way and influence the aesthetic taste of modern man and his way to appreciate literature in the present day.

Keywords: literature, social media, modern man, content and container.

Introduction

The famous phrase "literature is the mirror of society", shows literature is connected with society, there is an integral bond between literature and society. The term Social media is formed with two words "social" and "media", which generally means that society is also deeply interconnected with media. Both literature and social media have an intimate relation with their appearance and their reflection of each other as acts for content and the container.

The Emergence of Social Media

Today's media, whether electronic or print, touches our life at every stage and modifies ourselves by providing lots of information and also acts as a tool to share innovative thoughts and ideas. Besides computers and mobile, social media is also a wonder of science that is totally new and now has become a daily need to everyone. The advancement of technology has reframed and modified the relationship between human beings and media and totally created a new taste of literature and new literary practices. The term social media can be defined as any technology or online platform for sharing information or communicating one another easily. Social media makes communication very convenient, effective and accessible.

Social media plays a vital role in every facet of society-language, literature, business, communication and so on. There are social sites for almost everything to collect information, share ideas and thoughts without any limitation. Social media is like a large container that has a large amount of content for everyone.

With the advent of social media, our attitude, Outlook and opinions have been undergoing constant changes. It has a tremendous influence on society and its inhabitants. The present age is sometimes called a digital age where social media has taken a pivotal position. Creativity and thoughts are two major parts of any kind of literature and business can easily be accessed and aired through social media. The different websites in social media are often viewed as beneficial in an age where sharing new ideas and thoughts are very important for new innovations whether in literature or science.

Literature and Social Media

Literature flows from ancient times. It is a dynamic sphere that is always adaptable with society and its changes of time. Social media now becomes a platform where literature has adapted properly with its new and modified shape of representation. Different platforms of social media such as blogging, online journals, Twitter,

Facebook, YouTube all act as a container to represent new literature in a very convenient and easy way. We don't need to go to the library to find a book from the shelf to read, we can find it easily on the Kindle that acts as a digital library.

Literature is the reflection of society in a particular space of time in which we live. Even English literature or any literature can be divided into the names of different ages or with an event or years. Social media represents literature completely in a new kind of way that is the modified shape of reading and learning literature. We can get PDF or docx format of any kind of books easily that we read on our tablet or mobile whenever we need. We don't need a special room to keep many books on the shelf, we could store them on a digital platform easily.

We are all familiarized with the short story "The Fun They Had" by Isaac Asimov in 1951, which is about education. The story deals with the future of education which will become increasingly digitalized and alienated from social interaction. The author's prediction is now sometimes true. Social media provides a platform on which an author can spread his new and innovative ideas to society and it's people digitally. Students also can appreciate new theories, books from different websites without going anywhere by accessing them more conveniently.

With the age of digitalisation social media provides a new platform where anyone can read or write without limitation. We can get the general idea of Shakespeare in a 15 minutes video on YouTube. We can easily get renowned journals, books on this dramatist at our home without going anywhere.

Different platforms of social media can be used as an author's agent to promote and share his or her ideas or thoughts on digital platforms. There is a term "Twitterature", a mixture of Twitter and literature is a literary use of the microblogging service of Twitter. It includes various genres including aphorism, poetry and fiction written by individuals or collaboratively (Wikipedia). Twitterature has been called a literary genre but is more accurately an adaptation of various genres to social media. It's Words limitation is upto 280.

There are many famous authors of Twitter fiction- Geoff Dyer, James Meek, AM Homes and Helen Fielding. "Black Box" by Jennifer Egan, a popular science fiction which was published in New York magazine in 2012. The story was released in a twitter format every night. We can also mention the name of Nicholas Belardes, who wrote the novel called *Small Places* in 900 tweets in 2008. Social media for instance plays a significant role in literature and it provides a larger platform to expose one's idea to the world. Through blog posts today's writers can also connect easily with their readers. Blogs have also been an active area for the discussion of various topics in the study of literature.

There is another feature of EPIC retold in Twitter. The Mahabharata was tweeted in 2628 to it between July 2009 to October 2014 by Chinndusreedharan. Later it was published as a full book by Harper Collins, India. We also have to twitterated novels. Neil Gaiman coined the term "Twitter Twovel" which was an attempt to collaborate with his followers in writing a novel. Then it was published as an audiobook under the title Heart, keys & puppetry.

Social media sometimes contains the mood of the present generation. The present day is a day of restlessness, all have the best literature that is coming out of brevity that we could read in our short time. The new generation that are totally pondering on technology neither have more time nor have more patience to read a full fledged novel. We have some best works in limited words that are sometimes called flash fiction. There are currently different subcategories of flash fiction as follows:

Flash fiction: Maximum limits are 1,500 words.

Sudden fiction: Maximum limits are 750 words.

Drabble, or microfiction: Maximum limits are 100 words. Twitterature: Maximum limits are 280 characters.

Flash fiction is a kind of prose narrative that takes the form of very brief, self-contained stories with word counts ranging from 5 to 1,000 words on average, and tops out at 1,500. It is also called a short, micro-story, or nanotale. The form is unique. Brevity is the soul of flash fiction. Rather than focusing on plot or character development, it focuses on movement and action, and also the subtle outlook of the author on what he has conveyed.

Facebook and Instagram are two famous platforms of social media with approx more than two billion active users every month. Facebook provides the facility of creating groups for people to share their ideas and write their views. Through Instagram one can follow the same people of the same genres such as the people who have great regard for literature. There are more than 100 groups on Facebook for all kinds of literature lovers through these groups they can access and also gather information and share their views and ideas. JK Rowling, Paulo Coelho, Cassandra Clare, Sara. J Mass, Chetan Bhagat have a large number of followers of readers so that they can have the ideas of these authors and also these platforms work as an agents of this authors to promote their propaganda and ideas and also their views.

Mythical stories, epics like Mahabharat Ramayan Panchatantra and horror fiction can easily be accessible and appreciated by the common people through YouTube, one of the largest platforms of social media with millions of subscribers. It can be a perfect platform for a teacher or student or any other individual to share or collect ideas with audio visual effects. Many scholars are now familiarized with social media for their identity development and expression security issues, relationships and also behaviors.

Besides YouTube we have Netflix, Amazon prime video and more like those platforms on social media that reflect some best of literary adaptation. We have some famous hindi motivational movies like 3idiot, Kai poche, Haider, Ramleela that are totally based on famous literary works also telecast on these platforms with all audio visual effects.

With the introduction of the internet we have a significant change today. We not only take or gather information through the internet but also express our own views, our concerns and our ideas so the internet is used as both a giver and receiver. Today we cannot only share our views but also edit, co-credit, author co-authored the digital content. The role of the user has transformed to an active producer.

Social media plays an important role in modern literature regarding influencing the way that people perceive and appreciate literature. Digital tools have the

potential to deliver knowledge on literature in simpler forms that are accessible to the students or teacher for review. Electronic text through the ebook technology makes it possible to analyze older literature in a convenient way. Teaching and learning of literature has also become more convenient with the introduction of ebooks and digital media. Web-based learning has contributed to the growth of interest among writers and readers in appreciating literature with a new mode and shape.

There are a variety of social networking sites that are used for scholarly communication from the general public such as Facebook, Google or Twitter to sites particularly for scholars such as research gate academia.edu etc. A majority of journals and scholars have Facebook and LinkedIn accounts for the professional purposes publishers and professional associations have sought to use social media both to disseminate information and to connect with the potentially wider audience.

The e-book technology has a significant role if we discuss extensively the importance of modern technology used in English literature. The e-book which is an electronic book or a digitalized form of an actual book can be accessed by readers easily. These e-books that are available in computers and devices such as smartphones and tablets very easily. Social media, digital media, and the ebook technology have a deep impact on culture and literature. Digital media and e-book or online reading in modern technology pave the way we study literature and increase more interest in written literature. Social media influences the way we appreciate literature and art.

Digital humanities or sometimes called computing humanities papers students a new way to study literature. It is very helpful for them to analyze and articulate different data and also for their research it is very helpful. As a new and emerging field, sometimes a digital platform of interpreting literature or different subjects aims to open up new areas for research and explore traditional questions in different ways.

Nowadays many authors have interacted with the readers through their blogs and posts. Literature is itself media. It also can be a part of social media as literature and social media both have been related with society to

communicate people. Different platforms of social media provide a stage for the new readers and also writers so they can express their views through different post on Facebook and Twitter, they didn't need any publication house to meet them familiarized with people.

Literature in the present time is much more advanced than that of literature of old times. Advancement of technology and also the internet made modern literature more accessible and faster in terms of creation and also author's view, propagation. It becomes limitless without any limitation. We have more writers and more returns and also their creations. Today everybody has access to all the knowledge, one can get materials online and also use it, rectify it with the help of fast and easy access.

With the advent of different social media sites like WhatsApp, Facebook and Twitter and also due to social messaging and microblogging, different types of new abbreviations and spellings have been rising in English languages. Both literature and language have interacted with social media without any doubt there is an increase of new written languages like *Tablet*, *Troll*, *Streaming*, *OMG* (oh my God), *TXT*, and many more words such "Like" and "Viral" are now used as a different meaning in Facebook or YouTube, their meaning is reappropriated by social media. New terms such as "selfie," "memes," and "unfriend" "block" are now part of daily conversations both verbal and written. Similarly, acronyms such as OMG, LOL have taken from social media platforms to ordinary verbal and written English. These words were unheard or sometimes used with other meanings before in English language usage, and now their popularity has been made possible with a new meaning as popularized today with the advent of social networking.

Social media may not be called proper literature, but it offers innovative and attractive possibilities for the people in terms of expression and creativity, collaboration and their participation. Fiction and poetry are the very intimate forms of communication authors or poets try to communicate with their readers with all of their innovative values and ideas. Social media is also a modified version of communication that can serve the very purpose of this motive of literature by sharing all the innovative values and ideas of authors to readers with more convenience.

Conclusions

Without media nowadays literature cannot retain its proper place as literature itself is a media to communicate people through the ages and also reflect the society. The modern youth with their new trend totally want a new kind of literary ideas that sometimes mingled with past and also present. Literature in the present time is totally surrounded by social media. Social media is a platform that acts as container which contains literary ideas and also presents in a new kind of way that caters to all the tastes of the youth generation. Modern writers as already mentioned like Neil Gaiman, Margaret Atwood, JK Rowling, Paulo Coelho etc. have taken to social media platforms to share their ideas. Social media has a profound impact on people and its domain is too broad to measure.

Social media is an area that has encouraged the growth of writers who used social media sites such as Facebook, Instagram and Twitter to expose their literary ideas and views. Older writers are now also adapting the culture of social media to promote their writings and to increase their readership. Social media also provides an opportunity for writers and readers to connect and communicate with each other in a more easy and convenient way. Electronic revolution and digital media also proved to be important in improving the access and academic analysis of literature. Literary appreciation and review in the past that took so much time and simplified with the advent of social media with all its innovative platforms.

Indeed, the advent of social media brings a new kind of theme in the field of literature and language. It brings speed to the way of sharing new ideas of literature with its various platforms. After a few decades it can be perfectly said that due to social media the art of reading and appreciating literature may become very unique with the more accessible and faster way for readers.

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