Impact of Technology on Indian Literature

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Abstract: *The word "technology" and its uses have immensely changed since the 20th century and with time, it has continued to evolve ever since. We are living in a world driven by technology. The advancement of technology has played an important role in the development of literature along with cultural change and human civilization. Technology provides innovative ways of doing work through various smart and innovative means. In the Digital Age, it is highly impossible to imagine any work reaching its desired recipients without being processed or affected by technology or tools at any stage during its production lifecycle. Technology has brought a tremendous change in the nature, boundaries and structure of information. The ongoing movement towards an electronic information society is pushing libraries towards automation and digitization. India has witnessed a significant growth in technology in the past few decades. With the rise of the internet, mobile devices, and social media, technology has become an integral part of our lives. While technology has undoubtedly brought many benefits, it has also had a profound impact on Indian literature. Technology is a sort of innovation which is rapidly changing and is continuously affecting the Indian literature. One of the most significant impacts of technology on Indian literature has been the rise of a new generation of digital natives. Young people today are more connected than ever before and are heavily influenced by the internet and social media. This has led to a shift in attitudes and values, with many young people embracing more liberal and cosmopolitan views. Technology has also had a significant impact on Indian language and communication. With the rise of the internet and mobile devices, many young people are now communicating in English or a hybrid of English and their native language. This has led to concerns about the erosion of traditional language and cultural norms. Moreover, technology has also affected traditional social structures and relationships. With the rise of social media and dating apps, young people are increasingly forming relationships and social connections outside their immediate communities. This has led to a shift in the traditional family structures and societal norms. Impact of technology and digital platforms on Indian literature considering new methods and challenges in the digital era.*

Keywords: *Technology, Indian Literature, Society, Culture, Tradition.*

1. Introduction

Literature and Society

Literature is considered as a mirror of society because it reflects the problems, issues, and experiences prevalent in a particular society. Literature is that which create ideas in a person's mind to learn more. Literature improves human and social relationships because it is good for any socialist. Literatures are the weapons who relates us easily from any other traditions. It allows people to explore unfamiliar and unknown places, cultures, arts and traditions.

Literature has lot of means like as preventing, transmitting, and documenting, knowledge and enjoyment, as well as providing a social, psychological, spiritual, or political function. Literature is an art form; it can also include works in various non-fictional forms like biography, diaries, memory, story, short story, poetry letters, and the essay. Literature also has non- fictional books, articles or other informative print material on a particular subject. Non-fiction books, articles, and other forms of literature are considered literature. Literature is classified according to different mode like poetry, prose or drama, and its works are also categorized according to historical periods, or artistic features, or style of fictional books, articles or other printed information on a particular subject. Literature has

had major impression on the progress and development of society. Literature is the medium which focus on different values of our society, our aspects, themes views and shaped civilizations, exposed injustice, learnt behaviours, human values and ethics values our culture and also preview human experiences.

Indian Literature

Indian literature is one of the oldest and richest literatures in the world. The oldest work of the Indian literature includes only oral discussions. India is a country of huge diversity so here; there are different people with their different religion, thoughts, traditions, languages, views, morals, human values, ethics etc. India as a country plays an integral and significant contribution to the literature world enhances, India is enriched in their traditions and cultures. India has a diverse and distinct culture that has been developing for thousands of years and varies from region to region. Indian culture is unique and through modernity has occurred over the years. The people of India remain rooted in their rich heritage. India is socially, culturally and linguistically very diverse. Many languages are used here to motivate the human ethics. Our culture is a platform that holds information related to the history, culture and heritage of India. There are various customs and traditions are waiting to be explored. These cultural aspects differ widely across human values are important factor related to culture and tradition. Human values refer to moral, spiritual and ethical values. Indian culture and traditions are often labelled as combinations of several cultural values have been influenced by beginning of the Indus Valley Civilization and other early cultural areas. India is a land of rich culture and tradition which teach people kindness, generosity. Family plays a vital role in every Indian household. Indians are known to live together as a joint family and the next generation of offering as well and the house gets passed down family to family throughout the generations.

Everything should be shared and the concepts of family get togetherness. Festivals are also another weapon of traditions we are known by everyone all over the world. These festivals can be religion seasonal and are of national importance. It brings love, bond, cross -culture exchange and moments of happiness among peoples.

Literature and Culture

Literature reflects both actual historical events and the culture of a people. We can explore everything through literature and the way is so easy. Only we have to understand the technology what they care about their Pride, prejudice, hope, fear, care, love, hate etc. Expressing cultural values in literature is done through the author. It's his or her way of teaching the concepts and views. Hence, Literature is the set of ideas and philosophies that govern our society.

Dr. Shyamsundardas, said that "Mixed collection of different poetic works is literature"

Munshi Prem chand said that literature is as an "analysis of life". According to him, literature can be in the form of an essay, a story or poetry. He also adds that literature criticize and clarify our life style. Matthew Arnold says "literature is to be a criticism of life" and "Poetry delivers from the heart and explains life."

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live together as a joint family and the next generation of offering as well and the house gets passed down family to family throughout the generations. Everything should be shared and the concepts of family get togetherness. Festivals are also another weapon of a tradition. We are known by everyone all over the world. These festivals can be religion seasonal and are of national importance. It brings love, bond, cross -culture exchange and moments of happiness among peoples.

Relation between Literature and Society

The relationship between literature and society is connected with each other. Literature is a reflection of the society where it is generated. Literature is created only on the base of ordinary life. The beauty of the society, its prosperity and its good manners is based on literature only. There are some factors of social power or essential force, social trouble or dislike and social civilization or bad manners that effect literature. Relates to our topic Indian literature has strong influence of oral tradition. Idea of Indian literature is not based on language ----literature equation. Because of India's multi language situations writers are writing in many languages. Folk and tribal literature has a very strong presence in the Indian literary since. India doesn't believe that non-literary cultures are knowledge blank. Tribal cultures are full of literature that is generally not return but mainly carried in oral discussions and traditions. The Indian literature of those languages dependent largely on the ancient Indian background includes two Sanskrit epic poems the Mahabharata and the Ramayana as well as the Bhagwat Puram and the other Puranas.

Impact of Technology

Today's world is considered as a small village because of technology. The process of communication and transmission of information has become so fast that it has spread worldwide, and has greatly affected human life and brought about a radical change. Information technology has made the education process more effective and productive. It has increased the well-being of the students. Developed methods of education have made this process easier, such as the replacement of books with tablets and laptops. Moreover, the emergence of e-learning platforms allows students to learn from their homes.

Technology Impacted Indian Literature

Technology has significantly transformed traditional literature into digital literature. Digital Literature is a genre of literature encompassing works created exclusively on and for digital devices, such as computers, tablets, and mobile phones. According to writer Simon Groth, the intention of digital literature is to "showcase innovation and creativity in storytelling for digital media and new directions in contemporary literary practice informed by technology." The video poems on YouTube, short stories on Twitter or a hypertext story are all forms of literature, digital literature to be precise. The effect of the digital tools for learning the literature is that due to its present ubiquity it reduces inequality and promotes inclusivity. In a country like India, plagued by poverty and dearth of learning resources and access to centers of excellences in learning in a democratic fashion, digitization has become a great tool.

Technology has impacted Indian literature in many ways like writing process, literary culture, writing style and form of literature etc. Technology has made writing more efficient and easier for writers by providing tools like spell checkers, autocorrect, and syntax highlighters. Writers can also use technology to interact with readers and get feedback on their work. Technology has influenced writing styles, making writing more informal and using more abbreviations.

A transformative era for literature has begun with the arrival of the digital age which has changed how we create, read, and evaluate written works. Digital formats have replaced traditional print media, which has an effect on reader interaction and engagement with literary content. Novel literary genres have emerged such as interactive storytelling, hypertext narratives and experimental forms that leverage technology. Digital platform has made literature more accessible to a wider audience by facilitating worldwide distribution and bringing a variety of literary voices together.

Author, distribution and book marketing have all changes as a result of the distribution of traditional publishing models brought about by e-book, self-publishing and online platforms. Social media platform are playing a significant role in shaping literary discussions, offering readers and author new spaces for engagement, critique and collaboration.

Human beings have an innate inclination to use tools and technology. Man has been discovering and inventing tools and technologies to make life easier. From using stones for producing fire to making a computer to write, edit and print, the journey of innovation for convenience seems longer than life. The technology not only compensates and complements human deficiencies, but also enhances our productivity.

MacKenzie and Wajcman observed that it is a vital aspect of the human condition. The technology has become central to our lives, and has the potential to make or break us. Humans and technology are very much related, and influence each other.

Printing Technology

Writing has existed even thousands of years ago. From writing on stones, barks of tree and paper to printing, many innovations have shaped and enhanced the art of writing. The modern printing began five centuries ago when a printing press was established in Mainz, Germany in late 1440s. As a result of printing, prices of books fell and access to literature became affordable. Dittmar noted that it also transformed how ideas were shaped and disseminated. Therefore, historians regarded printing a significant revolutionary invention in the history of mankind.

Information Technology (IT)

After the dramatic push that literature and literary works received with printing, a major boost to reading and writing came with the coming of Technology and Internet. In early 1970s, personal computers began entering academic spaces and offices gradually replacing paperwork and improving productivity. It entered into all sectors and industries at its own pace, and influenced our ways of working. Tech corporations like International Business Machines (IBM), Microsoft and Apple have come up with a variety of productivity software which eases reading, writing publishing.

Technology and Literary Output

Technology breaks down boundaries as literature does. It has proved itself efficient in many human tasks from calculating to organizing, curating and even generating information. The relationship between literature and technology is that of symbiotic partners, where in both partners have enriched and fed each other. It has the potential to influence production of literary work. In order to understand impact of technology on literary work and its producer, it is vital to know what goes into production of a literary work. The process of production of a literary work involves inspiration for an idea, weaving of relevant ideas and thoughts into a narrative, and editing the work before sending it for publishing.

Writing in Digital Age

An idea is like a smoke, and it disappears quickly into a void of our own mind if not captured and preserved on a piece of paper or a device. Any writer usually writes down his/her idea as soon as it comes. In order to write, humans have used technology from leaves to paper, chalk to ink and printer. Humans had used stone to write in earliest known period. As time advanced, technology also changed and they invented a paper, pencil, pen, typewriter, printer and computer to make writing a convenient task. With the coming personal computers, writers got much needed help in composing, editing, storing and printing the literary work. It improved their productivity. Typically, word processors improve overall writing quality by prompting text quality feedback and revising among others. At the same time, it came to be known that the writers using word processing to write their work gave lesser significance to overall planning of the work before they begin to write. The planning was better when they used paper and pen. Web technologies, especially social media, make writing fiction easier and enjoyable. Though writers know that internet applications may distract, they still use technological devices and software for producing literary works. Social media also makes discussing literature possible.

Publish

A ready-to-print draft of any literary work needs designing as well. Here comes the role of desktop publishing and creative suits such as Photoshop, CorelDraw, InDesign, QuarkXPress, iWork etc. A picture is worth thousand words. Therefore, writers and publishers aspire for attractive and meaningful title page, layout, color and font for their literary works. They involve in designing of a

literary work with technical help, and use technology that supplement and enhance overall beauty of the ready-to print work. A better design catches human attention. In fact, a literary work and its design are inseparable entities. After everything is ready, a simple print command to offset printer or a normal one generates as much copies needed.

Future

Twenty First Century is driven by internet and internet-powered technologies. And Artificial Intelligence (AI) has opened up infinite possibilities of automation of human activities, including creative works. Creative tasks such as composing poetry and music, drawing a painting and writing a fiction are being performed using modern technologies, algorithms, AI, and virtual reality (VR). Czech philosopher Vilem Fusser thinks that with automation human beings would become super fluous to writing, while others believe that no computer can genuinely understand language like a human being does.

Impact of Technological on Culture

The culture of a society is reflected in values, norms and practices. Culture observes itself through individuals to reflect their perception, practices and values and in transfer of technology. Technology has a crucial impact on fundamental aspects of all our cultures including language, art, mobility, education and religion. Culture of a community acts as a standard for perceiving, judging and evaluating the technology. As technology affects all the components of culture, it determines the direction of cultural development. To occupy the larger cultural dimension, technology should be in harmony with social and cultural conditions of community else there exists a friction between technological development and preservation of cultural values. A rational balance allows people to exercise freedom of expression in technical world which is beyond one's ethnicity, age, or level of education. People use it for fulfilling their fantasies but a cultural downfall may occur due to lack of restrictions, regulation and/or consequences.

Impact of Technological on Tradition

There exists always a tough competition between technology and tradition in a community. Technology has constrained the world into a global village by globalization. Imagination of today's life without electricity, transportation, communication, etc. takes us back in time. The advancement in the field of medical science, engineering, economy, etc. is as a result of technology. Industrialization, Urbanization, Modernization, Development of the means of transport and communication is all possible as a result of positive impact of technology. It also helps in networking of the culture, tradition and coherence of the society. The 21st century has been so much forward due to the progress of technology.

2.   Review of Literature

As the use of Technology is picking up momentum, different studies have been conducted on the use of Technology and its effect on Indian literature. The accompanying available literatures have been reviewed with the end goal of our investigation.

Peregoy and Boyle (2012) carried a study on using technology in improving learners' reading and writing skills. The results of this study indicated that technology tools enhanced learners' reading and writing skills because they are user-friendly, and learners can learn at a faster and more effective way. The other finding of this study was that leaners learn more effectively when they use technology tools instead of traditional teaching method because the Internet provided a favorable learning environment for learners' learning, facilitated a new platform for learners who can have a convenient access to learning lessons.

Baghla, Ashish. (2018) "A Study of the Impact of Technology on the Society" Exploring the impact of Modern Technology on Society and Behavior. This research paper seeks to identify the positive and negative effect of modern technology on the society and it analyses the possible outcomes which has affected the behavior of people at workplace and in the network.

FASIULLAH, S. M. (2018) carried a study on technology and literature. A study of impact of technology on literary output. This paper explores the use of technology in producing literature right from printing innovation, and its impact on writer as well as literary work. Technology comes handy for those who intend to write a piece of fiction. Right from conceiving an idea to drafting, reviewing,

publishing and receiving feedback—technology comes to the rescue of a writer to cut off a chunk of labor work and refine the output. It altered the way writers conceive their work, research and write.

Objectives of the Study

To study the positive and negative effects of technology on different segments of Indian literature.
To find out the opportunities and challenges faced by the reader and the author.
To find out the impact of technology on literature.
To analyze the future prospects of the technology on literature.

3. Research Methodology

With the end goal of the investigation, both the essential and secondary Data have been used from different sources. Interview method has been used with the end goal of collection of essential information. A sample of 100 people was taken from students, professionals and households etc. Secondary information has been compiled from different online sources, for example, websites, articles with the end goal of references

Positive Impact of Technology on Indian Literature

As latest technology helps in better techniques of creation and processing, so it helps in better usage of resources for the reading and writing literature. Modern in one sense that they can use the Google, YouTube and educational applications from the internet for their knowledge purpose and in addition to keep themselves updated. Imparting the information and vital documents to the help of computerized media and social media has transformed the manner in which literature was seen earlier.

Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites as mentioned below. Facebook is the most browsed social network on social media with a large base of 100 million users, clearly it is not fading away anytime soon in India. More than 80% of those user's access Facebook via their mobile phone. Total Twitter users in India are 33 million and from this base 76% of users access it via their mobile phone. Instagram the usage is more dominated by men in comparison to women; ratio being 75:25. It shows only 1/4th of the women population in India are on Instagram, looks like selfies are more appreciated by men than women!

By the help of these social media popularity of e-readers increasing day by day. Thus, literature is getting digitized. Social media has helped emerging and established writers to form various groups which can help them to contribute their ideas and receive appreciation, recognition, and valuable feedbacks from other writers. Thus, social media can help them to polish their skills.

Negative Impact of Technology on Indian Literature

Every coin has opposite sides; comparably technology is having some negative effects also separated from its positive effects. The negative effects are as per the following:

Technology Effect Oral Literature

The development of writing and printing technologies has reduced the appreciation of oral literature's unique qualities and cultural significance. The shift to conceptual and logical language in science and technology has created a barrier between literature and scientific advancements.

Technology Effect Language of the Indian Literature

Technology has changed the way people use language, communicate, and express themselves. For example, people use acronyms and new spellings in texting, chatting, and emailing. In Hindi, people use Roman script for writing SMS, Facebook, and E-mail because electronic gadgets do not provide the Devnagari script.

Technology Effect Social Values of Indian Literature

Excessive use of technology can lead to people becoming more materialistic and having less interaction with their families. This can negatively affect the culture of Indian society. Etc.

Data Analysis

Response will collect through questionnaire comparing the following questions. The responses were analyzed as detailed.

Q1- For how much time you use the computers, smartphones, social networking websites etc.

Answer: Interpretation: Out of the sample of 100 people, 9 persons were observed to be utilizing technology and websites for around One hour daily.

24 people said that they use the technology between 1-3 hours in multi day.

40 people said that they use the technology for around 3-5 hours.

27 people said that they use the technology for more than 5 hours every day, generally due to their profession/employment.

Q2-How does technology affect our literature?

Answer: The conclusions collected for this question were generally same. Technology affects literature by introducing new forms of electronic literature such as hypertext fiction, interactive fiction, electronic books, digital publishing and digital poetry. New digital forms emerged as a result of technological advancements, providing readers with more ways than ever before to access and enjoy literature.

Q3-What are the advantages that technology is bringing to literature?

Answer: The conclusions collected for this question were generally same. It gives writers the opportunity to publish their work at a minimal cost. This encourages writers and also increases their readership.

Q4-How technology has impacted positively the development of literature?

Answer: The conclusions collected for this question were generally same. Technology has significant impacted by literature by revolutionizing how it is produced, accessed and consumed. Technology has changed the way we perceive, interpret and even write literature, by creating the ability for everyone to write through social network, review and blogging and it has been for the better.

Q5- Has the technology becomes an integral part of Indian literature?

Answer: The conclusions collected for this question were generally same. People said that technology has become an imperative piece of Indian literature and the way people read and write. It has influenced Indian literary practices and culture production with technologies such as typewriters, gramophone, print, radio, television and computer playing a role in shaping Indian literature. The emergence of the internet and social media has transformed the way we learn, teach, and communicate, leading to the birth of new genres like short-short stories and text speak.

Q6-How literature can influence technology advancement?

Answer: The conclusions collected for this question were generally same. In contrast literature can influence technological advancements through introducing new information that would give innovators an idea to make or create something.

4.   Conclusion

Rather than two worlds colliding, technology and literature are merging to create a new hybrid future for narrative. The complex web of literary development includes e-books, interactive stories, online communities, and AI-generated material.

Literature is said to be mirror of society. Indian literature through the age's right from the Vedic to modern as capture the spirit of Indian society and culture the literary work has been Indian specific. The advent of technology as affected the essence and spirit of Indian literature as well. The plot of literary work as burden from local to global the literary form too has changed dramatically. There are less and less voluminous literary work. Technology has caused assimilation of values all over the world. Indian literature is striving to accommodate and keep pace with recharges.

However, the opening of literary vistas has created and invoked intersect of the global leadership in Indian literature. One may hope that with the advancement of technology Indian literature will make prominent presence with its cultural values.

Indian Literature and technology have impacted on each other because Indian Literature has been retained as a witness of various changes since centuries. Many things got changed in the course of time. Indian Literature also changed its means of production and reception. But it is having the same cult which had before wider the impact of technology. As we are aware, Indian literature follows culture. The Indian literature adopted technical changes to keep pace with pressing needs of the time. Since the invention of various techniques in writing i.e. paper, ink, printing press, binding, circulation, literature got changed. There is a great fear taking the wider impact of technology on written Indian literature. The cultural, social, and economic life of man has drastically changed.

There are both advantages and disadvantages of the Indian literature in the age of technology for through technology the excess is made however the real essence of Indian literature will not lose its value. It is not the question that literature will last or not. The imaginative Indian literature has always remained an integral part of society. Indian Literature is important in our life as it connects individuals with larger truths and ideas of the world. Despite various changes, Indian literature will serve its purpose as it did in earlier times. The rapidly growing influence of technology has altered the way in which we live and think. The cultural, social, and economic life of man has drastically changed with the help of literature. However, the big question that in which form literature will last remains uncertain. The future of the Indian literature will be more different from the present and the value of it will keep on changing. Indian Literature and technology have impacted on each other because literature has been retained as a witness of various changes since centuries.

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