

## **The Impact of Technology on English Literature and the Publishing Industry: An Evaluative Study**

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**Abstract:** The advent and development of technology has resulted in significant changes in the literary production, consumption and dissemination across the world. Various evaluative studies that analyze the progress of technological innovations in the backdrop of digital era emphasize the positive outcome that technological growth has caused on English literature as well as in the general literary ecosystem. These studies disclose how the popular digital innovative have influenced and inspired authors to embrace different writing approaches as well as explore diverse narratives in their literary careers. Apart from enhancing effectiveness and productivity of authors in the production of literature, technology has also made the whole process of publishing and accessibility easier with online platforms that offer self-publishing and apps that promote readers engagement. On the other hand, the technological advancement successfully distorted the conventional publishing methods to better ways that promote the marketing of literature and encourage discussions and debates on literary works. The intersection of literature, publishing and digital innovations rises scope of studying ways of how technology have impacted the literary sphere and further help explore methods of incorporating new domains of technology in improving the same.

**Keywords:-** *Technology, digital, English literature, publishing*

### **Introduction**

The impact of technology in literature is profound. With the intense advancement in digital technology and strategies related to it, there have been significant changes in the production, distribution and

consumption of literature across the globe. In contemporary times, backed by digitalization in all arenas of life, private as well as public, exploring literature out of its context have become undoubtedly impossible. The postmodern times of English literary production witness better accessibility as well as very innovative narratives and genres that are influenced by the technology of the time period. The works produced transcend boundaries and cultures, reaching millions of audiences, there by encouraging huge engagement and discussions of literary concepts as well as ideas. Technology and the opportunities it created plays the major role in facilitating the same.

With the advent in technology, authors across the world now have access to variety of platforms that facilitate in improving their writing styles. These platforms that help edit and process the content, provide immense scope for research and aid in associating with various other reading or writing collaborations which in turn improves the narrative styles and genres of writing. The digitalization and strategies along with it eventually foster a community that have keen interests in literary discourses, further supporting the participants in collecting ideas and themes. In a way, the technology and access to modern facilities force the writers and readers to think and present themselves in a better revolutionized manner by constantly refining their works or content.

The technology not only alter the situation of accessibility and production of literary works, but also challenges the conventional methods of publishing industry. The opportunities to self-publish the works along with increase in the number of online reading platforms, blogs, e-books etc. now help the authors to connect with the readers easier than before. This has made the process of publishing in a more democratized manner where the authority of traditional publishers is constantly challenged. The gatekeeping of literature and book production is falling with the new innovative technology as more and more people now have access to produce and consume creativity and knowledge. Gençter (2015) and Flood (2016) in their research points out the drastically altering face of publishing industries with respect to technological advancement where they expose the challenges that traditional publishing industries are put to with rise in online platforms that support publishing, distribution and consumption digitally. The impact of technology is also found in teaching literature where academic institutions now have access to e-books and journals in huge number. With digitalization of classrooms and implementation of online accessibility to books in libraries, young minds have immediate access to diverse literary works across borders. Consuming and producing literature in a technologically advancing society rises huge challenges as well regarding the quality and originality of the content that is being produced. When literary enthusiasts are exposed to an era of digital strategies since a very young age, there should also be a medium that makes sure them being exposed only to quality content that enriches their literary pursuits and creativity. Overall, the impact that

technology has on literature and publishing do not restrict simply to a particular area of literary discourse, but affect the general literary ecosystem in a positive manner even though with some unique challenges.

### **Literature Review**

The advancement of technology, digital innovations and its impact on English literature and publishing industry have been a topic of significant interest in the literary research discourse over a course of time for now. The digital era marked with rise in technology affects not only production of literature but have impacted overall consumption, accessibility and revolutionized even the ways readers engage with literary works. The extensive literature review that discusses literature and technology in parallel put forward a detailed perspective on the evolution of literary distribution and engagement with respect to growth of digital platforms.

Technological advancement directly results in improving the literary styles, there by inspiring to introduce diverse narratives and genres of writing. The invention of various platforms that help encourage discussions on inventions in English literature, its consumption, production quality and changes in themes and styles altogether enhance participation of enthusiasts of literary works. Bashorun (2013) talks about the very same influence of electronic publishing in his extensive study about the impact of technology in publishing industry, where he particularly points out how electronic publishing and its development has increased the capabilities related to accessing and consuming literature. His study also notices the changes that electronic publishing has caused in the publishing industry especially in areas like Africa and explains how the

technological progress has helped eradicate the barriers in transferring literary knowledge.

Technology rose to a level where it successfully challenges the conventional methods of publishing, even forcing the major publishing houses to transform in such a way that they can accommodate the new platforms of digital age. There has been a significant increase in the e-books and online publishing facilities that not only democratizes the publishing system but also increase the scope for more writers and readers to engage with literature. Bradley (2012) and co-authors discuss the increase of self-published books and point out the challenges and positive outcomes associated with it marking the intense change that happened in the publishing procedures and styles. Jeffres and fellow researchers (2012) added how electronic publishing led to the enhancement of academics in terms of research, where a huge academic community irrespective of borders and backgrounds was built only through the invent of digital platforms of publishing and reading.

The rise of digital platforms of reading and publishing, as mentioned above, not only help build a community of literary enthusiasts, but also reduces the privilege to access knowledge in another way. The only challenge that hinders this is the lack of digital inclusivity pertaining to the matter. With better methods to tackle the limitations in digital inclusivity, there is no way that language and knowledge remains restricted to a specific area and hierarchy of people. The post-modern literature depicts this significant aspect where stories and creativity across the globe gets shared and read widely with electronic publishing and its innovative development. Like Velmurugan and co-researcher (2015)

shared in their study of implementing benefits of digital technology in academic institutions, the electronic publishing system in these institutions and libraries improves the face of accessibility to literature and knowledge in the best possible way. The research, mentioned above, emphasizes the necessity to popularize e-journals and books in the libraries of colleges and schools such that young minds are able to work on their pursuits of creativity and literary knowledge at the earliest.

Technology facilitates the growth of writing, publishing and consuming in the most advanced matter with various platforms of e-books, online reading and self-publishing spaces offered by apps such as Amazon. Through these platforms, there has also been fostering of online reading community, there by social media playing a very prominent role in exploring reading and consumption of literature these days. Flood (2016) points out the challenges of traditional methods of printing and observes in parallel the drastic change in the face of publishing by referring to recent developments in literary marketing. He carefully explores Apple, Amazon and several other platforms as well as their digitally innovative strategies in facilitating effectiveness of publishing. Gençler (2015) notices how e-books and digital platforms, even though making less money compared to the conventional printing industry still engage in the moving and procession of more individual units. Thus, the scope these platforms give in producing immense number of titles have altered the overall face of literary ecosystem, where it directly affecting the quality and quantity of the works.

The digitalization of works has also raised several other challenges especially

associated to the preservation of these works. In terms with modern publishing techniques, there is always a question of the quality of the digital fonts and the security of preserving the works that are produced in such a huge number. The poorly edited works, the quality of self-published works, the problems with digital fonts as well as question of plagiarism have been other significant factors that rises challenges in terms of technology and publishing. Jennings (2012) addresses the ethical issues associated with digital publishing strategies where attention is provided to the multiple author system as well as the matters of plagiarism. Researches have been happening in comprehending ways to preserve the works as well as to ensure that ethics, quality and originality is maintained with respect to the boom in technology and literary production of contemporary era. Johnson (2016) and Lynch (2017) have been talking about the shift in the ways of teaching language in a digital age with respect to the technological strategies and their recent progress. The alter in the ways of teaching language undoubtedly has impact on overall literary distribution and understanding as the classrooms and its pedagogy of learning English literature influence the future of perceiving literary discourse. Thus, the post-modern literary production exists in parallel to the technological advancement and there is no way literature can be enjoyed in the modern era taking it out of the opportunities and benefits of digitalization or electronics. The electronic publishing and techniques of technology impact every aspect of literature, be it reading, writing, learning, distribution, consumption as well as production, making it impossible to study and research on literary discourse without referring to the technological aspect of it.

## Conclusion

The digital revolution has resulted in significant changes in the production and consumption of literature throughout the world. It has also distorted the conventional methods of publishing by disrupting the gatekeeping of traditional publishing houses in distributing literature to the readers. With the advent of technology, there have been several e-books and online publishing platforms that allow writers to directly communicate to the readers. At the same time, involvement of social media in literary production and consumption also facilitates in building a community that discusses major works of literature. Despite the fact that technology has helped improve the writing styles and narratives of English literary works, it has also put forward major challenges in this area. There have been concerns on matters such as the quality of the content that is being produced, copyright protection, plagiarism, existence of traditional publishing industries, preservation of works that are produced etc. with respect to the new innovativeness resulted by intersection of literature and technology. It is only through persistent research and study one can explore these challenges further such that insights can be shared to readers, writers, publishers as well as policymakers to produce and consume literature in a better manner.

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