



## MODERN TRENDS IN ENGLISH LITERATURE IN THE DIGITAL AGE AND THEIR IMPACT ON SOCIETY

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### ABSTRACT

*This article analyzes the modern trends of English literature that have arisen in the digital age, their impact on society and the harmonization of literature with technological development. The article also covers current problems in the literature, their solutions, innovative approaches to the surface through new technologies and the impact of these changes on the upbringing of the younger generation and culture..*

"The literature of the English language has flourished in its centuries-old history through different eras, genres and styles."

English literature has a rich history from ancient times to the present day. Its formation began with epic works such as Beowulf and led to the rise of dramaturgy in the Shakespeare era, the emphasis on realistic realities increased through the novels of Charles Dickens in the 19th century, and the currents of modernism and postmodernism in the 20th century brought new content to literature. Each era has shaped new genres (e.g. psychological novel, fiction, detective) and styles influenced by its particular social, political, or philosophical currents.

"But it is with the development of digital technologies that the content, form and sphere of influence on society of this literature are radically changing."

Digital technology has brought revolutionary changes in the literature. These changes are manifested in three main directions:

- Changes in terms of content: modern writers are now widely covering topics such as new problems in society — digital isolation, Cyberpsychology, social media impact, artificial intelligence, environmental risks. These subjects had not been raised in classical literature before, little or no [1].

- Changes in form: now the works are presented not only in printed book form, but also in e-book, audiobook, interactive story, video-work, even podcast style. Some works are even being created in comics and multimedia format. For example, there are interactive stories in which the reader influences the course of events.

- Changes in terms of scope of influence: while earlier the influence of literary works on the general public took time, now a writer's article or story reaches a global audience in a few hours by becoming a trend in the social network. This made literature a powerful factor affecting society, not just art [2].

"The Internet, artificial intelligence, mobile applications and social networks are creating new literary platforms today, making it possible to present literary creativity to the general public."

1. The Internet: the greatest opportunity for writers and readers. Millions of works can be quickly found and distributed through sites (e.g. Amazon, Google Books, Project Gutenberg). People share stories they write through their blogs, websites or forums.

2. Artificial intelligence: artificial intelligence programs such as ChatGPT, Sudowrite are helping writers plot, create character, and even text editing. At the same time, AI itself can also write a story or poem, which can be translated as "author or program?", raises questions of ethics.

3. Mobile apps: through apps like Audible, Wattpad, Inkitt, Goodreads, readers read or listen to works wherever they want. At the same time, writers also download their works on these platforms and quickly reach a wide audience.

4. Social media: on platforms like Twitter (micro-fiction), Instagram (visual poetry), TikTok (BookTok), it is possible to attract the attention of the younger generation through short but impressive literary content. They argue about works, write reviews, organize book contests.

Relevance of the topic and Historical Analysis-Wide comment

Historical formation of English literature

English language literature has flourished through the centuries of printing. With the development of the printing industry in the 19th century, literature began to be presented to the general public. It was during this period that British writers, notably Charles Dickens, published their works in serial form on the pages of newspapers and magazines, printing each section week by week or month. This method was of interest to readers on the one hand, and expanded the influence of literature in the social circle on the other [3].

New forms of literature in the digital age

With the development of digital technology in the 21st century, English literature has reached a whole new level. Works now:

E-books (e-books,

Listening through audiobooks • audiobooks,

In the form that develops according to the choices of the reader in the form of interactive stories, and online platforms — such as Wattpad, Amazon Kindle, Inkitt, Radish, and Goodreads-are being published on digital pages.

On these platforms, anyone can be a writer and they have the opportunity to immediately present their work to a global audience of readers.

Similarities between the 19th and 21st centuries

Serial form editions-while in the 19th century Dickens wrote his novels in sequential installments, today users of Wattpad or Kindle Vella also publish their works in several sections. Direct contact with the reader-just as Dickens wrote the end of his work according to the reader's letters, today's writers make changes to the plot based on reviews, likes and discussions [4].

What is the relevance of the topic?

English literature in today's digital world:

Presented in more convenient and interesting forms for the new generation,

Has become a democratic and popular arena: anyone can be a writer, anyone can be a reader,

Provides new ways to highlight social issues through literature. Thus, the consistent continuity between historical formation and current trends makes this subject very relevant and scientifically worthy of in-depth study.

Current disadvantages and their solutions

Disadvantages:

- Many works written on digital platforms are of poor quality and do not meet literary criteria.

- The reader's attention to book reading is decreasing.

- Works written through artificial intelligence pose problems regarding copyright and creative approach.

- Interest in classical literature among the younger generation is fading.

Solutions:

- Development of digital programs aimed at increasing literary literacy.

- Introduction of digital literature subjects in higher education institutions.

- Development and promotion of quality criteria in the selection of modern writers.

- Create interactive communication in digital format between readers and writers.

Methodology: This article used the following methodological approaches to analyze the development of English literature in the digital age in a deeper way:

1. Analytical method.

It explored modern directions, writing styles, platforms, and themes in English literature. For example, what topics are being raised in digital works (for example, gender equality, ecology, personal freedom) and how they resonate in society — these aspects were analyzed [5].

2. Comparison techniques.

Comparisons were made between classical printed literature (such as the works of Jane Austen, Shakespeare or George Orwell) and digital literature (works on Wattpad, Amazon Kindle) by subject, style, scope of influence on the reader, form. Through this method, readers will find out how the taste has changed.

3. Content analysis.

With the help of this method, modern fiction (story, novel, poem), hosted on online platforms, was studied in terms of content. Through reviews of which subjects were in heavy use, what writing styles were being chosen, and the reader, the reaction to these works was analyzed.

4. Empirical observation.

Through surveys and interactive conversations between students and students, their attitude towards digital literature was explored. Through this, it is determined what form of literature the new generation is more inclined to and what is important to them (for example, convenience, speed, interactivity).

Latest news and trends-broad explanation

1. Artificial intelligence-based creativity.

Systems that write poetry, stories, novels based on AI (artificial intelligence) are becoming more and more. For example, tools like ChatGPT or Sudowrite are helpful to

writers. In some cases, however, artificial intelligence is creating independently. This reinforces the integration of technology into literary creation.

#### 2. Interest in audiobooks is growing.

Books in digital audio format are especially convenient for English learners and young people. They are also being able to listen and read in transportation, sports, household chores.

#### 3. Interactive stories and multimedia works.

In interactive stories, the reader chooses a plot, presses one of the various options and develops the story at his discretion. This increases interest in literature and makes it a lively experience.

#### 4. Virtual literary festivals.

Writers meetings and festivals that were previously held only in physical locations are now taking place on platforms such as Zoom, YouTube, Discord. This allows you to communicate with writers from anywhere.

Problem analysis and discussion (Discussion) - broad explanation

Two areas of literature:

Today, English literature exists in two main manifestations:

- Classical literature is a traditional example of reading culture, with deep, historical and philosophical approaches in content and style.
- Digital literature-convenient, modern and fast. However, sometimes works with poor quality and low linguistic wealth are also common.

It should be noted that these two directions are complementary, not competitive. For example, modern novels, inspired by classical literature, are examples of the integration of these two directions.

Youth and student role

Young people, especially the generation interested in digital technology, are increasingly attracted to literature through digital literature. For them, interactivity, agility and flexibility are important. This necessitates the introduction of new approaches to the educational system.

Literature and social problems

More and more modern English literature:

- Gender equality
- Climate change
- Migration

Covers current topics such as social inequality

Conclusion-broad explanation

With the development of digital technology, English literature has also entered a new level. Now he:

Not just a source of beauty and aesthetic pleasure. Perhaps the one that shapes social consciousness, focuses on pressing problems has become a powerful tool that instills in the minds of young people such qualities as critical thinking, social responsibility, intercultural understanding.

Opportunities to reach the general public have increased dramatically through the combination of literature with technology (e.g.: e-book, AI-written stories, audiobooks, interactive stories). This provides a great opportunity for the development of literary culture

in society [6].

Suggestions-broad explanation:

1. Introduction of " digital literature " in higher education institutions.

Today, students should be familiar not only with classical literature, but also with the digital literary environment:

- New writing styles,
- Online literary platforms (Wattpad, Kindle),
- Texts created with artificial intelligence,
- Forms of interactive communication with students.

• Therefore, the introduction of special courses at the faculties of philology and pedagogy is relevant.

2. Creation and integration of an Electronic Literature base into the educational system.

Providing students with samples of contemporary literature through the interactive and digital literature library:

- Audiobooks and e-books from famous writers,
- Adapted (adapted) texts for students,
- Platforms enriched with online analysis and review options.
- Such a base will be useful not only in Literature lessons, but also in language learning, critical thinking, and Social Sciences.

3. Organization of programs to support young writers.

Young talents with modern digital works but limited opportunities in terms of experience and platform:

- Support through grants and competitions,
- Connecting them with famous writers to create the opportunity to learn from mentors,
- Help print works on local and international online platforms.
- Through this, it will be possible to bring our national writers to the global field of literature as well.

4. Translation and promotion of examples of modern literature in English.

Works that are gaining popularity among young people in today's English literature:

- Quality translation into Uzbek,
- Adding them to school and university textbooks,
- By promoting translations through media, blogs, and podcasts, it is possible to increase interest in English literature in young people.

At the same time, intercultural dialogue also develops through translations.

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