

HOW RECENT TRENDS SHAPE ENGLISH LITERATURE

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Abstract

This paper aims to study and illustrate how recent trends such as the ebook technology, digital media, blogging and other forms of social networking play a significant role in English literature today. These trends are useful in promoting the exchange of ideas and access to vital information that assists the analysis of literary works. 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. Studies that would previously take much time and work are simplified by increased access to literary works in the form of ebooks and audio versions of novels and stories. Moreover, research articles and reviews are available in various blogs that a scholar may access. However some thinkers feel that social media, in particular, is inhibiting the development of art and literature. Various disadvantages are associated with modern technology regarding the decrease in quality of literary works.

Keywords: social networking digital media exchange of ideas easy access quality of literary works

MAIN TEXT

The recent trends such as the ebook technology, digital media, blogging and other forms of social networking play a significant role in English literature today. The primary aspect of English literature that the modern media affects is how modern scholars perceive literature and how they study literature. Recent trends are useful in promoting the exchange of ideas and access to vital information that assists the analysis of literary works. E-booking and other digital forms of written literature are known to foster interests in reading alongside improvements in reading and writing skills. Some authors (Lamy et al.197), argue 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. However, other thinkers feel that social media, in particular, is inhibiting the development of art and literature. For instance, there are too many stories in social media such that twitter journalism is replacing the novel reading culture (Morris et al.1). The proposition is that art and literature should be separated from social media. Public events that expose literary and artistic works are a way of keeping social media and literature separated. Social media is also perceived to have typical values that do not support the spontaneity of literary products.

A blog can be defined as a forum on the internet in which the members share their ideas. Once a member, one can offer their profile to other members. Moreover, the posts appear in chronological order, and a visitor can read the latest discussion in progress. Blogs allow non-technical users to comment on particular topics and share ideas by just posting their thoughts (Tufts University). Moreover, some blogs

enable the user to message other users of the same blog. Social media includes blogs, virtual worlds, social networks, micro-blogs and video sharing forums such as Youtube.com. Social media involves the computer generated tools, applications, and programs that allow the user to exchange information such as ideas, jokes, and advertisements with the public through the internet and comment on other people's posts that are availed on the user's computer screen. Some of the distinguishing characteristics of social media include the quality and accessibility. Social media is quite popular in modern culture and studies suggest that the average person spends more than 22% of their time visiting blogs and pages every day (Tufts University). Through mobile social media, exchange of ideas through pictures and videos is faster, inexpensive and accessible for many users. The various trends such as digital and social media are important in increasing the convenience in handling different forms of literature. The advantages of such trends include the ability to access quick information on literature for studying or literary works by others. However, various disadvantages are associated with modern technology regarding the decrease in quality of literary works.

The e-book technology should also be reviewed if we are to discuss extensively the role of modern technology in English literature (Schiff, n.p). The e-book is an abbreviation for an electronic book or a digital publication of an actual book. The digital books can be accessed by use of particular e-book readers that are availed in computers and devices such as smartphones and tablets. Social media, digital media, and the e-book technology have a profound impact on culture and how we perceive literature. Digital media and e-book technology affect the way we study literature and increases access to written literature. Social media influences culture including how we read and write English literature and art.

Social media, for instance, plays a significant role in English literature as it provides a larger forum to expose one's ideas to the world. The significance of research to the world increases as social media progresses in popularity. Social media is important in enabling English literature to achieve its purpose. While social media is good for literature, it affects writing quite extensively; to the extent that famous poet William Shakespeare owns a twitter account (Morris et al. 57). Moreover, there are many writers who have commanded the attention of readers through social media keep emerging. Social media has thus been a significant factor in the development of English literature and many writers are adapting to the social changes that are resulting from social media. Blogs have been a primary forum for discussion and analysis of various literary works. Older works and traditional forms of English literature have a role in modern literature as many digital forms are being availed through social networking. Scholars still investigate the benefits and disadvantages posed by the involvement of social media in literature. However, authors such as Noor and John assert that social media increases the connections between the writer and the readers, eventually creating better writers who have connections with their audience (12). 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 (Tharakan, n.p). Writers also keep in touch with their readers through blog posts. Blogs have also been an active forum for the discussion of various topics in the study of literature. Twitter accounts of historical authors and writers such as Charles Dickens and William Shakespeare play a significant role in evoking interest in English literature. Social media has, to a considerable extent, promoted a reading culture and increased access to English literature.

In as much as social media is hailed for its role in the development of social media in the digital age, there are concerns about the possible adverse effects on literature. The nature of social media and digital media is commercial and consumer-based. Internet articles, for example, have adopted the culture of twisting the information and even using exaggerations to achieve the interest of the reader. Fictional writing is thus thriving through the influence of social media. However, some literature and art require high levels of contemplation and reflection. Social media does not allow for literary works that need ample time for reflection and deep thought, unlike the traditional libraries. Social media and its viral nature make it extroverted while many creators of English literature are not (Morris et al. 1). Computerized social networking involves algorithms based on items with which the user may be interested. Artists with works that require longer periods to understand and judge are at a disadvantage when using social media alone as their means of communicating their literary products. The recommendation suggested is that literature and art should be separated from social media such that literature and literary products may be accessed only through public events.

Digital media plays a vital role in the modern literature regarding influencing the way that people perceive literature. Digital media fosters increased access to already existing literary works and provides the tools to review and study English literature. According to Poplawski, digital media is instrumental in assisting the review of large amounts of data thus making it easier for scholars of literature to access information that supports the study of literature (623). On that note, digital tools have the potential to deliver knowledge on

literature in simpler forms that are accessible to the student or teacher for review. Electronic texts through the e-book technology make it possible to analyze older literature. From available electronic books, one notices that much of the early modern English literature is based on the much earlier works. Instead of piling up collections of books, one can study many books and store them through the use of e-books. Digital media and the “Electronic Revolution” are factors that have played a role in the study of literature. Teaching and learning of literature are also increasingly comfortable with the introduction of ebooks and digital media. For instance, Web-based learning has facilitated the growth of English literature scholars.

In conclusion, the recent trends play a significant role in modern English literature. Trends such as the use of social media have led to the emergence of new writers. Social media is a forum that has encouraged the growth of writers who use social media sites such as Facebook, Instagram, and Twitter to expose their literary works. Older writers are also adopting 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. Moreover, literary works can be reviewed, and individuals may discuss various issues through social media. Facebook, Twitter, and Instagram are also instrumental in mobilizing people against social vices. Moreover, Facebook and other social networking forums are useful tools for discussion and analysis among scholars of English literature. Digital Media also proves to be important in improving the access and academic analysis of English literature. Studies that would previously take much time and work are simplified by increased access to literary works in the form of ebooks and audio versions of novels and stories. Moreover, research articles and reviews are availed in various blogs that a scholar may access.

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