Literature, Language and Media in Digital Age

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Abstract

Literature, Language, and Media are deeply interconnected fields that have influenced each other since ages. This digital age has its own pros and cons. It has made knowledge accessible even for a layman. Even a street paddler who sells vegetables or a Cobbler who does meagre work, keeps phone and is able to manage his accounts. In other words digital literacy is progressing day by day with the advent of new technologies. Now Literature relies on Language as its primary medium while media serves as a vehicle for Literary dissemination. With the rise of digital media, new forms of Storytelling and Linguistic Expression have emerged reshaping the way, we consume and interpret texts. Artificial Intelligence of now a days keeps busy everyone from a child of one year to an old person of more than ninety or above. Uncountable games and other entertaining apps are available for them. It has made research work speedy and solution for most of the problems lies with Google Baba. One of the greatest advantages is availability of Google map that never lets anyone get lost in traffic and jams. But this Digital Era imposes lots of challenges and threats in regards to its impact on Literature, Language and Media.

Keywords: Digital, Dissementation, Media, Literature, Lingustic

Introduction:

There is no denying the fact that Literature and Media are complimentary to each other. Literature has historically moulded media by providing narratives, themes, and critical perspectives. Traditional print media, such as books and newspapers, have long served as primary vehicles for literary dissemination i.e. sharing of ideas. It is well known that the rise of radio, television, and digital platforms have changed literature into a more interactive and multimedia-driven experience. Books, newspapers, and magazines have been the main sources for literature and linguistic development. They are core to the growth of reading skills and gaining command over language and its usage. On the other hand, radio and television have expanded literature's reach through adaptations of novels, poetry, and plays for instance, Chitra Banerjee's *The Mistress of Spices* and Meera Syal's novel *Anita and Me* etc. Digital Media including Blogs, e-books, and online articles have created new spaces for literary discourse and instant communication.

Literature as a Vehicle of traditional thinking:

Former President of India APJ Abdul Kalam Ji in the excerpt 'Great Books Born out of Great Minds, remarks that language and imagination are inseparable. Owing to this observation of life, important to notice is what he says in this essay that every individual is an author, a living story full of imagination that transports one into a world which he does not actually experience. But at the same time it has a darker side also. It makes vulnerable, as it can make false stories more truthful than the truth itself. There is one more example that the authorized and perfect language of BBC appears wrong to some people and language on whatsapp appears more perfect. This says a person needs to be more watchful what to believe and what not to believe. Literature sharpens language by adding new vocabulary, idioms, phrases & expressions. it is a powerful carrier of preserving traditional linguistic forms for example usage of thou, thy, thine etc. It plays an important role in casting stylistic influence in polishing tone, voice and narrative techniques.

Digitized Version of Literature:

Considering the impact of media on literature in the Digital Age, it is very much obvious that it has provided free access to literature along with self publishing platforms on Amazon i.e. Bribooks has given rise to budding authors. It has given rice to diversity of voices and stories. Rise of E-books, audio books and interactive narratives have revolutionized story telling although traditional notions of authorship and readership have changed a lot. In the context of language media fosters brevity, immediacy and interactivity, giving rise to emojis & evolving

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grammatical constructions. New media techniques have brought changes in production, distribution & reception of both literature & language authors have now their reach to the global audience. They have real time feed back .

Literature, Language and Media in relation to Innovation:

Together literature, language and media form a dynamic eco-system that fosters creativity, preserves history and promotes dialogue in modern age. They help us understand the world, connect with others and express our individuality. As the society evolves, in the same way literature and media- continue to inspire, inform and unite people across generations and geographics. All the three play significant role in the field of education by developing the critical thinking, creativity, interactive and visual learning opportunities. By promoting folktales, myths and regional stories cultures are preserved. Indeed all the three make a powerful tool to raise awareness and influence political and social changes. Now a days world wide writers and readers can explore diverse literary traditions enriching their understanding of different cultures and perspectives.

Challenges and Ramifications:

All the three combined pose a number of threats also. As they bring decline in reading habits, language and promote misinformation fake news and digital rumours. New forms of communication although playful and creative but the strange shift has led to decline in formal language skills, as we observe younger generations struggling to write in traditional structured formats. Secondly, no doubt globalization fosters cross cultural communication, but it poses threat to the survival of minority languages and dialects. The ephemeral nature of digital content threatens preservation of Literary works for future generations. Social Media has promoted commodification of personal lives. Rapid posts have threatened privacy at large. The digital media landscape poses important ethical questions regarding Digital Fatigue and Mental Health challenge. We need to question ourselves, how can we use digital média to foster connections than division.

Conclusion:

To conclude interplay among Literature, Language and Media offers both challenges and opportunities for creators, educators and audience. Indeed Literature, Language and Media are no longer isolated disciplines but rather interconnected forces shaping and reflecting one another.

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