

Language Literature and Culture in Digital Era

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Abstract

The teaching of literature has undergone significant changes since the emergence of the digital culture. In the past, a teacher and students in the classroom had to have their copies of the traditional book(s) used but now no traditional books are always needed. The teacher and all students can have digital books on their gadgets. Those bygone days are now a memorable souvenir. Parallely the skills of reading and writing are greatly disrupted by the online sources. Digital media currently has a very dominant influence on people's daily lives and social behaviour in global culture. Globalization undeniably accelerates cultural exchange on a global scale, resulting in the spread of ideas, information, and customs across international boundaries. Television programs have a strong influence in shaping the cultural identity of teenagers. Digitalization has brought human life into the process of irreversible change. The reason why this process of change is irreversible is that as a result of children growing up with these new digital technologies, their lives and developments continue under the influence of these technologies. Many educators and parents are worried about the attitudes and habits of the current technology-savvy generation because their language standards are dropping. It has been observed that the children who interact with robots can acquire language and as well as socialize with them. Likely, interaction with the screen (television, computer, tablet, and smartphones) which is much more common in everyday life is not possible. India's rising digital literacy and Indian language enablement of the ecosystem brings and engages more Indian language users online. Hindi internet user base is likely to outgrow English user base. Internet enabled mobile devices are the clear choice of an Indian language user to consume digital content. Local language digital content will witness greater acceptance from Indian language users as they find it more reliable than English content

Keywords: *Globalization, Souvenir, Television programs, Irreversible change, Savvy generation, Language user.*

Introduction

Language is a cultural complex with a body of customary forms transmitted from generation to generation and from society to society

Literary and Cultural Studies enables us to know the historical and emergent traditions of literature, culture and thought

Literature in digital era: The teaching of literature has undergone significant changes since the emergence of the digital culture. In the past, a teacher and students in the classroom had to have their copies of the traditional book(s) used but now no traditional books are always needed. The teacher and all students can have digital books on their gadgets. Computational methods can be applied to literary studies which enables us to understand literature from a brand new angle.

In the past, when there was no internet and online resources, teachers and students only depended on traditional books or references in paper form available in libraries or bookstores. It has to be bought from the book stores or borrowed from the library. Days were for the students to take a break from their regular schedule of studies to roam from one area to another in search of book shops and libraries. Those bygone days are now a memorable souvenir. If the number of copies in the library is not enough, students were divided into several groups to share in accordance with the available copies. Buying the books for their own was not affordable to all the students

Times have changed and we are now in the digital culture era. Traditional books in paper form are no longer always needed. The teaching and learning process became easier. Purchase or borrowing books is disappearing for the digital students. Instead, one novel can be downloaded and shared or link to the novel can be shared to the students to download it for themselves.



The meaning of “digital” in this article is “using or relating to computers and the internet”. In the field of education, especially in higher education (where literature is taught as a degree program) digital culture is now a necessity. It could be said that there are no teachers and students who are not influenced by computers and the internet. In the field of education in general, digital media literacy must be integrated into sustainable education [The 4th Sustainable Development Goal is Quality Education].

In this sustainable education concept, digital media is believed to be able to improve students’ learning. In the world of literacy, digital culture significantly influences the effectiveness of digital literacy programs. , In teaching literature, nowadays it is not just about reading and comprehending the novel but also accompanied with the film version for better interpretation. Before the rise of the digital culture, providing the film version of the same novel was a big challenge. HIE’s would have succeeded also to do this but it would have been troublesome. Doing this now is very easy. We can play the film in whole or in part, depending on our needs, in the middle of a lecture. We can even easily share film clips or pieces of a text in a very short time so that all students can read and focus on the same thing. To sum up, digital culture has an extraordinary influence on student’s studies in terms of literature.

But the digital culture has two opposing sides. On one hand, it makes it easy for students to find everything they need but on the other it also presents challenges that

we need to cope with, i.e. their reading and writing are greatly disrupted by the online sources.

Can we say that the teaching of literature will be more successful because of all the conveniences we have? Or do all these conveniences actually make students to be more lethargical? Because by reading a little they can find out a lot of information and references they need on the internet. As stated “A coin has two sides head and tail”, an advancement has both positive and negative impacts.

Pros of digitalisation of literature

Various pros can be added for digitalisation. To be more specific

- Provides easy access to the readers

- Saves environment. Saves paper trees

- Saves hard earned money by providing free access to the books

- Our valuable time and effort in search of a book is replaced by digital search

It awakens the Self-publishing literary communities. Waiting for the publishing houses to publish the books is no longer required.

- Book promotion and discovery through hashtags

Cons of digitalisation of literature

Opening of new libraries are null while the closure of libraries are enormous

The traditional act of holding the book in the hand which is a sort of exercise to the fingers are missing

- Unawareness of the unique odour of the old book pages to the digital generation

- Depreciation of the vision, reading habit and book lovers.

Social Media as a space for cultural expression (volume 35, page 559) Social media has stunned a new type of marketing through the use of a unique, virtual public personality: the social influencer. Social networking platforms allow people from different cultures to connect and communicate with each other. This interaction helps break down barriers and misunderstandings. - Globalization, facilitated by social media, provides access to information and knowledge from all over the world. Social media wields cultural influence on fashion and food trends, family and health issues, political and community action events.

Digital media currently has a very dominant influence on people’s daily lives and social behaviour in global culture. Media plays an important role in the introduction of new cultures to society. It spreads new cultural aspects to society by influencing beliefs, values, and behaviours through diverse communication channels. Digital culture has an extraordinary influence on human life. Globalization undeniably accelerates cultural exchange on a global scale, resulting in the spread of ideas, information, and customs across international boundaries.

Television programs have a strong influence in shaping the cultural identity of teenagers. These programs become the main source of inspiration in determining the lifestyle, fashion, and values adopted by adolescents. [1]For instance the T.V program “Sakthimaan” telecasted by Doordarshan had a great influence on youngsters. Unlike nowadays the variety and the number of programs were limited in those days. It was the one and only program for youngsters but it was stopped due to its negative impact.

Factors such as family background, personal values, and individual experiences play an important role. Adolescents selectively accept or reject cultural identities presented in mass media. These platforms provide a space for teens to express, share, and interact with popular culture more directly and interactively. Finally, social media can be a great way to seek feedback and improvement for intercultural communication skills. It reflects on our own strengths and weaknesses, facilitates to identify areas where one need to improve or learn more.

Digitalisation and Language: Languages form the basis of human societies and cultures. Spending a lot of time in front of the screen, has changed the understanding of people, cultures and languages as it changes everything through the process. All the communication systems is reconsidered through the needs of people. By the help of technology, people interact with different kind of people having different languages, culture and customs etc. It has changed the way people interact with each other, how experiences are shared and disseminated, and the way reality is presented and perceived.

Digitalization has brought human life into the process of irreversible change. The reason why this process of change is irreversible is that as a result of children growing up with these new digital technologies, their lives and developments continue under the influence of these technologies. It is unthinkable that digitalization, which affects human beings from an early age, does not affect the languages that form the basis of human societies and cultures. . Today, the common information network has spread to almost all countries of the world, and thus, people from all over the world have had the opportunity to connect each other directly. However, on the other hand, there is a concern that the digital culture that emphasizes speed and efficiency could lead to a decrease in formality and seriousness in language, especially in written language. It is no longer a secret that many educators and parents are worried about the attitudes and habits of the current technology-savvy generation because their language standards are dropping. It makes the written communication very informal.

Digitalization and Language Acquisition: The language acquisition takes place naturally in children. To be more specific, it starts when they are born in this world. They listen to the words i.e. the language that is spoken. Thus by the age of 1.5 they start uttering the words that were heard and by the age of 2 words change to sentences.

How do the new digital environment and the new form of interaction affect the children’s language acquisition qualities? Is the use of new types of media beneficial to children’s linguistic and cognitive development? Or is it harmful? Can new technologies be designed to improve children’s language learning? Both visual and verbal exchange

plays a pivotal role in the cognitive and psycho-motor domain. Interaction and mutual verbal exchange have an important place in children's language acquisition. It has been observed that the children who interact with robots can acquire language and as well as socialize with them. But the result is undoubtedly negative in terms of emotion and thought. It can be gone through only with real humans. Likely, interaction with the screen (television, computer, tablet, and smartphones) which is much more common in everyday life can be predicted. Robots can interact with children even at the level of conversation. However, such an interaction with the screen is not possible.

Digitalization of Languages (Nur Volume3) It can be said that digitalization offers many opportunities that were not possible before. Many languages with fewer speakers are already under the threat of extinction, for not being adequately represented in the common information network. It is estimated that upto 7000 different languages are spoken in the world. People communicate in different ways including sign language, verbal communication and written communication. Some languages mix these forms of communication. Many languages are at the risk of extinction. It is believed that one quarter of the world's languages are spoken by fewer than 1000 people. Globalisation and cultural homogenisation threaten many of the world's language. If a language has to exist and be known to the world undeniably it has to be digitalised.

Digitalisation of Indian languages: Me as an Indian wish to exemplify the Indian languages in place of world's languages. The digitalization of Indian languages is a good example. India's rising digital literacy and Indian language enablement of the ecosystem brings and engages more Indian languages users online. Hindi internet user base is likely to outgrow English user base along with Marathi and Bengali. Tamil, Telugu and Kannada users will be among the most digitally engaged. Local language digital content will witness greater acceptance from Indian language users as they find it more reliable than English content.

It is significant that India, with its population of close to one and a half billion, is targeted in digitalization. The statement of B.Santhanam, a member of Saint-Gobain India, the Indian branch of one of the world's largest construction companies, that "India is the largest digitalization experiment in the world" actually sums up the issue. Only 4% of the Indian population can speak English fluently. 80% of the population cannot speak English at all. It was determined that 47% of this population, who could not speak English at all, used the common information network. It is clearly seen that this access is provided by the digitalization of the local Indian language. This means a huge market.

Language being the most important medium of education and communication, its development occupies an important place in NEP. Therefore promotion and development of Hindi and other 21 languages listed in the 8th schedule of the constitution including Sanskrit and Urdu has received due attention (Moe, GOI). India has major 122 major languages and 1599 other languages. 122 major languages are categorised under 5 different language families.

The Indian government aims to deliver tremendous digital services. They are also

building language datasets through Bhasini, an AI-led language translation system creating open-source datasets in regional languages for creating AI tools. India turns to AI to capture its 121 languages for digital services. Bhasini involves a crowdsourcing initiative for people to contribute sentences in different languages, validate the text or audio transcribed by others and translate text and label images.

A few of the projects and tools actively involving digital services in India include Project Vaani-an automatic speech recognition and speech to speech translation

AI-Powered translation tool by EKstep foundation is deployed at the supreme court of India and Bangladesh

Jugalbandhi- to answer questions on welfare schemes in several indian languages

Gram Vaani- a social enterprise working with farmers which uses AI chat bot to respond to the welfare benefits

Digitalization Of Foreign Language Learning It can be said that digitalization, and especially the common information network, offers many opportunities that were not possible before. It would not be wrong to say that the issue has yielded very positive results for both sides, both in terms of education and financial aspects. If we look at philosophy from the perspective of those who offer foreign language education, it is seen that it provides more than one financial benefit. Online language courses reduce financial costs as they provide the opportunity to train as many people as possible with as few people as possible. When the savings from space are added to this, it is seen that the size of the material benefit increases many times more. The business line of foreign language teaching developed at a level that it has never been in any period of history. However, what is interesting is that as much as those who give foreign language education, those who receive foreign language education benefit from the opportunities offered by the common information network. Thanks to the online foreign language courses offered in the common information network. This means both time and financial gain for foreign language learners. Everyone has had the opportunity to access foreign language courses from their own home, instead of traveling for kilometres or hours.

Conclusion

It is seen that digitalization and especially the common information network creates an intricate relationship with language. We are witnessing that the common information network, which was almost completely dominated by English in the past, has gradually become multilingual and multicultural. Although most of the world's languages still have not had the opportunity to meet with the common information network, the monopoly of English on the network has completely disappeared. As a result of the digitalization of languages, on the one hand, the pressure of the dominant languages in the common information network is reduced to some extent. On the other hand, hundreds of millions of people who cannot speak this dominant language are provided with access to the common information network. Another part of the relationship of the

common information network with language, which has both linguistic and economic consequences, is foreign language learning and teaching. However, the financial gain resulting from the relationship between foreign language education and the common information network seems to be much fairer when compared to the digitalization of languages. Because as a result of this relationship, the financial benefit is shared between those who offer foreign language education and those who demand it. In addition, this relationship ensures that foreign language education can be delivered to more people

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[1] It was telecasted by Doordharshan National in 1997

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