HYBRIDITY AND INTERSECTION OF LITERATURE AND TECHNOLOGY IN THE DIGITAL ERA

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Abstract

Literature and technology have made an effective intersection with each other since last few decades through the sociological and scientific discussion within the literature. The arrival of the globalization and industrial revolution make people's higher interest upon various technological equipment's which escalate the hybridity among literature and technology. The concepts of digital literature, social media platforms to escalate the independence of the writers and various digital supports to design, develop and ready to sell a book mostly influence on 21st century's literature. The study has performed to discuss the entire hybridity and intersection of literature and technology in the digital era. A number of secondary qualitative data has collected in order to develop an empirical understanding on the topic. The information which has published onwards 2019 in English language has taken within the inclusion criteria in the inclusion criteria. Different peer reviewed sources and authentic sites provide textual assistance to develop the findings of the study. The study has found the use of technology in different sector of the civilization including literature has actually escalated the hybridity within the technology in 21st century's digital era.

Keywords: Technology, Literature, Digital, Intersection

1. INTRODUCTION

A superior quality literature needs to portray the overall social phenomenon and events happening in the social world and needs to implement the overall affair which has been impacting the overall livelihood process of the people within a business environment. Globalization and the fourth industrial revolution in the worldwide market sphere has been brings forth a large number of the modern and high-class featured technological types of equipment and gadgets. The overall livelihood process of people all around the globe as well as

the business companies has implemented a large number of technological equipment according to the budgets to enhance the strategic operation within the market surroundings [1]. It actually signifies the superior impact of technology on society and on the daily living process of people throughout the globe. It actually escalated the need for implementing various technological contexts within the literature.

The technological affection and probe towards innovation come to mind through the literature sources. A large number of critical literatures has been made throughout the year which actually portrayed various technological contexts within the literature. The fascination towards technological innovation for the betterment of society comes within the mind of a young aged human through reading various literature sources. It is necessary to take steps toward promotion in order to make more people aware of the creation through literature. The communication and strategic steps toward marketing have been offered to book publishers and writers which helps to gain the notice of people all around the globe and make it possible to reach the literature to the maximum number of readers. It actually signifies the superior interrelation between technology and literature in today's business market scenario. The fundamental aim of the study is to make an analytical discussion on the hybridity and the intersection of literature and technology in the digital era and to gain superior insight into the interrelation between technology and literature. The objectives which going to be followed in order to perform the entire study has mentioned below.

Objectives

- To know the basic importance of technology in the context of literature.

- To understand how literature reciprocated the interest towards technological innovation.

- To know the intersection of literature and technology in the recent day's digital era.

2. MATERIALS AND METHODS

In order to perform a study on a certain topic it is important to select the suited materials and methods of proceeding with the study, process of the data collection, types of data, and many other methodologies as it assists to perform all operational tasks in a systematic way. The declaration of the overall methodologies which has been undertaken to perform the study

supports readers to understand the research adequately. It helps to perform further studies on associated studies in the future. An inductive approach has been undertaken in order to perform the study successfully. An inductive approach supports the collection of various topic-oriented information within the study [2]. Hence, the execution of the inductive approach mostly enhances the process to gather data that are associated with the study. The study has focused to discuss the intersection and interrelation between literature and technology. Thus, various textual and non-numeric types of data are necessary to be collected within the study in order to meet the objectives of the entire study effectively. Qualitative types of data are which provide necessary textual and non-numeric information within a study [3]. Hence, the qualitative Types of data have been selected in order to perform this particular study successfully.

The topic demands gathering a large source of data and information within the study in order to bring forth authentic and unbiased findings. The process of secondary data collection provides the scope to gather a large number of topic-related data from various pre-published online journals, e-magazines, business reports, and many other authentic and peer-reviewed sites on the internet [4]. Various necessary data within the study have been collected through exploring various online sites and from various peer-reviewed articles through secondary data collection methods. The data and information which have been published before 2019 have been taken within the exclusion criteria within the study. The information published onwards 2019 and in the English language has been taken within the inclusion criteria to perform this particular study.

3. FINDINGS

Need of involving technology within the fantasy and fictional literature

Realistic illustration and an effective storyline are the basic storylines that help to develop a good craft of fiction or fantasy literature. It is a most challenging task which is involved the development process of fiction and fantasy stories to make believe the readers about the imaginary events within the baseline of the literature within the fiction genre. As mentioned by [5], Various crime thrillers, fantasy stories, science fiction, and psychological thrillers are oriented to the fiction genre in English literature. A large number of renowned writers and story developers have illustrated various technological contexts and digital gadgets within their

literature, especially within science fiction-oriented literature. The technological and engineering-oriented explanation within the fiction and fantasy literature works as a catalyst to enhance the aesthetic value and the satisfaction of the readers. in fantasy stories, the main protagonist within the literature makes use of various imaginary equipment and technological weapons in order to protect society from the aggression of the antagonist within the story. As mentioned by [6], the effective illustration of imaginary gadgets mostly helps to convince readers and relate the events with realism which enhances the quality of fantasy works of literature.

Another basic tendency of the writers in developing fantasy or fiction literature is to portray various social concerns and environmental threats through using highly artistic and superior illustrations which helps to escalate the basic awareness of the people about the issue. A large number of fiction stories based on social and environmental contexts had involved themselves with technological contexts within the literature to provide higher convenience to the readers. in recent days market, most of fiction and fantasy literature has used various graphical and technological paintings and sketches within the book in order to enhance the aesthetic elegance of the context as well as to make it easier to understand the readers. The use of various modern days technological assistance, AI supports, graphical devices, and digital software within the illustration and decoration process of fiction or fantasy genres books supports attracting more readers to the literature. It actually portrayed the need of using technology and use technological contexts within the recent days of English literature, especially from fiction and fantasy genre. In a large context technology and literature makes an intersection in fiction literature which shows higher hybridity among literature and technology.

Academic literature and its involvement with technological discussion

Science and technology are one of the most essential subjects within the academic area of a country. A large number of academic contexts and literature have been developed based on scene, technology, and engineering in order to provide superior academic knowledge to the students on the following trades and subjects. As mentioned by [7], in order to improve the scope of the students to be established within a respective career, it is highly essential to provide superior academic learning about various subjects which are associated with science, technology, and engineering. The knowledge about different technological tools and laboratory equipment

used in different experiments oriented with biological science, physics, chemistry, and other engineering works mostly enhances the quality and effectiveness of the academic lesson. A large number of different literatures has been developed throughout time which mostly aims to provide effective insight and ideas to the students about various science, engineering, environmental science, and medicine. The explanation of various technological contexts is essential to develop effective academic literature that helps to improve the science-based knowledge of the students and escalate their efficiency towards innovation. Various practical and performing actions are also mentioned within the academic literature which mostly escalates the experiential and critical thinking ability of the students within the education system.

In order to provide effective academic learning to students it is mostly necessary to take care to provide superior support from the education system which helps to enhance the learnings of the students to make strategic implementation towards innovation. It mostly helps to escalate the inclination of young people to make futuristic ambitions to develop scientific innovation and technological experiences for the well-being of society. The technological and engineering-oriented information within the academic pieces of literature mostly escalates the interests of the students towards scientific research in engineering and medical fields. Thus, a large number of academic kinds of literature have been included in various technological and scientific contexts within the discussion to encourage students toward innovation. It also assists to escalate the knowledge of the students to make use of different technological tools for different working purposes and offer higher success to the individual's upcoming career. Hence, literature and technology intersect and interact within academic literature sources and enhance the quality of education. It helps to portray the overall hybridity among technology and literature, especially in the recent days' digital era.

E-literature/digital literature: A new genre of literature

Electric literature or digital literature is the latest trend in the worldwide market which mainly keeps its concentration on discussing and for various concepts and discussion associated with various IoT devices and technological contexts within the literature. As mentioned by [8], the basic aim of developing E-literature is to analyze and works on evaluating the advantages and capabilities of various networked computer devices. The highly graphical representation and

illustration to evaluate the use of different IoT devices makes it highly difficult as well as costly to be published within a printed or equivalent medium. It makes it highly essential to publish those write-ups and literature using E-Book format which has been commercially produced, and read by professionals and dedicated e-book readers. According to [9], digital literature or e-literature is read by consumers using various digital and controllable viewing screenings, and IoT devices such as tablets, mobiles, and computers. The use of different technological tools mostly helps writers and publishers to make the literature more convenient and effective to read. Hence, it can be said that the process of e-literature and digital literature open ups a new genre within the literature sources. In printed literature the overall context and the aesthetic illustration within the books help to gain the attention of the readers, E-magazines demand more enhanced pictures and graphical designs to provide a high advantage to interpret the literary contexts and to the adequate idea on the digital literature.

Various technological software and platforms engage themselves in selling various digital works of literature or e-literature sources to customers. Amazon, Kindley, Flipcarts, and many other retail companies and technological enterprises have been running their business through sales of various popular digital literature and e-books worldwide. It is estimated the revenue earned through selling digital magazines has reached 15.4 billion U.S. dollars since 2027 [10]. It has portrayed the superior growth and popularity of the digital literature segments in the worldwide market. Through analyzing the cost structure of printed books and E-books in recent days retail markets it can be witnessed the overall cost of the e-literatures is comparatively lower than the other printed books within the market. As mentioned by [11], the lower paper preservation and archiving cost of digital literature most effectively helps to reduce the cost of publishing books in the digital age. It escalates the overall probe of the writers to publish digital works of literature in recent days global market. Various online databases of literature, poetries, fiction, and artistic literature have been published in digital literature which helps to reach a large number of readers with a lesser cost rate in the global market. It has been portrayed that digital literature has come forth as the latest genre in English literature and brings forth a critical revolution within the literature in the digital era.
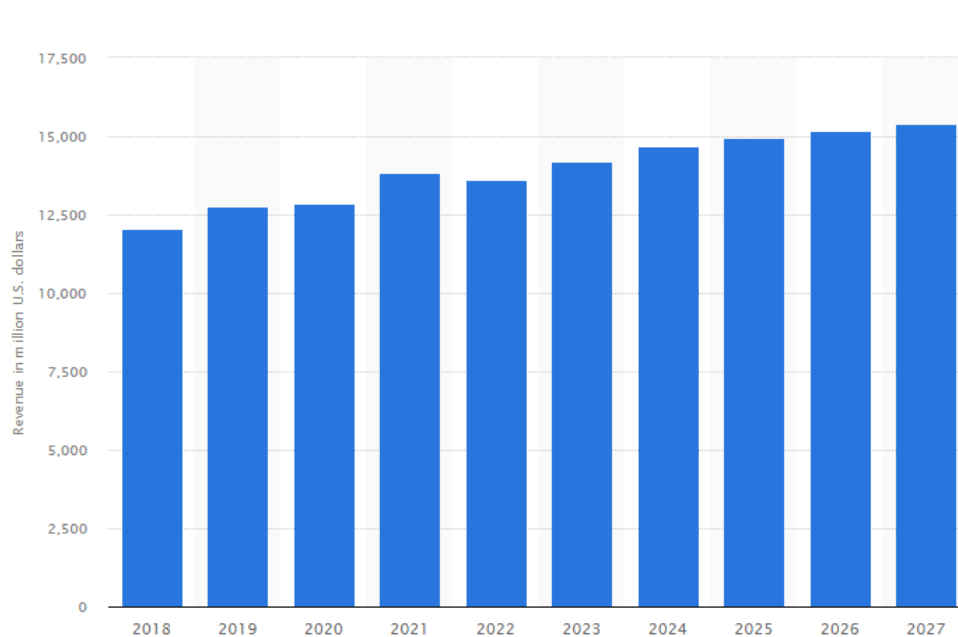
Figure 1: Predicted Revenue of E-literature Worldwide

Digital technologies and their implications for teaching and learning literature

The use of various modern technological tools within the teaching and learning process of the use of digital technology in English literature escalates the overall ability to enhance the learning process. According to [12], the process to make an effective combination of the technology within the literature assists to enhance the horizon of the teachers and students in the learning and teaching process. The overall inclusion of various social contexts, as well as developed thinking capacity and better writing skills, mostly build within the education process of English literature. The overall effectiveness of the learning can be enhanced by adopting a large number of technological tools and IoT devices within the teaching process of English literature. The overall teaching process becomes easier to understand by the effective implication of technological tools in the education process. As mentioned by [13], the flexibility of the learning and development process of English literature is enhanced by the implication of technological tools. In order to provide effective learning and understanding of English literature various educational initiatives and teachers have been started to implicate digital technologies within the teaching process. Various IoT devices, virtual classrooms, robotics, augmented reality, and audio-visual benefits within the teaching process of English literature help to improve the

effectiveness of the learning process. It mostly escalates the overall collaboration and curiosity among the students which helps to provide an empirical learning on the English literature. The intensification sense of the different English kinds of literature can be mostly escalated within the learning process through the application of various technological instruments in the recent day's digital age.

Digital pedagogy is the process that guides the use of contemporary digital technologies within the learning process of English literature. Digital pedagogy helps to enhance the learning and teaching process of English literature within online, hybrid, and face-to-face or classroom education. As mentioned by [14], the use of digital pedagogy enhanced the learning outcomes within today's digital age and provides superior assistance to the teacher to provide a superior insight into the necessary academic topic. It actually escalates the learning of different English literature and provides an effective ability to create literature contexts for the students. The superior ability to provide realistic and practical support within the entire learning process of English literature increases the inclination of teachers to implement digital pedagogy in the digital age. The process of adopting different technological tools within the educational context provides the key support to expand the education process in remote areas. The thunderstrike and the outbreak of the COVID virus in past years mostly escalate the need to provide online learning facilities to students. According to [15], the technological support and digital platforms within the education system provide the key support to continue the learning flow in different contexts to students all around the globe. In the teaching and learning process of English literature, the support of technological tools and digital pedagogy helps to provide a superior and more practical idea to the students which helps to enhance the future of English literature.

Social Media and Literature: The Creation of a new era

Social media has become the most trending phenomenon in modern days society. Most the people, especially the people who belong to the GenZ category, have a critical inclination towards availing various social media networks to read various literary contexts. Social media has brought a new era to the world of literature. With the arrival of platforms like Twitter and Instagram, authors and readers have been given a new way or opportunity to connect, interact, and engage with each other in real-time. This has not only changed the way to consume and

share literary content but also introduced new forms of literary expression and storytelling within the recent days' digital era. One of the most significant paths social media has impacted literature is by giving a platform for self-publishing. As mentioned by [16], platforms like Kindle and other alike mediums and platforms Publishing aspiring writers can publish, post their work and reach a global audience which reduces the dependency on traditional publishing channels and printing mediums. This has given arrival to a new wave of independent authors, with the ability to control the entire publishing process from start to finish, which has escalated the possibilities to reach to the maximum number of literature lovers and readers worldwide.

Another unique way social media has impacted literature is by democratizing the path we consume and explore new content. Platforms like Goodreads allow readers to share and review books, giving a valuable source of feedback for both authors and publishing individuals. According to [17], Social media algorithms also help to understand new content based on the interests and reading habits of users making it easier than ever to explore new authors and genres. In addition, the most significant influence social media has had on literature is the way it has transformed the relationship between authors and readers. Social media platforms like Twitter and Instagram allow authors to connect with their readers in real time, providing a significant opportunity for engagement and feedback. This has its own ground to build strong communities around certain authors and genres and has created a new height of intimacy and connection between creators and consumers of literature.

Furthermore, social media has risen to new forms of literary expression and storytelling. Platforms like Twitter and Instagram have been causing the phenomenon of micro-fiction, with authors telling stories in various-sized chunks that can be easily consumed on the go. This has led to the emergence of new genres like flash fiction and poetry and has given rise to a new wave of experimentation in storytelling. Finally, social media has also provided authors and publishers with a valuable and reasonable tool for marketing and promoting their work. Platforms like Instagram allow authors to share behind-the-scenes glimpses of their working process, while Twitter gives a platform for authors to engage with their fans and achieve hype regarding upcoming releases. According to [18], social media has also given an introduction to the bookstagram, with readers sharing wonderful curated photos of their favorite books and giving

valuable marketing for authors and publishers. Hence, it can be claimed that social media has become the way to the world of literature in countless ways, from providing a way for self-publishing to democratizing the way we take this and discover new content. It has also become the new form of literary expression and storytelling and has created a bonding between authors and readers. As social media continues to evolve and amaze us, it will be fascinating to see how it continues to form the world of literature and storytelling in the upcoming years.

The Influence of Technology on to Change Pattern of Literature in the 21st Century

The increasing technological applications worldwide in the 21st century have escalated the overall need for including a discussion of various technological contexts within the literature. The overall subjects, topics, and contexts of the literature have been making an effective inclination toward involving technology-oriented analysis within the literature. The overall pattern and process to develop literature has been changing at a rapid rate due to the high rate of technological assistance and digital support within the livelihood process of inhabitants all around the globe. The overall effort and struggle to form empirical literature content were reduced by availing various technological supports. It mostly escalates the tendency of the writers to avail different technological tools and make a detailed illustration of different technological contexts within the literature. According to [19], the overall support provided by various technological equipment within the development process of literature mostly increases the tendency to analyze different technological discussions within literature and use different technological tools in making literature contexts. Many renowned writers within English literature have taken steps to develop literature content based on technological explanations. It shows the overall impact of the technologies has come forth critical changes in making literature in the 21st century. The high socio-cultural background of technological gadgets within modern-day societies in the digital era mostly makes it essential to take steps towards inserting various technological analyses in literature. The high interest and curiosity of customers towards high-tech gadgets and equipment supports to aggravate the overall sales rate of various works of literature based on technological contexts within the worldwide market. It mostly escalates the need for including technological discussion and analysis within the literature developing in recent days digital era globally.

The 21st century is the era of technological innovation in the global market. According to [20], the overall implication of hypertext, multimedia, and e-platforms has revolutionized the overall way of writing and reading literature all around the globe. The overall possession and the way of thinking and developing literature content also become highly technology based which has changed the entire process of developing literature content worldwide. The overall support of digital platforms energy the scope for independent writers to reach their creation or literature to a large number of readers in local and remote areas. Hence, it can be said that the implication of technological tools has been reshaping the overall literature contents in recent days worldwide periphery.

Turning a new page: The future of literature in the digital age

The global market has been witnessing significant changes and a shifting nature due to the arrival of a large number of modern-day technological applications in the 21st-century worldwide market. The availability of different electronic mediums in order to archive and read various high-quality literature content all around the globe. Consumers or readers in the international market, have been able to read a large number of literature contents according to their choice and interests through exploring various online platforms and mediums in the 21st century. As mentioned by [21], the overall support of the technological mediums to publish, promote and deliver literature content using electronic mediums mostly reduce the cost of archiving and printing books as well as provides support to reach the literature content to a large number of readers worldwide. It mostly brings forth a new genre, era, and literature-developing process within the global market. The use of different technological gadgets and platforms in the 21st century has been improving the overall comfort and reading experience of literature. According to [22], the overall application of the latest technological tools mostly enhances the graphical representation and picturized illustrations within both digital and printed literature worldwide. It actually showcased the use of technological tools in time of developing and designing literature becoming the future trend of English literature. The superior support and assistance of the various technological equipment, platforms, features, and mediums have been changing the entire development process of literature and impacted most effectively the future of literature.

The entire dependency of the writers upon different publishing and book printing franchises has been reduced through implicating and exploring different technological tools, mediums, gadgets, and platforms in publishing independent literature. The overall ability to reach global consumers also becomes easier through the application of a number of effective technological gadgets and tools within the development process of literature. According to [23], Writers all around the globe are mostly able to share their creations in literature through exploring a large number of social sites and digital mediums and are able to avoid the increasing cost of bindings and printings. In a large number of cases, giant publishing houses in the global market have a critical tendency to reject various controversial literature and many other writings which do not match the objectives and goals of the company. As mentioned by [24], technological implementation comes forth with various effective tools and way out which helps to reach the literature creation towards a large base of literature lovers all around the globe. It mostly helps to enhance the level of motivation and enthusiasm of independent writers to make unique and practical content according to their preferences. Thus, it can be claimed that technology has enhanced the upcoming future of English literature and writers to develop and publish high-quality and exclusive literature content in the international market. Hence, technology has been contracting and enhancing the future of literature in the digital age.

4. DISCUSSION

A large number of secondary qualitative data has been analyzed in order to showcase the overall findings of the study. The study has found that the superior sociological impact of technology has been making it necessary to implement various technological contexts within the literature. The study has discussed the relevance of technological discussion and explanation within recent days' thrillers and fantasy literature. The basic tendency of consumers towards reading fascinating storylines on different technological contexts has been an increase in the inclusion of technological discussion within the literature. The effective support which has been proposed by digital pedagogy or the use of technological equipment for the teaching and learning process of the English literature has also been analyzed within the overall findings. The study has found the implication of various technological tools help to teach English literature from distant areas as

well as assists to develop a realistic and practical understanding among students. Hence, technology is superiorly intersecting in recent days teaching and learning process.

The study has also involved itself in discussing the concept of digital literature, and the superior assistance of various electronic mediums to publish different literature in recent days digital era. The overall cost of publishing and printing books becomes easier through the assistance of various digital tools within the global market. The use of social media also escalated the growth of the writers and reduce their dependency on the various publishing and printing houses. They have also found the use of technology mostly enhances the visual aesthetic of printed or E-books which supports touching the emotion of the readers. These aspects actually exhibit the hybridity and intersection of literature and technology in the digital era.

5. CONCLUSION

The entire study has been discussing the overall interrelation between literature and technology in recent days' digital era. The contribution of technology to the publishing, designing, and developing literature has been focused to be elaborated within the overall discussion. The basic aim which has followed throughout the study is to discuss hybridity and the intersection of literature and technology in the digital era. Various co-related concerts and data have been analyzed within the entire discussion to build an effective understanding of the topic. An inductive approach has followed throughout the study, and information published onwards 2019 in the English language has been taken within the inclusion criteria within the discussion. The secondary qualitative collection criteria of data have been performed to come forth with an effective finding within the study. The study has found a superior interaction of literature and technology in the recent days' digital era. The overall assistance and support of digital technology in learning, teaching, designing, promoting, and developing processes mostly increase the inclusion of portraying and using various technological tools by writers in the 21st century. The study has found the empirical hybridity and influence of technology in the digital era which actually revolutionized English literature all around the globe.

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