

IMPACT OF TECHNOLOGY AND NEW MEDIA ON LANGUAGE AND LITERATURE: AN ANALYSIS

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Abstract

This brief write-up is about the relationship between language and literature and how new media is playing its pivotal role in bringing the two a bit closer than the yesteryears. From a layman's perspective the language and literature are poles apart, though they tend to go hand in hand. But in reality, we must unanimously subscribe to one point that although the language and literature look like they are poles apart, they are, indeed, intrinsically related. We cannot think of literature without the use of language and until or unless language has some context to evoke or to talk about, it fails to become a language. Both of them happen to create a very delicate and meaningful symbiosis everytime and their independent existence is quite unimaginable. We cannot really segregate one from the other. On the other hand, when it comes to defining new media, it refers to interactive forms of communication which use the internet that incorporate vlogs, podcasts, social networking sites, YouTube, text messaging, Wikipedia and all other computer aided communication formats available online today. New media requires a computer or mobile device along with internet access. This article is also going to emphasize how this new media is assisting and influencing the students of language and literature studies today in adapting with the changing times. This piece of writing will also have a look at a few of the pros and cons of the use of new media by students of language and literature.

Key Words: Language, Literature, New Media, Science and Technology.

Introduction:

When it comes to the hardcore pursuit of language and literature, one must have a great sense of flexibility of mind and a fairly welcoming attitude towards new emerging media and social sites. He or she must be watchful to the challenges that are occurring in the modes of learning these days. YouTube, Wikipedia or a virtual dictionary, for that matter, could be truly interesting for a student of any discipline today simply because these platforms are less time-consuming and we can see a number of interpretations of any topic from any context at just one click of our fingertip. This is quite unprecedented and our forefathers couldn't really think of this day as coming. In this sense we are very lucky to be born in this era. The literary voice today is not the literary voice of yesteryears. The literary voice today is here and everywhere simultaneously. Being visible everywhere and anywhere at the same time is basically the time that has arrived and this is the moment in history which really needs to be celebrated and cherished by every student in today's generation.

Today's world is fast moving towards the peak of progress. Be it in the field of education or whatever the world we are living in is surrounded by science and technology and their inventions. The advent of

artificial intelligence (AI) is a giant jump in this technological advancement. Since this paper is going to deal with the impact of new media and technology on the students pursuing language and literature, therefore, the area under discussion must be narrowed down to the students pursuing language as well as literature studies. The impact of technology and new media especially on language and literature has been profound and multifaceted.

Access and Distribution: Technology has democratized access to literature and language learning materials. E-books, audiobooks, and online libraries have made literature more accessible globally, transcending geographical barriers.

Language Evolution: New media platforms like social media, messaging apps, and online forums have accelerated language evolution. They've introduced new slang, abbreviations, and expressions, often influencing mainstream language use and even entering formal communication.

New Forms of Literature: Digital media has given rise to new forms of literature such as blogs, micro fiction, interactive fiction, and web comics. These formats often blend text with multimedia elements like images, videos, and hyperlinks, offering innovative storytelling techniques.

Global Collaboration: Technology facilitates global collaboration among writers, translators, and literary communities. Online writing workshops, collaborative editing tools, and crowd funding platforms enable writers to reach international audiences and collaborate seamlessly.

Reader Engagement: Social media platforms allow authors to directly engage with readers, fostering communities around literary works. This direct interaction can influence literary trends, reader expectations, and even inspire new works.

Preservation and Archiving: Digital platforms enable the preservation and archiving of literary works, languages, and cultural heritage. This ensures that diverse voices and languages can be documented and accessed for future generations.

Challenges and Concerns: Technology has also brought challenges such as digital piracy, misinformation, and the loss of traditional publishing channels. These issues require ongoing adaptation and regulation to protect intellectual property and ensure quality content.

Technology and Digital Literature:

Technology has significantly transformed literature, giving rise to digital literature which encompasses electronic texts, hypertexts, interactive narratives, and more. It expands storytelling possibilities, blurring the line between reader and author through participatory formats like interactive fiction and social media storytelling. This evolution challenges traditional notions of narrative structure and reader engagement, pushing the boundaries of how stories are told and consumed in the digital age.

How does science and technology facilitate literature learning?

Science and technology play several roles in facilitating literature learning. They are as follows:

Access to Resources: Technology provides easy access to literary texts, research papers, and critical analyses through digital libraries, online databases, and e-books. This enables students and scholars to explore a wide range of literature from various cultures and periods.

Research and Analysis: Scientific tools like digital humanities platforms, text analysis software, and online databases allow for in-depth research and analysis of literary texts. This helps scholars uncover patterns, themes, and linguistic nuances that might not be apparent through traditional reading alone.

Collaboration and Communication: Science and technology facilitate collaboration among literature scholars worldwide through platforms like virtual conferences, collaborative writing tools, and online forums. This exchange of ideas enriches literary discourse and promotes a deeper understanding of texts.

Digital Preservation: Technology aids in the preservation of literary works through digital archives and libraries. This ensures that important literary texts are accessible to future generations and protected from physical deterioration.

Enhanced Learning Experiences: Digital tools such as multimedia presentations, virtual reality simulations, and interactive e-books enhance the learning experience by providing immersive and engaging ways to explore literature. These technologies cater to diverse learning styles and foster deeper comprehension.

Language Learning: Science and technology offer language learning applications and online resources that aid in the study of literary works written in different languages. This promotes linguistic diversity and cultural understanding among literature students.

Some cons of New Media on literature students:

Just like the advantages, we cannot nullify the probability of disadvantages of new media as well.

Certainly, here are some potential cons of new media on literature students:

Distraction: New media often offers a multitude of distractions such as social media, streaming platforms, and instant messaging. This can divert students' attention away from reading and studying literature.

Superficial Engagement: Digital formats sometimes encourage superficial engagement with texts, such as skimming rather than deep reading. This can affect students' ability to critically analyze and interpret literary works.

Loss of Traditional Skills: With the prevalence of digital texts, students may lose proficiency in

traditional skills like close reading, annotation, and the ability to appreciate physical books.

Information Overload: The abundance of online information can overwhelm students, making it difficult to discern reliable sources or to focus on specific literary analyses.

Impact on Writing Skills: Excessive use of digital communication can influence students' writing styles, leading to informal or abbreviated writing that may not align with academic standards for literature studies.

Reduced Attention Span: Constant exposure to quick-paced digital content may contribute to shorter attention spans, potentially hindering students' ability to engage deeply with complex literary texts.

Dependence on Technology: While digital tools can enhance learning, over-reliance on technology may hinder students' development of independent research and critical thinking skills.

Addressing these challenges involves integrating digital literacy skills with traditional literary study methods to foster balanced learning environments for literature students in the digital age.

Conclusion:

Overall, science and technology not only broaden access to literature but also deepen the study and appreciation of literary works through advanced analytical tools and collaborative platforms.

In conclusion, while technology and new media have transformed language and literature in positive ways by increasing accessibility, fostering creativity, and enabling global collaboration, they also present challenges that require careful navigation and adaptation by creators, consumers, and regulators alike.

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