

Literature, Culture, Media and Technology: Intersections and Disruptions

Literature, Culture, Media and Technology, despite being so diverse as subjects, form a panoramic view of modern society when combined. Intersections and border crossings between the above areas have given rise to new forms of perspectives and ideologies. The new forms of media like television, films, the internet, and digital media have transformed and reinvented traditional literary and cultural forms.

Media forms in the 21st century are different from traditional media forms. The changing contours of media in the 21st century introduced the concept of New Media, which is a product of a steady rise in internet culture. There is an unparalleled reliance upon media, the internet and all other devices which are linked with it. The influence of the media has grown exponentially with the advancement in technology.

Technology now has become a part of human existence. The use of technology reached new heights during the pandemic and the post-pandemic era. But the growth of technology cannot be seen as an isolated process. It has been developing according to the changing needs of the people.

New media and contemporary technologies influence the abandonment of primary culture by creating parallel virtual social communities that contribute to the departure from traditional cultural values. The virtual space is a postmodern transition from a human-territorialized space to a computer-mediated space.

Digital technology and media offer new ways to produce literary works, but they also require writers to develop different styles, techniques, skills, methodologies and conventions of communication between themselves and their readers. Since technology and media are constantly developing, the world of writing literature also becomes a story about born-digital literary works that are being created explicitly as literature to be consumed and interacted with through computers, other devices and the internet. Marshall McLuhan, considered by many to be the father of media studies, insists on considering the medium as a primary focus for analysis. This was a key factor in a general movement in humanistic and social sciences to redirect attention to the process. This fundamental change is also registered in the kind of literature that is written, and how literature is read.

Modern culture and media is an interdisciplinary concentration that explores the ties between media and broader cultural and social formations. However

defining culture remains a difficult exercise, especially because of its multifaceted nature. Hence a need for academic discourse on media and culture by reviewing studies dealing with issues of cultural diversity, examining approaches to culture and their potential limitations and also presenting ways in which critical intercultural communication can be used by researchers. Defining intersections among literature, culture and media can help in exploring contemporary hybrid and emerging forms. When looked up from a variety of theoretical approaches like intersectionality, semiotic theory, critical race studies, feminism, post-colonial, Deconstruction and Marxism, it will deepen and complicate the problems of defining literature and culture in a digital society. This multidisciplinary focus would also help to examine concepts such as textuality, visuality and networks and to critically evaluate a variety of texts drawn from film, television, the internet, literature and popular culture, and relate those texts to wider fields.

Today with technological advancements and with the emergence of a plethora of media platforms, there are more writers and readers than were there in the past. The reason is the easy availability of literature and tools to express one's flow of emotions. With the digital forms of books becoming easily available, self-publication of written content in the digital form is also becoming popular. The increasing popularity of podcasts and online forums like discord and twitch is evidence that such virtual areas are attracting more and more content creators and content consumers. Since online content is so easy to create, people of all ages and backgrounds have the opportunity to put forth what they believe is worthy of being called literature.

Online forums and websites allow writers to publish their works but it also needs to be remembered that modern media has not only caused intersections, but also disruptions. With the advent of social media, quick digital interactions appear to be the mode of social communication. The production and consumption of literature are also evolving to shorter and more frequent communications. Short digital stories are now considered a new literary genre with different aliases such as flash fiction, mini fiction, minute stories, and Twitter fiction. It is not surprising that short digital stories lack the traditional elements of a story including setting, characters, plot, conflict and resolution. They also lack vivid descriptions and articulate expressions of characters. Nevertheless, the popularity of sharing short digital stories has increased manifold with digital storytelling. The increasing popularity of these alternative media contents has certainly caused disruptions in

the field of mainstream media and culture. We all agree that technology is here to stay and it has phenomenally affected literature and culture. Inevitably, literature will continue to evolve with further technological advancements and new literary genres will appear as a product of necessity.

This conference is aimed at exploring intersections, disruptions and transgressions between the above areas. What are the boundaries of traditional literary study in the digital era? What are the benefits of digital tools in the teaching and studying of literature? How have technological changes impacted culture in and through the media?

It can definitely be ensured that the deliberations and discussions with the eminent speakers will help the students, scholars and professors to get an answer to these questions and to explore the key terms media, culture and literature through a variety of theories, narratives and media objects.
