



The Future of Literature in an Age of Digital Media

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Abstract: With the advancement of technology and digitization, literature has become much more compatible as compared to the early 90's. Earlier we depended on books, magazines, newspapers, and libraries for information, but now we carry literature in our pockets with high speed communication gadgets. Digital media is very flexible, and it works on clicks and it's just a matter of milliseconds, information is available 24/7. It has made learning easier, faster and more efficient. I will be highlighting how online portals such as YouTube, Google, e-books, e-newspaper, magazines, blogs, news channels can give any information and have the answer in our hand in seconds. We can learn any topic of any subject in details and these benefits to all who have desire in learning.

In this study, I would like to emphasize how digital media has made literature more interesting as compared to early 90's. Before we had only textbook, magazines with less illustration, but with digitalization we have better graphic illustrations, educational tutorial videos, smart classes, interactive e-learnings, visual graphics, demonstrating in detail and making the subject more interesting and in understanding the subject better. With 3d robotic printing technology, it brings reality to what we see in the textbook. The advantage of Digital media is that we can refer it anytime, anywhere, whenever we like and view it as many times until we understand the topic. In today's digital world, if we want to share our knowledge to the outside world, we can upload any information online in our blogs, websites, and social media sites, in the form of audio, video, graphics, illustrations and pictographs.

Keywords: Digital, Media, Literature, Technology

Introduction: The age of digital media is eyewitness of innovation and radical change across all aspects of journalism, creating economic difficulties for legacy media and a frenzied search for alternative business models to fund a sustainable journalism for the future. The global recession since 2007 continues to grow deeper the sense of economic uncertainty arising from a period of unprecedented change with significant and wide-ranging consequences for the journalism industry as well as scholarly research in the field of journalism studies.

“Why Read Literature in the Digital Age?” by focusing on reading as opposed to studying, literature as opposed to other forms of writing, and all of this in the context of current electronic technologies. What precisely is it that reading literature – even in our wired world of social networking, blogging, tweeting, Google, Wikipedia and so on – brings us? How do we benefit individually and collectively from this now ancient activity? Literature is an art form, or any single writing deemed to have artistic or intellectual value, often due to deploying language in ways that differ from

ordinary usage. Literature was used to refer to all written accounts, though contemporary definitions extend the term to include texts that are spoken or sung (oral literature). The concept has changed meaning over time, nowadays it can broaden to have non-written verbal art forms, and thus it is difficult to agree on its origin, which can be paired with that of language or writing itself. Classical literature still does have enormous importance and appeal. Homer's Achilles has nothing ostensibly modern about him. He is a hero in the mythic sense. In Frye's words: "Achilles is more than any man could be, because he's also what a man wishes he could be ... he's a great smoldering force of human desire and frustration and discontent, something we all have in us too, part of mankind as a whole. Nobody cares now about the historical Achilles, if there ever was one, but the mythical Achilles reflects a part of our own lives." We are not reading literature to learn about the factual details of the Trojan War but for other reasons. Ancient literature, as exotic and different from our society as it may be, reflects part of the universal human condition and, as such, never loses its relevance. If literature is about the world of the imagined, where anything can and does take place, what is its value? We have already seen that this literary world reveals us to ourselves and expands the mind's horizons. Frye adds to this list "the encouragement of tolerance. Bigots and fanatics seldom have any use for the arts." He does admit that a negative outcome could be dilettantism, but dismisses this as less common and less dangerous. I would add the fact that some of the leading lights of the Nazi ideology were prominent academics, so no one could argue that the educated imagination is guaranteed to be free of prejudice or bigotry, only that one has the right to expect that it will more likely be sensitive and compassionate. Indeed, literature doesn't come with guarantees of accompanying compassion as the anti-Semitism of Pound, Eliot, and Céline sadly demonstrate. Frye speaks only of possibilities and expectations. Literature is not religion, and offers no belief system, no panacea, yet "if we shut the vision of it completely out of our minds ... something goes dead inside us, perhaps the one thing that it's really important to keep alive"

Literature can be classified according to whether it is fiction or non-fiction, and whether it is poetry or prose. It can be further distinguished according to major forms such as the novel, short story or drama; and works are often categorized according to historical periods or their adherence to certain aesthetic features or expectations (genre). Literature is mostly a serious undertaking. Think of the chronicling of society by Balzac, Flaubert, and Zola. In literature, "we always seem to be looking either up or down." Whether it deals with social issues, is mythic in nature or otherwise, literature requires an engagement with the "real world" but differently from other forms of writing. Frye uses the example of the scene in King Lear where Gloucester's eyes are put out. The audience knows full well that a real blinding is not taking place: "In a dramatic scene of cruelty and hatred, we're seeing cruelty and hatred, which we know are permanently real things in human life, from the point of view of the imagination. What the imagination suggests is horror, not the paralyzing sickening horror of a real blinding scene, but an exuberant horror, full of the energy of repudiation. This is as powerful a rendering as we can ever get of life as we don't want it. Repudiation of life as we don't want it but this is the realism of literature. It

isn't life; it's a statement on life, sometimes positive, usually negative. It forces the reader or viewer to confront a fiction which rings true. Or, as Picasso put it, "art is a lie that makes us realize truth." It is that truth that all art attempts to reveal. As Shelley's "Ozymandius" reminds us, all we have left of past civilizations is not conquest, not people, not treasure, but words, paintings, architecture, sculpture and music.

N. Katherine Hayles defines electronic literature as texts that have been digitally created (digital born). Print literature that has simply been digitized is not considered digital literature. Only texts that originated on a computer and are intended to be read on one (including all the genres of print literature as well as genres exclusive to interactive environments) are considered digital literature. (Kumar:2013)

With the advancement of technology and digitization, literature has become much more compatible as compared to the early 90's. Developments in print technology have allowed an ever growing distribution and proliferation of written works, culminating in electronic literature. With the advancement of digital media, literature has become very flexible, and it works on clicks and it's just a matter of milliseconds we can get access to all information's. Digital Literature is a form of literature born in the digital world. Meaning, the text was created on a computer or digital device and uploaded to a blog or webpage or social media sites for online. This type of literature is not meant to be printed out because it may include several types of media such as images, sounds, videos and hyperlinks.

Earlier when we talk of literature we depend on books, magazines, newspapers, and libraries, but now we carry literature in our pockets with high speed communication gadgets. It has made learning easier, faster and more efficient. Digital media's and online portals such as YouTube, Google, e-books, e-newspaper, magazines, blogs and news channels can give information and have the answer in our hand in seconds. We can learn any topic of any subject in details and this benefit to all who have desire in learning.

The Future of Literature

The Digital India programme is a flagship programme of the Government of India with a vision to make over India into a digitally empowered society and knowledge economy. Digital India is a vision to make certain that government services are made obtainable for all citizens electronically by humanizing online infrastructure and by increasing the effectiveness of Internet connectivity with one operation and one objective that is to take nation forward digitally and inexpensively. This proposal was taken to ensure that the citizens are getting engaged in the modernization process which is necessary for the economic growth and sustainable development of the country. In order to comprehend the full prospective of this programme, it is required to deal with certain challenges in the way of its successful implementation like digital illiteracy, poor infrastructure, low internet speed, lack of coordination among various

departments, issue pertaining to taxation etc. If implemented by the book, it will unlock various new opportunities for the citizens of the country and therefore it requires a lot of efforts and dedication from all departments of government as well as private sector considering the current status of the programme. The digital India project will be accommodating in providing real-time education and partly concentrate on the challenge of lack of teachers in education system through smart and virtual classrooms. Education to farmers and fishermen can be provided through mobile devices. The high speed network can provide the adequate infrastructure for online education platforms for example Massive Open Online Courses.

Digitization of Regional Literature is Essential

India is at present the most linguistically varied country in the world. The Eighth Schedule of the Constitution of India recognizes eighteen official local languages in India with a developed script and literary tradition, along with 1576 rationalized mother tongues or dialects. Linguistic variety adds richness to the Indian culture, with every region having highly developed literary legacies. Regional literature in India as novels, poetry, short stories, folk tales, regional alterations of the great epics stand testimonial to mankind's optimum creation. Regrettably, when it comes to combined awareness, such literature has limited call to mind. This can be contributed to the diversity in dialect with linguistic shortcomings handicapping the dissemination of these stories. There is a enormous potential needing to be capitalized, with the rest of the world already being fascinated by India's exotic culture. These literatures educate foreign residents on Indian life of its values, its people and its richness.

The Indian publishing industry can be divided into two segments- English language publishers and regional language publishers. While English publishers such as Penguin, HarperCollins, and Sage have majority of the publishing etc, the regional language publishers are gradually gaining grounds. The energetic publishing industry is on an upward hike and is registering a growth of 20% year on year, with digital being one of the leading contributors to the progress of industry

The attractiveness of e-books continues to grow at a rapid pace, thanks to the many e-book platforms and the new reading devices infiltrating the market. The multitude of options, the ease of purchasing and downloading e-books, and the lower costs of e-books are making them attractive to the Indian reader, especially the younger generations. Yet, the monopoly remains skewed heavily on English language publications. This can be contributed to the fact that there are not many amenities to support the publication of regional literature on digital platforms.

India may be on its way to becoming one of the leading cosmopolitan cities in the world, yet it has a wide base for consumption of regional literature. Indians, by nature, take immense pride in their regions and that pride reflects in their affinity for their regional literature. By concentrating on English language alone, e-publishers and sellers would lose out on this huge market of literature loving Indians, who are getting alienated due to lack of choices in digital. Efforts are being made to reach out to this

audience, through gradual inclusion of regional language books in eBook platforms. Emergences of new e-readers and e-book apps that can accommodate content in one or more of the twenty-five plus Indian regional languages are facilitating this rise.

Here are a few ways where digitization facilitates both regional content and platforms

- Archiving and preserving the rich literature- Books are often subjected to wear and tear, with time, amounting to great loss in terms of literature. Since eBooks have no physical entity, restoration and preservation is much easier.
- Bringing the youth closer to their mother tongue- The youth are estranged from their mother-tongue, opting for e-books in English instead. eBooks would help regional dialects gain popularity amongst youth, promoting consumption of books in native language.
- Empowering independent authors of regional languages and small publishing houses as well by taking their work to a larger audience through a digital platform- It is a common misconception that digital publishing is for the affluent and well-placed publishing houses. Digital publishing is an affordable option as compared to print publishing and the inclusion of regional literature would leverage the power towards the small publishing houses, while ensuring visibility.
- Inclusive Publishing: Making literature available to people with reading and intellectual disabilities- Often, disabilities rob the joy of reading, from those who are affected. Also, linguistic barriers prevent people from getting access to a host of literature. eBooks in regional language comes as a boon, aiding these readers to embrace reading as a part of their daily lives.
- Decreasing the cost of publishing-As mentioned above, digital publishing is economical as compared to print publishing, saving a lot of expenditure along with resources. This is a beneficial option for small publishers, with limited capital as they get a better outcome from spending less.
- Making the data searchable, extractable and shareable – Digitization of regional content makes it seamlessly searchable and sharable, ensuring greater visibility. It can be extracted from any supported platform, making the entire operation flexible.

The main onus of literature is to enlighten people while breaking barriers and stereotypes. The beauty of Indian literature is in its rich imaginative fluency. Through eBooks in regional literature, such a world is possible, where our folklore is vouched by people who haven't even visited the country yet.

Technology in Children Stories

Technology isn't just helping children read stories; it can also make them active storytellers. While the library space opens up a world of stories to children, technology can provide tools to make readers active producers of stories. In the online version of the game "Rory's Story Cube" we saw how children were guided by images to collaborate and build

stories, thereby fostering their imagination. Storytelling is a part of building up one's imagination and while there is a lot being said about using technical tools for storytelling, there is a little discussion when it comes to tools for story creation. Tools like audio clips, videos, Power Point presentations, e-books, e-pubs are some mediums that are widely used as storytelling aids. One could, of course, argue that story creation can be done without the help of technology; by simply asking students to write an essay, for instance. Wouldn't it be wonderful, in fact, if they could draw their essay on paper? Even better to have them add sounds to their essay through the varied narration, one could even have them form groups, build, create and even act out the essay together.

All of these and more can be accomplished with ease if we bring technology into the picture. When we let children build stories with different tools, we are actually providing them different mediums for experimenting and in turn, developing their creative confidence. "Rory's Story Cube" is just one way in which stories are built using images. Besides images, video, audio, and animation are other media that have immense potential to bring to life the stories kids imagine.

Overseas Digitizing project

The British Library is enterprise a four-year project to conserve and digitize nearly 800 copies of the Lotus Sūtra in Chinese. The Lotus Sūtra, whose most basic known Sanskrit title is *the Saddharma Puṇḍarīka Sūtra* and means "Sūtra on the White Lotus of the Sublime Dharma," was perhaps composed between the first century BCE and the second century CE. It is thought to contain the Buddha's final teaching, complete and sufficient for salvation.

Through the medium of parables and short stories, it delivers the significance that all sentient beings have the potential to attain Buddhahood. As such, it is one of the most significant scriptures of the Mahayana branch of Buddhism, and it is extremely regarded in a number of Asian countries, including China, Korea and Japan, where it has been traditionally practiced. If a few have already been digitized and are now accessible via the International Dunhuang Project website, a large proportion has remained practically untouched since their discovery in 1907 and is at present unavailable online. Thanks to a generous grant from the Bei Shan Tang Foundation, in Hong Kong, work is now underway to address this issue. The aim of this four-year project is to conserve and digitize nearly 800 copies of the Lotus Sūtra in Chinese, with a view to make images and information about them freely accessible on the Internet.

Digital Resources

Digital resources may be born-digital or surrogate of printed resources converted to digital form. There are different forms of digital resources according to their content like e-book, e-journal, ETD, e-magazine, online database, etc. They may be open

access or subscribed digital resources. Though the digital resources have advantage like fast and multiple accesses, searching facility; but the long-term accessibility is a matter of concern even today although high level technological options are available. Borchers (1999) in “Electronic books: definition, genres, and interaction design patterns” classified e-books into four types namely reference and documentation, learning, browsing, and entertainment according to the purpose of use of e-books. Advantages like searching, customization, portability of e-book and disadvantages like screen resolution, contrast and brightness, fragility of e-book reader are discussed here. In 2001, Arora made a detailed discussion in “Electronic publishing: an overview” about different types of electronic resources and their publishing. He charted the various media types and various formats in which electronic resources can be published. On economics of electronic publishing, he presented the various pricing models particularly on e-journal. Several publishers, aggregators, and non-commercial portals of current e-journal market were introduced by him in this work. This work can definitely be considered as a handbook on electronic publishing mainly for e-journal for the beginners. Lee & Wu (2002) in “Do librarians dream of electronic serials? A beginner’s guide to format selection” discussed the factors to be considered for selection of optimal format for a particular digital resource. Content, functionality, longevity, users, and cost are some helpful factors identified by them.

Conclusion

After studying I have found that in the digital world, digital literature has become much advance and more compatible to understand. Online portals such as YouTube, Google, e-books, e-newspaper, magazines, blogs, and news channels have paved the way for digital literature. Since I come from a background in technology and be aware of very passionately about libraries and storytelling, I consider that our rhetoric needs to shift from seeing technology as a dangerous disruptor. I instead envision a space where the two, technology and libraries, are integrated into a mutually nourishing setup that multiplies the choices and tools available to young book lovers everywhere. Technology cannot replace the cognitive processes and emotional moorings of a storyteller but it can certainly enable them to tell their story in a more creatively expansive way. The digital libraries evolved over the past twenty years in digital age. They represent different subjects and disciplines. Different types of content have been created and deposited in the digital repositories covering the photographs, music and film to more scholarly scientific and social data. Research activities in the area of digital libraries in the first decade covered metadata, indexing and information retrieval. The concentration in the 21st century is more on social, cultural, legal, ethical, and organizational and use dimensions of the digital libraries. There is a mounting concern in recent years for the designing the curriculum models and integrating them at different levels of education and training to bring out the suitable manpower to handle the digital library environment. There is an increasing growth of digital libraries all over the world. Numerous challenges and issues are evolving as the teams of researchers are involved in resolving the issues. Huge budget is earmarked by the various governments, institutions and corporate sectors. Apart from

this, number of conferences and seminars on digital libraries are being organized at different levels. As a consequence of this, recent publication covering the different aspects and types of digital libraries are published. The digital environment is less controlled and authoritative than the print environment. Many hurdles that could prevent low quality texts from being accessible to the public have been removed. And this is the nature of the digital environment.

Future prospect

The Internet of Things (IoT) is paving a new ground and mobile technology has completely dominate the digital era. With internet facilities, i-pads, notebook and other digital devices has made easy access to information.

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