

PRESERVATION OF LITERATURE AND CULTURE THROUGH DIGITAL PLATFORM: A STUDY OF SELECT INDIAN WRITERS

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Abstract

Culture and Literature is part and parcel of everyone's nation. Sometimes, culture in books is destroyed by cruel rulers owing to their own prejudiced perspectives. Writers of the present age long for secure platform through which their works might not be destroyed. In the age of digitization, it is imperative for the writers to accustom themselves with the new techniques which are helpful in making their narrative easily accessible to the common readers. Today, many writers are under the dark cloud of fear that their works are likely to be plagiarized by someone. Now the preservation of culture and literature through digital platform provides authenticity and originality to the works of concerned writer. Digitization has revolutionized the way of presenting and keeping the narrative safe. The main objective of the research is to provide outlet to the digital platform through which modern complexities related to the culture and literature could be solved. The present research is to be conducted through the interviews of the select writers who had to face challenges in the context of digitization. The present paper entitled "Preservation of Literature and Culture through Digital Platform: A Study of Select Indian Writers" is an attempt to explore the positive possibilities of digital platform. It will also focus on how to acclimatize with the digital world.

Keywords: Digital Platform, Digital Achieves, Indian Writers, Preservation of Culture and Literature.

INTRODUCTION

Today, our culture and literature are on the verge of destruction on account of many reasons. However, art, literature and culture began to be transferred to electronic copies. One cannot deny the significance of new technologies as they play a vital role in preserving culture and literature. With the advancement of technology, it is the need of hour to deal with it at once. In this regard "media have provided many tools for preserving and organizing all of one's personal and professional media, new and old (Baldrige,16). Digital environment becomes a platform where virtual genres- network fiction, Webpages, blogs, interactive fiction find best place. "Each genre has its own structure, conventions, underlying code, and standards, as well as a community of users, and because they are code-dependent, some of the genres have become known in relation to the software that was used to create or reproduce them" (Hayles 5)

Coming to the platform of digitization, one can witness electronic copies in computers, libraries and internet so on. Culture is preserved through 3D projection in the form of reconstructions of monuments of history and literary forms. Reconstruction of monuments through computerized presentation becomes a new creative art which helps us to understand culture easily. "Electronic exposition in museums include a wide range of projects in which the use of information technology varies from the creation of devices with the help of which a visitor receives information about museum items, to multimedia expositions, where the main

role is played already not by the real thing, but a multimedia product, which itself becomes an exhibit” (Nikonova 171). Similarly, Email, Google Drive, Quora and other virtual vehicles are deconstruction of the culture and literature in a new way.

PURPOSE OF THE STUDY

Main purpose of the study is to explore the practice, outlook of a few Indian writers when they happen to cope with technology. It will also lay emphasis on the level of writers’ awareness. It will also divulge how helpful writers are about electronic literature and significance of digital technology and media in their works. It will also focus on how and to what extent our writers have become familiar with electronic literature.

METHODOLOGY

As a methodology, interviews were conducted or collected from a few Indian writers who are used to electronic media in their works. Data was collected when the select writers interviewed in media, later collected by the present scholars to investigate experiences, attributes and outlook of contemporary Indian writers. The writers for the present study are Shashi Tharoor, Quratulain Hyder and Chetan Bhagat.

EXPLANATION

Today, social media is the fresh platform that attracts the attention of the readers. Culture and Literature acquire place in technology in a very vivid way. “Virtual world is considered a factor of evolution, a basis of culture of the future” (Erohin 328). Facebook is one of finest platforms that “allows for both text and photos to be displayed on our advertisement for maximum audience engagement” (qtd in Skill India 70), Twitter, Instagram and Blogs have become vogue of the day. These platforms play a vital role in shaping literary expression in an innovative way. For instance, a few articles of Arvind Adiga are visible in Outlook Magazine such as ‘Bangalore Diary’ and ‘The Ballad of Babel’. It made him overnight. One can witness a few articles of Jhumpa Lahri in famous magazines and newspaper publications such as ‘The New Yorker’ and ‘The New York Times’. His articles chiefly come under the categories of personal accounts. While interacting with Shashi Tharoor it has been observed in an interview that:

“Social media has permitted the outsider also to be heard in the narrative that has traditionally been dominated by elites, insiders, and for the first time the outsiders get to have their voice heard”

The above statement is reflective of the fact the freedom to speak has been the privilege of rulers and powerful people over the years. However, media provided an outlet to the marginalized group where they are able to share what they really feel. Even the culture and literature began to be preserved through this open forum.

Similarly, Qurratulain in her interview says:

The introduction of TV, Video and Cable has further diverted the people from literature. Today, there is a tendency for going in for the spoken word and moving image rather than the written word

Today, everyone lives in a digital culture and is motivated by the habits and content stored in digital form. Social media platform took the place of written literature. 3D projection of the content and image is more preferable to the written narratives. The above statement of the writer is quite justified that preservation of texts in the electronic is safe for the future generation.

Another writer who focused on the preservation of literature is Chetan Bhagat. He interacted with the media persons during his interview conducted by 'Economic Times':

When people have shifted in their mindset and accept change, they are ready to learn future skills. I have this one thing in life that everything must change with it. And it is the only difference between me and the rest of the writers. The most recent example of me changing is during the COVID-19 pandemic. In a matter of few days, I started with virtual sessions. And announced my YouTube channel and would post videos regularly.

The above interview is indicative of the fact that one needs to change with the passage of time. Virtual mode has become a need of the hour. Literature is secure and can be preserved through social media like YouTube and Twitter during catastrophic situations.

CONCLUSION

To conclude, the interviews of the above writers reflect that media has become a powerful tool to express one's own idea freely. However, expression or freedom to speak has been in the hands of rulers and powerful people as discussed earlier. In India, it gave voice to the voiceless or weaker section. It has been analyzed that Press, Newspaper, T.V and Facebook highlight the tribal culture of remote and neglected areas. The fragments of village folk find best expression through these platforms. Social media also promotes a sense of togetherness between the host and home countries. People began to be connected through virtual mode to share their ideas with one another communities across the world. Social media such as videos, pictures through Smartphone go viral and create new followers of the concerned narrative. It also helps us to get in touch with other culture which is not possible if technology is away from us. Besides, inter-cultural dialogues can have influence on each and everyone. It can also be helpful in educating our society through a few lectures found in YouTube etc. Culture promoting through films is also the most powerful weapon in influencing the people. Moreover, it must be kept in mind that "authors are simply creative workers who use machines and tools for writing and we should never mistake them for writing machines or

writing programs” (Martin 51). It has limitations which suggest that if authors wish to preserve digital works, they need to work hard while keeping and creating e-literature and e-books in organized manners.

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