

Blogs as Platforms for Disseminating and Popularizing Literature

Dr.T. Kanchana Devi

Assistant Professor of English, Department of English, Dr. M.G.R. Educational and Research Institute, India

Corresponding Author: Dr.T. Kanchana Devi, E-mail: theliteraryseminary@drmgrdu.ac.in

ARTICLE INFO

Received: February 11, 2019

Accepted: February 28, 2019

Published: March 31, 2019

Volume: 2

Issue: 2

DOI: 10.32996/ijllt.2019.2.2.8

KEYWORDS

weblog, digital media, social transformation, conversational tone, bloggers, Comments, lively experience

ABSTRACT

This paper highlights the dimensions of weblogs in promoting literature in this digital era. Journalism which had played a crucial role in the freedom struggle of India has become a strong force of social transformation in modern times. Today, blogs are present everywhere in and around journalism with individual journalists, corporate, celebrities and agencies. Weblog is a recent form of journalism where bloggers describe an event, express their views on daily happenings, promote a book or update articles. Blogs cover a wide range of writing from poetry to lengthy prose. There are a number of literature-oriented blogs which disseminate various genres such as poetry, fiction, reviews, criticism and language. 'Shakespeare' blog contains articles on Shakespeare's works, his creative world and his plays in performance. 'No Sweat Shakespeare' blog tells the way that Shakespeare used mythology in his plays which brings audience closer to his imagination. Fiction blogs provide easy, accessible, informative data on established and current authors and their available books. 'BookRiot' blog helps the readers to take a quiz on authors' famous works and also provides them a chance to win. Blogs like 'The Blog Smugglers' features a variety of different reviews dedicated to science fiction and fantasy short stories and novels. Indian English blogging is undergoing a sort of transformation in present scenario amidst its fewer audience for English language blogs. The Indian blogs include varied articles and reviews on literary works where we can find diverse voices and conversations on literature. 'Literarism' in its article on Indian English literature, gives the gradual evolution of English language in India from the arrival of captain William Hawkins to the flamboyance of fine Indian writers who have made considerable contributions to world literature. This blog also offers solved answers of UGC-NET questions to the aspirants. 'Book Geeks' is a book review blog dedicated to Indian authors. Blogs are more widely read than academic journals and textbooks as truth emerges from shared, collective knowledge. Book lovers on the web are a bunch where they are good writers too. Thus blogs not only inspire various talented individuals but also serves as a platform to promote literature.

1. INTRODUCTION

Blogs are the best written, most influential or most widely read form of journalism. A blog, short for weblog, is an online diary that looks like a web page. It is easy to create and update by changing text, photos or links to other sites. We can create blogs in the most economical and simplest way possible. The first blog apparently came up on 17 Dec 1997 and was started by a techie. Blogging is a meteoric rise since is evident from the fact that in about five years' time in 2003, the word 'blog' entered the Oxford English Dictionary. By 2006, the Pew Internet and American Life project reported that more than 12 million American adults had created their own blog and 57 million people, more than a third of Internet users, read them. 2018 has

more than 500 million blog accounts. Blogging is increasingly used by mainstream media practitioners as well as citizens as part of their professional tasks and private initiatives. The real power of blogs lies in their capability to store, organize and retrieve information. This paper highlights the types of blogs and the significance of literature blogs to the literary world.

2. BLOGOSPHERE

When blogging software first became accessible people quickly realized the publishing program's potential for using links to store random bits of information found while surfing the net. People could share their online discoveries by linking to a website

and writing commentary around them. This became a hive mind where everything was connected a few short clicks from one another. People began to see blogs as a research resource. The world of blogs as a collective group is called a blogosphere or blog land. Most blogs follow a standard layout using a customizable template, allowing users to change the background colour and design, typefaces and text placement. Blog layout, posts, link, headline, comments, sidebars, blog rolls, calendar, search box and about page are the elements in a typical blog layout. There are blogs for entertainment, food, books, music, sports, parenting, politics, environment, current events etc., The beauty of blogs is that they are an extension of us. Specifically, blogs are an extension of every interest, idea and opinion we can think of. Blogs help us articulate our ideas. The more we post, the better bloggers we would become.

3. MEDIALITERACY

Media education is developing in many countries like South Africa, Australia, Canada, Great Britain and among many other nations. Media literacy is the process of accessing, evaluating and creating messages in a wide variety of media modes and forms. It is interesting since it is based on instructional model that encourages people to ask questions and clarify their doubts on what they watch and read. Media literacy educates people and enables them to be creators and producers of media messages. Through this active process people gain awareness and protect them from what many perceived to be mass media's ill effects. Reading, for many of us, is a doorway to other worlds and sometime a life changing experience. Reading literature introduces us to imaginary people who have experiences we will never have. We can expand our lives by imaging ourselves into their situations.

4. DIGITAL ERA

Blog (weblog) is rather a recent form of journalism, which is gaining momentum day-by-day. Besides corporate and bigger agencies, many celebrities from different walks of life have their private blogs wherein they express their views about mundane happenings. We have digital phone, digital TV, digital diaries, digital camera, digital medical instruments, digital balance and in journalism we have now digital media. No exaggeration, our present age is digital era, where we have almost everything is digital which are more accessible, easy to use, more dynamic and more efficient. Technical difficulties of time and distance cannot hinder communication now. Vital and important info can be disseminated to anyone from any place at any time. Blogs help us to go through literary journey and become beholder of our own ideas

being interpreted by the confluence of various creative genius of the world. Blogs enable us to go into another world parallel to our life process, but with a faster rate of idea evolution, knowledge gain and mental satisfaction.

5. READER-FRIENDLY

With a change in times, the concept of journalism too is undergoing many changes. Today, it is considered a big profit making industry. It has become more of a reader friendly than that of an editor friendly. With computers, internet, World Wide Web, cell phone, the world of communication has changed enormously. Broadly, journalism earlier had a role in the freedom struggle in India along with social reform which required language to be impressionistic and sentimental, emotionally charged to attract mass attention. In modern times, journalism became the upholder of democratic principle and a powerful agent of social transformation. Advancement in information and communication technology has proved a boon, having tremendous impact on all spheres of human life on the earth and beyond.

6. BLOGGERS AND JOURNALISTS

Bloggers took specific form around mid-1990s as electronic communities and Internet browsing became popular. Around 1997 John Barger coined the term weblog as it is used to describe the simple web pages people made to post links to interesting sites that they had found while surfing the web. Bloggers and other web users offer a space for all comers to post what they know or think, to receive or hearing, and to have their ideas publicly debated, modified, expanded or refuted. Journalists and bloggers both value truth but they get to it in different ways. The journalist has always had a special set of obligations tied to a commitment to provide citizens the information they need. The essence of journalism is the process of verification. Journalists see truth as resting on the decisions of one individual or group within a news organization or anywhere else. Bloggers have an entirely different view. They see truth as emerging from shared, collective knowledge from electronically enabled ideas. Here, knowledge is seen as evolving through connections rather than as contained within one entity such as a newspaper. Truth for the bloggers is created collectively rather than hierarchically. Both bloggers and journalists seek truth and report it but in fundamentally different ways with significant implications for notions such as credibility, which for journalists often rests primarily with the reputation of their media organization but must be earned by each individual blogger. Bloggers' ethics are almost wholly personal. They can choose to provide a platform for the collective pursuit of truth or they can publish

whatever outrageous strikes their fancy. Either way, they will still be blogging the next day. The ethics of the traditional journalist are both personal and social. Bloggers and journalists both value truth highly but take different paths toward it.

7. LITBLOG

A literary blog focuses primarily on the topic of literature. Literary bloggers write about fiction, nonfiction, poetry, literary journals, literary criticism and scientific fiction and more. Some litbloggers prefer a formal tone while others more conversational. Blogs like 'Women on Writing' gives information on writing geared just towards female writers.

While 'Cute writing' blog offers tips to improve writing, 'Shakespeare' blog contains up-to-date articles about Shakespeare works, his world and his plays in performance. 'No Sweat Shakespeare' blog tells the way that Shakespeare used mythology to look for the things that would make plays that would bring the audiences in and let his imagination take over. 'Bookriot' blog suggests which Stephen King book we should read first and also has a quiz on his books. We can even get a chance to win here. Indian English blogging is undergoing a sort of transformation on Indian English literature. 'Literarism' blog gives the gradual evolution of language from the arrival of Captain William Hawkins in India to the panache of fine Indian writers who have made considerable contributions to world literature. It also offers solved question answers of UGC NET question papers. This blog has diverse voices and conversations about both contemporary and classic literature.

'British Council' blog offers an insight into some of the projects that they have supported and how the British Council works with literature, including interviews with writers. The authors express this opinion through this blog. The 'Writers Directory' section in this is a unique, searchable data base which contains profiles of some of the UK and Commonwealth's most important living writers. Their profiles include biographies, critical reviews and awards. They work with hundreds of writers and literature partners to develop innovative projects and collaborations. As a collaborative project, co-commissioned by 14-18 Now, BBC contains strong language and the British Council, 'Unwritten Poems' invited contemporary Caribbean and Caribbean Diaspora poets to explore the nature of war and humanity during I World War. The poets commissioned for the project such as Jay Bernard, Malika Booker, Karen Mc Carthy Woolf edited the anthology. Their poems are collected together in the anthology 'Unwritten: Caribbean Poems After the First

World War' (Nine Arches Press 2018). These writers also wrote in their blogs about their experience of taking part in the project and how they approached writing their own poems.

'The Shakespeare' blog contains update articles about Shakespeare works and his plays in performance. It was started in 2011 and by 2016 it was looked at over 230,000 times. The 'Listening to the Audience' page it contains links to a series of clips of audio recordings. The page involves several audio recordings from the memories of many listeners of Shakespeare plays. The 'Online Resources' page contain information about some of the Shakespeare websites and the current projects. The 'Book Smugglers', one of the top 10 literature blogs of UK is dedicated to speculative and genre fiction of all ages. This blog has a special feature called 'Women to Read' a monthly column which highlights female authors of speculative fiction and recommending a starting place for their work.

'SavidgeReads' is the exclusive blog for book-a-holics. Ithas 'A Reader's Table' page in which endless piles of our favourite books are listed out and shared. This provides a honest, detailed and insightful reviews and serves as a great place for inspiration. The Penny Dream is for anyone who loves books and creates. This blog has a post on 'Visiting Shakespeare's Rose theatre; Romeo and Juliet'. The writer shares her summer experience on Shakespeare's pop-up theater which was smaller in scale on Shakespeare's Globe in London. The pop-up theater transformed the local leisure centre into a theatre space and gave a live performance. It entertained the visitors in the city centre with its energetic cast and their right emotions. The writer shares her lovely experience and also informs the readers the end of the show and asks them to catch a lively performance.

If we are a reader of science fiction and fantasy then 'Mr. Ripley's Enchanted Books' blog is a perfect place . Created by Vincent Ripley in 2008, it reviews hundreds of young adult and children's books across many genres but mainly science fiction and fantasy. It also provides in-depth reviews and interviews with authors and illustrators and gives plenty of detail for young and adult readers. 'Read the Nobles' is the blog dedicated to reviews penned by Nobel-Prize Laureates in literature. The blog aims to bring attention to Nobel Prize Laureates and their body of works. It gives a list of Nobel Prize laureates from 1901. The blog has "My Ready List" which has pages like 'Twitterature'. They have classic books that have touched audiences for centuries.

The paper has highlighted several literary blogs that play a crucial role which allows both the readers, and writers to publish thoughts and comment directly and

quickly. Blogs herald a golden era for journalism and has enabled writers to express themselves in ways that have never been seen or understood before. Blogs enhance impact as they are a medium for public engagement. Literary blog is an inspiring place that provokes thought with its literary pieces, essays, reviews and comments. Through literary blogs we can study literature, enjoy its nuances and explore more avenues of writing. Students can learn new ways to analyze literature and find conversations about their topics. These blogs have connected us with a global audience keeping it open and accessible to everyone regardless of where they live or what they do.

Thus, through literature blogs readers can discover what customs people have in other countries, what they believe in and their behavior and practices. It also helps readers become more familiar with many features of the written language. Through the sentence formations, its structure and different ways of connective ideas it enriches their own writing skills. Vocabulary is enriched and made more memorable through the use in a content and adds to the reader's own dictionary. The individual posts written by the authors frequently engage with each other and also bring together multiple perspectives on literature topics. These blogs encourage discussion and questioning and highlights the collaborative, conversational nature of scholarly knowledge creation.

Blogs give way for personal involvement and provide experience as a language teacher. Readers find themselves being drawn into the text when they explore a piece of literature work for a longer period of time. Also, they feel closer to the characters and share emotional responses. Moreover, it gives them multiple points of view to assess matters in their own lives. Thus blogs provide interesting and useful information which insights into trends and connections with authors, themes and works, literary

concepts and more. Blogs such as these provide us with a doorway into the world of enriching literature helps build a reading community. Thus, blogs popularizes literature with its reader-friendly web pages.

8. CONCLUSION

Today, weblogs seem to be everywhere in and around journalism. One of the attractions of blogs is their capability to become anything we want. People are creating innovative ways to organize random bits of information and disseminate them through publishing tools. Blogs are thus an ideal vehicle for documenting a particular interest. Instead of creating a clippings file, enthusiasts can pour their energies into finding the latest news and information. Many artists and creative types use blogs to display their work and collaborate as well as to share information. So, blogging has become a well-established web based common tool where any blogger has huge leadership linking other fellow bloggers according to their common intents. This paper explores the potential of blogs for disseminating and popularizing literature. It thus records dimensions of numerous lit blogs which shares the opinions and interests of millions of like-minded individuals and analyse the various literature blogs that serve to quench the thirst of book worms. Thus, blogs with its flexible and ever-expanding dimensions popularizes and disseminates literature.

REFERENCES

- [1] Kuhns, Peter, and Adrienne Crew. *Blogosphere: Best of Blogs*. USA: Que Publishing , 2006. Print.
- [2] Singh J.K .*Modern Journalism*. New Delhi: A.P.H Publishing Corporation, 2009. Print.
- [3] Parhi, AsimaRanjan . *Indian English through Newspapers*. New Delhi: Concept Publishing Company, 2008. Print.