



Blogs to Disseminate Literature

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ABSTRACT

Digital publications have popularized blogs both for Reading and writing. It has created an interactive method of sharing and publishing. The academicians make a hue over this as it kills Literature both in content and writing. No longer have the younger generation got a time to sit and read big classics; but they are still avid readers. The internet world is quick to absorb everything. The audio books, the YouTube have changed their world. They are ready to adapt them to their situation and time. Nobody can deny the benefits of BLOG such as serving a platform to quickly interchange the opinion and develop a new outlook though there is a change in the use of language such as from formal to informal and conversational. We have to accept the fact that language is changing and that is inevitable. The paper will present how this has occurred as days go by and how the youth look at it

1. INTRODUCTION

The paradigm shift to digital publications from print publications has brought a radical change in reading and writing. The digital publications include our close interlink with the internet world. Twitter, Facebook, and blogs have infiltrated in our lives that used to be personal. The social media has opened new ways of writing. Not only has it managed to create a climate of discussion forum but also managed to influence the world of literature. Many authors today interact with readers through Tweets and blog posts. Nicholas Belardes has made a history by writing a novel through Twitter. He created “Small Places” through 900 Tweets from 2004 to 2008. It is an imaginative love story about one man’s journey to add meaning to his mundane life. It is interesting to note that Parody Twitter accounts have been created for great writers like Charles Lamb, William Shakespeare and Alexander Pope. Book tube, Book twitter and Book blogs have given an opportunity to find the favorite books and create a bond between the reader and the writer through this research paper, the researcher has planned to study the outlook of the youth towards reading classics and modern books. Her subjects were her own members of the Literary Seminary.

2. LITERATURE REVIEW

The weblog is relatively a new genre in publishing materials and sharing interesting feedback immediately. It has attained the level of digital personal diary. Many of them have become a tool for passive entertainment shared by academicians and students. They have emerged as an effective

pedagogical tool and creative literary writing. This has opened a new way of freedom in expression unlike web page. It is not private like e-mail. Thoughts will be discursive and flowing which modify the opinion some of these blogs are dedicated to journalism. Politics and tabloid study gossip showing different style, tone such as the *Drudge Report*, *The Huffington Post*, and *Talking Points Memo*. These posts vary in length. They can have simple links to other sites or embedded components like photograph, videos or audio files.

By 2004 blogging has proved to be very popular among undergraduates, graduate students and Professors. Most of them are young, male, having a free access to the high speed internet, having been online for more than six years. Daniel.w. Drezener’s eponymous political punditry blog reflects both his academic work on political science and also departs from the academic standards. He has become the co-author of a book on Blog. Grand Text Auto is a group blog devoted to “procedural narratives, games, poetry and art” authored by six new media artists, theorists and technicians, most of whom hold high academic positions. Language Log “Chronicles and digests linguistic quirks” and two of its authors have published a book based on The contents of the blog.

Blogging may look superficial but it has its own depths. A columnist may write a report on a scientific survey but its credentiaity is to be verified. It becomes easier in web by giving a hyperlink to the original report that can be verified immediately. Even if the

writer misses the link, the reader can give a link supporting it or opposing it. The writer is not to argue but to absorb it into his writings.

Blogging has its own attraction to the academicians. In one way it has become a short cut to collect data for the researchers as a secondary source. The teachers use informal blogs for the class room purposes shared by the students. Blog specific research tools have been established for further reading on certain topics interested to the students and scholars. Researchers in the literary community have begun to show interest in learning the link between diary form of writing and other general types. This has created an interest in cyber culture and New Media Studies. The Web log Research Center on Genre Projects offers a wealth of link to Research Projects such as Blogosphere and My Space. This Blogosphere offers a host of literary topics Such as fiction, non-fiction, poetry, literary criticism. This includes science fiction and Many lit blogs feature book review session which may or may not feature in print journalism. This feature takes a new tone as it is not the work of one author but a group of authors. To archive the abandoned books and to popularize them the Lit bloggers had entered the Literary Prize. All titles are reviewed and shortlisted them which are reviewed by at the members of the Shadow Jury. This attempt was done as Abandoned Books have listed even classics like James Joyce, Rowling. But Shakespeare's blog in different forms make his plays alive.

The top 30 blog winners of Shakespeare have highlighted various sides of him which were not thought by the traditional critics of Shakespeare.

This is a wonderful Blog solving the names of the characters of his play such as Shylock, Jessica, Olivia Linking them with his personal life. Here are discussions of his birthday and his contemporary Writers which make him alive even today. Digital Shakespeare blog is a close discussion on digital culture and Shakespeare. With this, audio and visual excerpts are available for the scholars to choose any of his works for adaptation. The imaginary conversation between two classic authors on modern writing makes it more interesting and even the modern scholars get involved Tweeting on Shakespeare and retelling the story from the character's point of view in blogs that has made it popular. The World's *Greatest Books* were retold Through Twitter in 2010, The Royal Shakespeare Company and the English Game Company Mudlark tweeted the story of Romeo and Juliet.

The SUP blogs serve as a new forum to republish the classics and share the opinion of scholars in group. The review on Jane Austen, Jane Eyre and Shaw's

Pygmalion has evoked a host of responses from young readers Pride and Prejudice Retold has attracted the young minds Neil Gaiman started an interactive novel inviting authors to continue in their own fashion. The BBC conducted this and it was published as an audio novel. These blogs share interesting facts about the authors. No young millennial would prefer to read My Experiments with Truth but for the facts given in the Blog how and why Gandhi wrote. The young will be surprised to note that it was written as weekly installments and published in his journal Young India. He wrote this as Swami Anand and his close associates helped him

3. NEED OF THE STUDY

The choice of the topic for a National Conference in Dr. MGR ERI by the student members of the Literary seminary evoked a strong opposition from the Academia. The topic was "The Impact Of Digital Journalism On English Literature". Though the topics for presentation included:

1. The Impact of Digital Journalism On English Literature
2. The Impact of Digital Journalism On comparative Literature
3. The Assimilation of English Language Teaching with Digital Journalism
4. The Impact of Blog on Modern Literature
5. The Evolution of Digital Journalism from Print Journalism

There was a spark of controversy. This had an open discussion with the students and they came forward to justify their choice through paper presentation

1. Whether the Digitalism has killed Literature?
2. Whether the young millennial have lost interest in Reading?
3. Whether they are interested in classics, if so how do they approach them?
4. Whether they write in aborted English?
5. .What is their outlook?

4. METHODOLOGY

A survey study with the observation study data is collected and presented in this paper.

Adaptation of Shakespeare

In 2012, students came forward to celebrate the 150-year birthday of the Bard and an International conference was conducted on The Quintessential Shakespeare: The Zeitist. They conducted a theater fest on his plays. Here came the novel idea of their adaptation.

Two plays “the Merchant of Venice” and” the Comedy of Errors” were chosen and two groups played them in a popular theater of Chennai the Music Academy and two more colleges also participated. Tickets were sold and the Director of

Crea-Shakthi assessed the plays. Dialogues were modified but costumes and the setting were made real by them. They were awarded for story, Direction and acting.



Adaptation of Comics

The next batch wanted to adapt comics. A lot of browsing was done not only had they brought comics on Sita, Draupadi which narrated the same story making the characters speak. The political satire such as Gulliver’s Travels inspired them and they created SIRJI, a subtle Satirist who commented on the social evils and a web on Sirji was created.

Even now www.sirjicomics is read by everybody. Two volumes – one as observer and the Interrogator. The content was written by the students and also the drawing. They were launched in two comicons Bangalore and Hyderabad and won laurels.



OFFICIAL SIRJI COMICS TIMELINE VIDEO .mp4



The Blog gave an opportunity to be interactive and even today many post their opinion.

Book Review

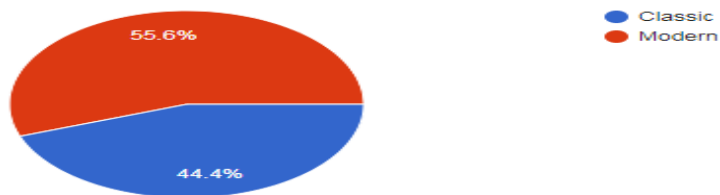
Another activity of the students who used to have this session after 4PM. In each semester we would have at least 2 reviews. So a questionnaire

was placed in Google form as some of them have been employed. Out of 25 20 responded and the report is given below:

More than 55% are students and they have been avid readers on modern books while 4% read classics.

Type of Books

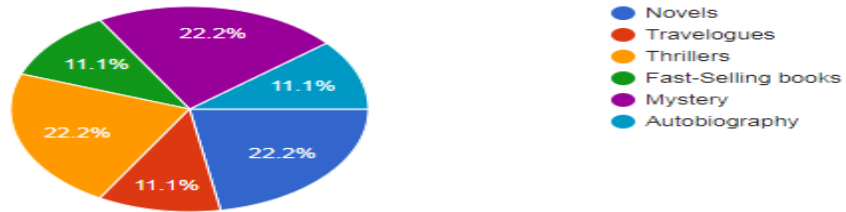
9 responses



The subject of interest varies:

Subject of Interest

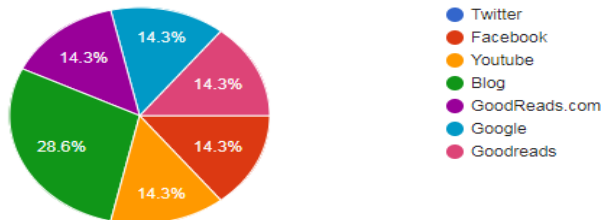
9 responses



Mystery, Novels and thrillers are their priority Social media:

If Social Media, which

7 responses



Most of them choose the book based on the Blog while the Facebook and Twitter also attract their

attention.75% of them have done the review. They have given a list:

If yes, Review Details (name of the book, author and publication)

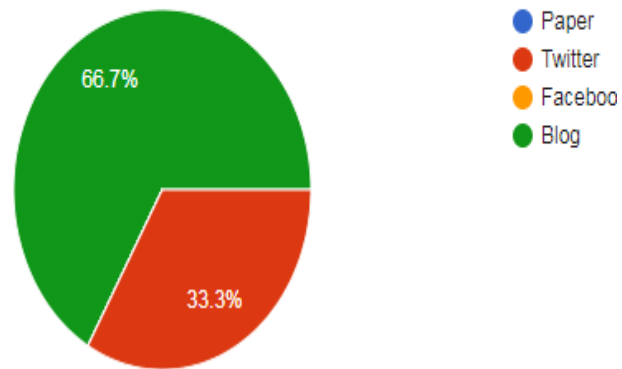
9 responses

Reviewed the book, "The Hobbit" by J.R.R. Tolkien.
The Hunger Games by Suzanne Collins
Presented book review on various travelogues and fictional novels like bartheumus trilogy, Harry Potter etc with the help of PPT and written reviews
The da Vinci code
The Hunger Games, Suzanne Collins, Scholastic
The Hobbit by J.R.R. Tolkien. Has been published by various publishers.
Jane Eyre
I haven't done a book review
Steve Jobs - Walter Issacson

Not only they have done the oral presentation but also written on Blogs and have shared it in Twitter.

If Written, on what media did you publish your review?

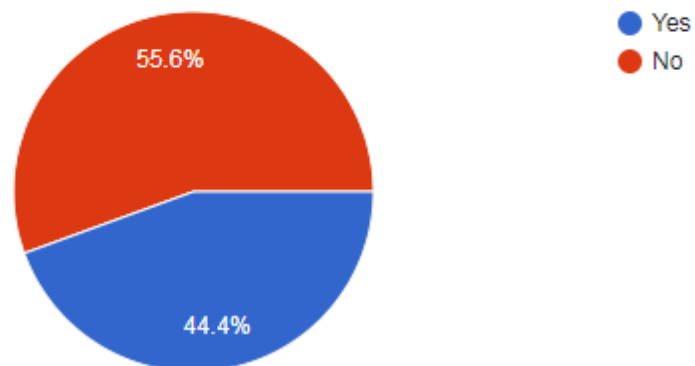
3 responses



They are happy that their review is interactive in Blog and Twitter. They strongly feel that the social media does not kill Literature

Do you think Social Media kills Literature?

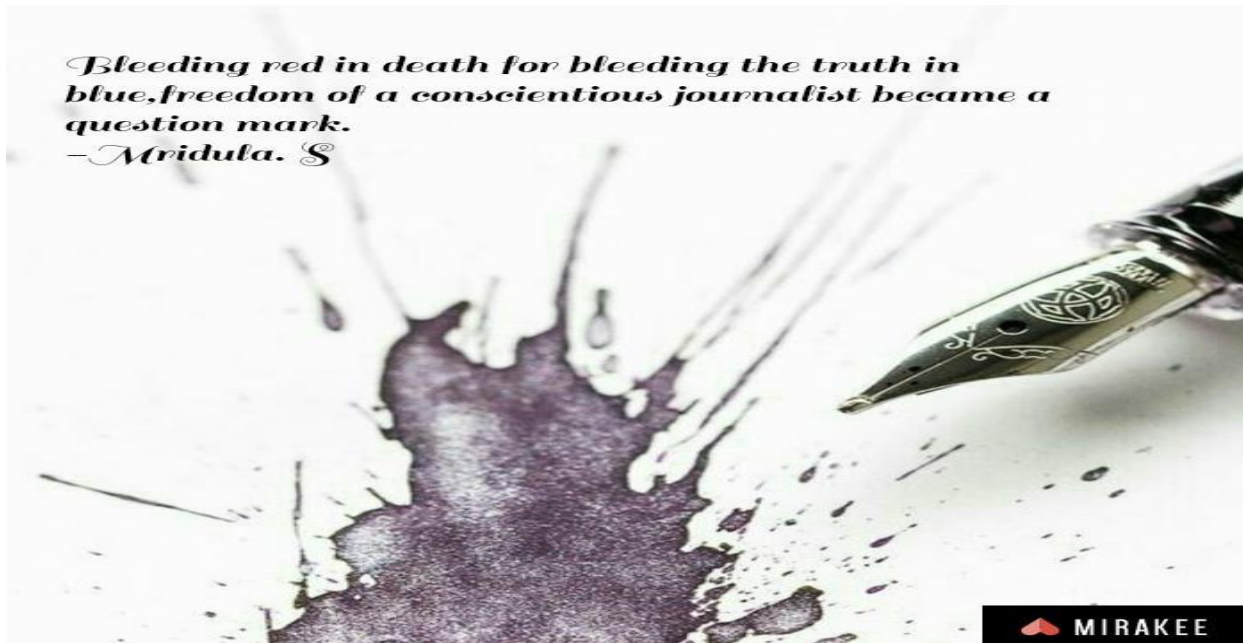
9 responses



Though collaborative writing has become popular in social media, our students conducted Online individual programme. Noteworthy are review of 9 poems of Angelouin 30 words Attracted many college

students. This was followed by creative writing such as 8 line poems On any non-controversial topics and also story writing in 8 words related to Digital journalism.

Bleeding red in death for bleeding the truth in blue, freedom of a conscientious journalist became a question mark.
-Mridula. S



"I'll be home soon...." He said, looking hopefully out the plane's window.
The hijacker on the aisle smirked.

Was having a walk in a park thinking about the words my crush said "u are not as fair as me". Then suddenly heard something "U r too good today" said a man to his wife. "u r as good as always" replied the lady. And then both started walking using their blind sticks. I realised what love is and crushed my crush's thoughts there

WWW. Medium Digest is a popular blog in which the author shares her opinion, reviews the books and shares her travel which is linked with Facebook.

5. CONCLUSION

The above analyses answer the queries raised in the beginning:

1. Digital Literature has not killed the Literature
2. The youth has not lost its interest in classics but they are able to adopt it to their present situation
3. Though a few have the style and tone, English has not lost its originality

6. SUGGESTIONS

1. More classics should be abridged or simplified with more visuals.
2. Freedom should be given to the youngsters to spin their story or interpret in a different way
3. More of audio books and excerpts in Social Media would attract their attention

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