

SOCIAL MEDIA AND LITERATURE

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Abstract

This article aims at describing the development of literature through social media. Social media is a form of electronic communication in which people can share their thoughts, emotions and their ideas and can create online communities to share ideas, information and other content. This article is written based on the qualitative approach the data are taken from documents and informants. The techniques for data collecting are content analysis and in depth interviewing of people the collected data are analyzed by using the interactive analysis. The study focuses on how social media apps as a new literary environment. It also explores how this platform results in the author's need to adapt their literary wording and content to suit the new platform.

The study is divided into an introduction, literature review, research methodology and conclusion. The introduction presents a brief background about the social media and a brief introduction about how literature and social media are connected with each other. And how social media is profitable for authors and readers? Social media users heavily contribute to the promotion of book, but it does not stop there. Many authors are now also very active on social media platforms, on which they can share and promote their books, and interact with their readers. And through this article it explores that how any person can read literature at any time in a very short time.

Keywords: Media, Literature, interactive, platform

INTRODUCTION

What is literature? And what is the use of literature in our society and what role can it play for our society? May be we all know about it. Literature is the mirror of our society. In the present time, social media dominates everywhere. Which has some negative sides but if we talk about its positive aspects, then its negative is nothing in front of it. Today, with the help of social media, we can easily get the information of our history with the help of social media we get audio books, video clips, texts and images or even symbolic likes and dislikes through social media we can give information about our ancient texts like Vedas Upanishad purana etc. To the Future generations they can easily understand.

Ancient times could get little information after so much effort but today we have all the information of the world in our grass it's only because of science and social media through this knowledge of our civilization culture in customs etc can be obtained very easily complete information about our oldest books is available on Google which we can get easily and also by telling the present generation about it we can also keep it for the coming generation or moral and social values which are very much needed today we can promote it through social media app like Face book, Twitter, Instagram etc. Even in English literature today a new author platform has been established in different genres of writing and are publishing their creation on social media its self. Due to which the attention of people is increasing towards reading.

Which is helpful for the promotion of literature then we should talk more about the positive side of anything so that our thought are also positive in today's time social media has become the biggest conductor of literature along with keeping old literature cartoon films are being made for young children's. Due to the production of films on the most famous text and epic like Ramayana Mahabharata and Shrimad Bhagwat Geeta etc. People can easily connect to the literature not only days along with they have also got the knowledge of their civilization culture and values and tradition easily accessible through social media and the biggest advantage of all this has religiosity has been propagated in the social environment our literature has been kept safe only throw social media. People are getting easy knowledge of different genres of literature because enlightened riddles can satisfy their curiosity from their school colleges and universities from written literature and other sources and can authentically obtained a waste amount of information.

LITERATURE REVIEW

The current study based on publications on the subject that are available at university of Hyderabad and other university and libraries. And the following are a few of the books which are written on social media and literature.

The review comprised of a deep search using electronic journals. Social media has made literature instantly many literary magazines are being published on blogs. Literature changes the way we think it also tells us the ways in which we can change the world. Cognitive dimension of literature helps us to deal with present and future generations.

RESEARCH OBJECTIVE

1. Interrelationship of social media and literature.
2. It is easy to save time and money by using the e content of literature through social media.
3. Important contribution of social media in the promotion of literature.

RESEARCH METHODOLOGY

Questionnaire is also one of the methods used to collect material in the field of research and survey. The basic objective of the study is to increase the publicity of literature through the use of social media and also to throw light on the studies being done from books on social media. Therefore, according to the objectives of the study, people using social media were selected who are more interested in reading literature. The secondary data was collected such as Books, Journals, Articles, Dissertations, and Abstracts etc.

Most interested people were included in the questionnaire to find out which medium they are actually using more. The respondents included young students and professionals related to the media. Big changes have come to the fore in the form of questionnaires today. Earlier the questionnaire was sent by post but today we are sending it through email, whatsapp etc. This is the most important benefit of social media for saving money and time.

RESEARCH FINDINGS AND DISCUSSION

Literature is not complete in itself if it is not read and critiqued by the readers then it has no meaning. This trend of review has been brought to the next level by social media. Nowadays people are reviewing books of many authors through social media. Which means social media has provided a platform to a wide range of readers which was absent in earlier times. Social media has provided a literary platform for the dissemination of literature.

CONCLUSION

Social media cannot be called real literature but it provides us tools and platforms to express our views. Many writers say that if you're on social media and you're not learning, not getting motivated or networking, so you're using it wrong. We need words of hope to overcome despair because words and thoughts can change the world. And social media is a unique medium for spreading these ideas. Instead of looking at the negative effects of social media, we need to look at the interrelationship between literature and social media.

Social media may not be proper literature but it does offer innovative and attractive for us in terms of expression, creativity and participation. Social media may be the next step in the world literature in which people can share faster and to a broader audience.

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