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**The Influence of Social Media on Contemporary Literature: Novels as
a Case Study**

**Dissertation Submitted in Partial Fulfillment of the Requirements for
Master's Degree in Literature and Civilization**

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Dedication

We would like to dedicate this fruitful work to all those who helped us this year to go through this experience.

First and furthest, it is dedicated to our blessed parents. It is impossible to thank them adequately for everything they have done, from loving us unconditionally to raising us in a stable household, where they instilled virtuous moral values and taught their children to celebrate and embrace life. We could not have asked for better parents or role-models.

To our amazing brothers, sisters and friends for all the love, support and prayers they have sent our way along this journey. We are who we are today because you stood by our side when everyone else turned their backs on us. Thanks for giving us a shoulder when it was hard for us to support ourselves.

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Abstract

The thesis in hand investigates the impact of social media on contemporary literature. It discusses, mainly, its influence on novels as a case study, and whether this influence is positive or negative. The main aims of this research are tracing back the historical origins of social media; checking its most common social media platforms; and its importance and how it affects the lives of its users, especially when it relates to deal with contemporary literature. Furthermore, this investigation comes to bring attention to the pros and cons of social media and open doors of discussion and further research into this issue. This research paper belongs to the descriptive-analytical approach of research. Checking the validity of its hypothesis is done using a questionnaire submitted to a group of university students. Analysis and discussion of the results of this research tool came to validate the hypothesis and confirm that social has a positive impact on contemporary literature: A Mercy's novel as a case study. This research paper concludes with a discussion of the findings and some pedagogical recommendations for future researchers/teachers on the use of social media.

Keywords: contemporary literature, influence, novel, platforms, social media.

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General Introduction

1. Background of the Study

Etymologically, the term *literature* comes from the Latin word “Litteraturae” which means writings. In general form, literature is applied to all fields including philosophical, historical as well as other writings. But in literature, it is used to designate fictional and imaginative writings such as novels, novellas, and short stories. Therefore, the contemporary literature includes all the literary manifestations that have taken place since postmodernity. It is not only defined by a period but also by its very particular style. Most academics call *contemporary literature* all literary production after the Second World War, in the 1940s. In the same way, this literature is recognized by the historically postmodern content. This is related to the era of technology, robotics, mobile phones, globalization, and social media among others. Under this concept, social media represents a recent innovation intended to foster communication and collaboration on a large scale. Since their invention, such sites have diffused so rapidly that the number of users is growing daily, and they have become an integral part of people’s personal and professional lives (Chugh & Ruhi, 2018). Social media can be defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010, p. 61). The term “social media” refers to a set of tools that include blogging services, discussion forums, bookmarking services, and wikis. Thus, the overarching concept of social media implicitly includes SNSs, which are defined by Chugh and Ruhi (2018, p. 606) as “an online service allowing users to construct a public or private profile to connect and interact with their social connections”. The year 1997 was the birth of social media and the first invented web site was the “Six Degrees” named after the six degrees of separation theory. Now, it is growing rapidly and becoming an inevitable part of everyday life, because of the latest technological revolution. This growth is due to the increasing usage of smart phone apps like Facebook, Twitter, Instagram, Tumblr, Blogger,

LinkedIn, and Google+ which are all familiar names to the large majority of society. These platforms make it easy to access any websites information from anywhere virtually. Consequently, modern people have accepted social media browsing as their daily habit, and surfing it has become a kind of addiction to them, especially the college and university students. On the contrary, it is still believed that contemporary literature is far away from the social media, in terms of that the world is becoming smaller because of technological advancement and, at the same time, technology and social media exert influence on contemporary literature.

2. Statement of the Problem

There have been major developments and changes in this generation in all fields of life, especially in the field of education. The Internet entered in a wide range of fields and affected the methodology of all levels of education. We It is believed that contemporary literature is no exception here. However, the question remains unanswered about the extent of the impact of social media on literature.

3. Research Questions and Research Hypothesis

For the purpose of achieving the research objectives, the following questions are asked:

- a. Does social media have an influence on contemporary literature (novels)?
- b. How does social media influence contemporary literature (novels)? Is it positively, negatively?
- c. What are the pros and cons of social media over contemporary literature?
- d. How are novels treated by social media influencers?
- e. What are the possible scenarios concerning the future of contemporary literature (novels) during the development of technology and social media?

In the light of the questions cited above, we hypothesize that social media has a positive influence on contemporary literature (novels).

4. Aims of the Study

The objective of this research paper is to depict the influence of social media on contemporary literature. Moreover, it aims at encouraging students to comprehend the positive multiple use of social media in dealing with and studying contemporary literature, particularly reading novels in different options that suit all learning styles (auditory, visual, and so on).

5. Research Methodology

In order to answer the proposed questions and reach the set aims, this research uses an online questionnaire (Google form) to collect data. This is addressed to Master 1 students. Also, an animated video of the novel "A Mercy" is made/used used as a method to check the impact/use of technology/social media on/in teaching/studying contemporary literature.

6. Significance of the Study

The significance of this research paper lies in the fact that is one of very few works that deal with literature at the department of the Echahid Hamma Lahkdar University. Not only that that, but it also deals with the topic from an angle that has never been seen from. Here, the topic is tackled from a triangle scope: literature, social media, and novels. In addition to that, this thesis, exclusively, includes predictions of the phenomenon partially derived from a questionnaire submitted to a group of students (Master 1 students).

7. Structure of the Study

Our thesis consists of two chapters. The first chapter is of a descriptive nature, and it reviews the literature. The second chapter, on the other hand, is of an empirical-analytical nature. Here, analysis of the questionnaire is presented along with some pedagogical recommendations.

CHAPTER ONE

Social Media and Contemporary Literature

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Introduction

The first chapter aims at giving an insightful view about social media and contemporary literature in terms that social networks have an impact on this latter. In this aspect to better understand the subject in hand. Firstly, the chapter opens with a definition and historical background of social media by examining of the origins of social media; how did it begin? And most common platforms. It also explains the characteristics of social media, especially its role and how it has affected the lives of billions of users. Furthermore, the chapter discusses the pros and cons of social media. Finally, the chapter concludes with describing contemporary literature's appearance and genres, as well as its relationship to social media platforms. It is all part of the continual growth of social media's impact on contemporary literature.

1.1. Social Media

Year after year, technology advances at a breakneck pace, and social networks have gotten a lot of attention, not only as an important study issue, but also as a core and pervasive method of digital and virtual communication for billions of people across the world. The global networked population has increased from millions or even billions since the early 1990s, when the Internet first became popular. Over the same period, social media platforms have become an integral part of civil society around the world, including a diverse range of actors including ordinary citizens, activists, telecommunication companies, application developers, governments, novelists, and so on.

1.1.1. Definition

There is a lack of agreement on what social media is due to its fast-evolving nature and diversity of delivery platforms. Drury (2008) defines social media from an operational standpoint as “online resources that people use to share content: video, photos, images, text, ideas, insight, humor, opinion, gossip, news” (p.1). Stating how people behave when using social media, Dykeman (2008)

characterized social media as “the means for any person to: publish digital, creative content; provide and obtain real-time feedback via online discussions, commentary and evaluations; and incorporate changes or corrections to the original content” (p.1). Safko and Brake (2009) further considered social media as “activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible for one to create and easily transmit content in the form of words, pictures, videos, and audios” (p. 6).

In general, social media refers to internet platforms that allow people to interact, collaborate, and create/share various types of digital information (Eisenberg, 2008; Universal McCann, 2008). Unlike traditional media, social media allows people to participate actively in the communication process as both information receivers and message makers. Knowledge transfer, and opinion exchange are all made easier with the web applications.

1.1.2. Historical Overview of Social Media

In less than a decade, Social media has grown from direct electronic exchange of information to a virtual gathering spot, then to a platform, and finally to a critical 21st-century marketing. In some ways, social media started on May 25, 1844, with a number of digital spots and runs typed into a message machine by hand. Samuel Morse's first electronic transmission from Baltimore to Washington, D.C. revealed that his logical achievement had lasting consequences: "What hath God fashioned?" he wrote. While the roots of electronic conversation are deep, most contemporary accounts of the trying to cut origins of the web version and digital entertainment focus on the ARPANET, which was established in 1968. The US Department of Defense created an early computerized network, which allowed researchers from four affiliated institutions to exchange programming, equipment, and other data (Saqib Shah, May 14, 2016)

According to "The History of Social Media" on the technology media outlet Digital Trends, the web's growth enabled the presentation of online correspondence services like CompuServe, America Online, and Prodigy during the 1980s and 1990s. Clients were introduced to computerized correspondence via email, release load-up notification, and continual web-based visits. Starting with the short Six Degrees profile sharing administration in 1997, this spawned the first internet entertainment companies and it was continued in 2001 by Friendster. These simple processes attracted a huge amount of customers and enabled email address registration and web-based system administration. With the launch of the LiveJournal spreading website in 1999, another early sort of electronic social contact, weblogs, or sites, began to gain popularity. This coincided with the launch of the Blogger distribution platform by Pyra Labs, a digital firm that was acquired by Google in 2003 (Myspace, 2005).

By 2006, clients' act of sharing new music directly on their personal profiles propelled it to be the most visited website on the planet. Facebook had obliterated it by 2008. Although artist Justin Timberlake purchased Myspace for \$35 million in 2011, it has subsequently evolved into a digital entertainment concept. Google+, the company's attempt to get into the internet entertainment scene, was launched in 2012. In 2017, a shaky presence came to an end after an information security breach exposed the personal information of over 500,000 Google+ users (Chirag Kulkarni August 3, 2017).

Beside 2020, it had grown to more than 675 million customers worldwide. It remains the go-to online entertainment website for job seekers and HR managers seeking for qualified up-and-comers. Following an explosion of introductory achievement, two other important connections to web-based entertainment fell (Adam Hayes, May 06 2022).

1.1.3. The Most Common Social Media Platforms

1.1.3.1. Facebook

Facebook is the indisputable social media title holder. The platform, which was founded in 2004 in Mark Zuckerberg's Harvard dorm room, has now become hugely profitable and is one of the most recognizable brands in the world. Facebook is a social networking site that allows users to access with friends, colleagues, and strangers online by creating free profiles. People can upload photos, audio, videos, and writings, and also their personal thoughts and opinions, with as many people as they want. Users can send "friend requests" to people they know or don't know. When both profiles are accepted, they are linked, and both users can see what other participants post. Facebook users can post whatever to their "timeline," which is a subset of what is going on in their social circle during any given moment, and can also engage in private chats with some other online friends. People who have profiles provide details about themselves. Many users post a lot of information that is readily available for their friends and others, whether it is what they work at, in which they study, their age range, or other personal information. Users can also "like" other pages that they find interesting. For example, A Real Madrid FC fan can keep up with the club by liking its Facebook page. The supporter can make comments and obtain team updated information, photos, and so on (Hall-Phillips, Adrienne, et al, June 2015).

Comparing towards other social media sites, Facebook seems to be the most common among users aged 16 to 35, though its proportion of this demographic in the United States is steadily declining. While it cannot be held responsible for the start of everything. This framework is the social media behemoth that not only demonstrated what the web can indeed be, but also fundamentally altered how people interact with one another (ibid, June 2015).

1.1.3.2. YouTube

YouTube is a social media and video sharing platform based in San Bruno, California. Chad Hurley, Jawed Karim and Steve Chen officially launched it on February 14, 2005. It is the visited website, after Google itself, and is owned by Google. YouTube has over a billion users worldwide who watch just over billion minutes of video each day. By May 2019, and over 500 hours of video content were being uploaded per minute. "Broadcast Yourself" is the slogan for the YouTube website. This means that this social media platform service is primarily designed for regular people who want to share videos they've made. While a number of businesses and organizations utilize YouTube to advertise their products, the most of videos are formed and posted by individuals from all walks of life. As a result, YouTube offers a diverse collection of videos. Amateur films, home videos, sports bloopers, as well as other fun activities captured on video are just a few examples (William L. Hosch, 2022).

On the other hand, this social media platform has an incredible impact on society, affecting contemporary culture, online media trends, and spawning celebrities. YouTube has indeed been heavily criticized despite its rapid growth and success. YouTube has been criticized for being used to spread fake news, digital rights matters, routine infringements of its users' private information, facilitating censorship, and endangering the safety and well-being of children. While YouTube can be used for business, most people use it for entertainment. More events are being recorded on camera than ever before. As that has led to a significant in a multitude of exciting video content, also it implies that people need to be aware that everything they do throughout public could be recorded. And if it is caught on video, it could close up on Social media and be seen by the entire world (ibid, 2022).

1.1.3.3. WhatsApp

WhatsApp Messenger, or just WhatsApp, is a free software, cross-platform centrally controlled instant messengers (IM) or voice-over-IP (VoIP) providing managers by Meta Platforms that is available worldwide. Users can send text and voice recordings, video chats, and share photos, files, locations, and many other information through the app. The WhatsApp client application is available on mobile devices as well as desktops and laptops, as long as the device's mobile device is linked to the Network while using the desktop app. To use the service, users must have a cellular phone number. WhatsApp Business, a digital download business app aimed at business owners, was released in January 2018 to allow businesses to interact with consumers who are using the classic WhatsApp client (Wikimedia Foundation, 1 June 2022)

With nearly two billion active monthly users and since 2021, WhatsApp is by far the most popular international mobile messenger app, surpassing Facebook Messenger (1.3 billion) and WeChat (1.2 billion). It is the world's third most common social network, after Facebook and YouTube. WhatsApp is a low-cost option available to provider short message service (SMS) involved in international or group messaging, owing to its low subscription model. Users can send text, image, video, and voice messages, as well as make video calls, using the mobile messaging app. Every day, the service processes large numbers of picture and text messages (ibid, 1 June 2022).

1.1.3.4. Instagram

Instagram is a social digital photo-sharing software and social media platform acquired by Facebook in 2012, but it was first released in 2010. A mobile app allows users to customize and post pictures and short videos to this platform. Users can give each and every one of his\her posts a title and then use site hashtags and location information to index them and make them searchable by other app users. When a user tags their posts with hashtags or geolocation data, they appear in their

followers' Instagram feed ingredients and also can be viewed by the general public. Users can also make their profiles private, allowing only their followers to see their posts (Holak, Brian, and Emily McLaughlin, 26 May 2017).

Instagram, like many other social media platforms, has become a valuable source of revenue for businesses, allowing them to interact with customers and promote their products. Instagram allows us to create business page with special features like analysis metrics and advertising products. Instagram's design is also ideal for a showcase because it appears to be similar to online shopping. Furthermore, corporation characteristics are not the only way for businesses to advertise on Instagram; they can also attain partnership agreement to promote their products through influencers and user information with a high number of followers. This social media platform has indeed been critiqued for negatively impacting the mental health of teenagers, regulation and interface changes, accusation censoring, as well as illegal and improper content uploaded by users, despite its popularity and influence (ibid, 26 May 2017).

1.1.3.5. Twitter

Twitter is a micro-blogging and social create links based in the United States that allows users to send and receive messages known as "tweets". New user can only read tweets that are publicly available, but registered members could indeed post, like, and retweet them. Twitter is accessed via browser or mobile applications, as well as through its APIs. Twitter, Inc., based in California, California, provides the service, which has more over 26 offices all over the world. Tweets were originally limited to 150 characters, but in November 2016, the limit was raised to 250 words for non-CK languages. Most accounts still limit video and audio tweets to 150 seconds (Word of Mouth and Social Media, 2016).

Many businesses use Twitter because their customers and clients have become common Twitter users who are inclined to follow a stream. Can use "Find Friends" search on the "Discover" page to find ones most based on extensive on Twitter. If even some of the elevated clients are already on Twitter, it will be beneficial for your business to use it on a regular basis. Twitter is also useful as a tool for communication as well as broadcasting. One's electronic mail set or web page can be used to deliver a message directly to your target audience (ibid, 2016).

Twitter allows users get the instant customer feedback and potential clients by allowing and encouraging communication between various groups in a public forum. Because everyone can see what you're saying on Twitter, it encourages transparency and accountability in communication. Customers will have more faith in businesses that continuously demonstrate these characteristics. Twitter communications also quickly reach a large audience. As a consequence, a Twitter-savvy business can quickly gauge customer reactions and provide customer service by promptly replying to just about any consumer complaints, questions, or concerns (ibid, 2016).

1.1.3.6. TikTok

TikTok, also known as Douyin in China, is such video-focused social network site owned by Byte Dance Ltd. It features a wide range of short-form user videos, ranging in length from 15 seconds to ten minutes, in genres such as pranks, stunts, feints, jokes, dance, and entertainment. TikTok is the English version of Douyin, it was first released in September 2016 in China. Outside of mainland China, TikTok was started up in 2017 for iOS and Android in most markets; however, it was only available worldwide after combining with some other Chinese social network site, Musical.ly, in August 2018 (Wikimedia Foundation, 1 June 2022).

Users who have a TikTok account could indeed make videos with songs, special filtration, or even visual effects. The goal is to make videos that pique people's interest during the first few seconds,

preventing people from having to scroll and paying attention. The more time a user spends watching a TikTok maker video, more the likely that video will go viral. A TikTok for Any Page is by far the most widely known section of TikTok, and it's where users learn about new content that the TikTok Algorithm has to offer. A whirlwind of pro and amateur videos greet you when you use TikTok. The majority of the video content are music, comedy, or TikTok challenge-related (ibid, 1 June 2022).

Many people use the video-sharing site to convey their self and share their lives in unusual ways. This content is irrelevant anyone above the age of 18. However, it can attract thousands of subscribers and followers among those in the target demographic. The short duration of the content is perhaps the most difficult aspect of understanding TikTok (ibid, 1 June 2022).

1.1.3.7. Snapchat

Snapchat is an American interactive media software and service developed by Snap Inc. One of the most important characteristics of Snapchat would be that photos and texts are usually limited for a short period of time before they are deleted. Subscribers' "Articles" of 12 hours of comprehensive and exhaustive, as well as "Discover," which allows brands to show ad-supported short-form content, have evolved from the app's original focus on person-to-person photo sharing. It also lets people to save pictures with in "my eyes only" folder, which is password-protected. It is also said to have included limited to final encrypted data with its usage in the future (Ultimate Pop Culture Wiki, 2011).

This Platform has gained a reputation for being a new, mobile-first social media platform that emphasizes regarding communication with digital tags and virtual or augmented objects. Snapchat had 290 million daily users in July 2021, up 25% from the previous year. On a daily basis, and over 4 billion Snaps are sent. Snapchat is very popular among younger generations, especially those under the age of 18, which raises a lot of private information for parents. Snapchat is frequently considered as an emerging general area in media platforms, with its users desiring this in way to share and having

conversations through technology. Snapchat emphasized the fleeting nature of momentary encounters rather than the buildup of a continuing status that included the existence of permanent material. By attempting to launch as a mobile-first company inside the middle of the software revolution and the strong influence of cellular communication, Snapchat avoided having to make a transition to mobile that other trying to compete social media platforms used to have to make (Kristi Hines, January 14, 2022).

With Snapchat, a clearly and distinctly line was drawn among both digital marketing and user-based sending texts and able to share, once more trying to distinguish the free application from other online platforms, which have traditionally merged and distorted their various types of content (op.cit, 2011).

1.1.3.8. LinkedIn

LinkedIn is a website and mobile app that focuses on business and employment in the United States. The platform, which was initiated on May 4, 2003, is mainly used for networking opportunities and career advancement, and enables job applicants and business owners to post CVs and jobs. From The majority of the company's revenue in 2015 came from selling recruiters and salespeople availability of information about its members. It has been an entirely corporation of Microsoft since December 2016. LinkedIn has 780 million registered users of over 200 countries around the world as of September 2021(Wikipedia, Wikimedia Foundation, 20 May 2022).

LinkedIn is especially well-suited for personal branding, which involves "involved in managing person's picture and unique selling proposition" to place oneself for career options, according to Sandra Long. LinkedIn has progressed from a job-searching platform to a social networking site that allows users to build a personal brand. A Platform is an aspect of a personal brand, which life coach Pamela Green defines as the "intense expression you want humans had as a result of having to interact

with you". According to another report, a personal brand is "a broad sense population character, demonstrated on LinkedIn, Twitter, and other media organizations, that illustrates expert knowledge and facilitates social contacts". LinkedIn allows practitioners to increase their personal brand's visibility both within the site and across the Internet. LinkedIn encourages users to have enough additional data in one's characteristics to enhance search engine visibility with a tool called a Profile Strength Meter. If a user relates to professional societies on LinkedIn, it can help to boost his or her profile. Users can add video content to their accounts on the site (ibid, 20 May 2022).

To sum up, LinkedIn is built on the simple but effective premise of professional networking, making it the perfect place to reach professionals of all ages and backgrounds all over the world.

1.1.4. Characteristics of Social Media Users

Scholars have begun to investigate the features of people on social media and the motivations for media technology use as social media begins to gain attention from both academia and commercial practices. However, most research, particularly among the younger age group, have been limited to a single sort of social media or SNS usage (See, for example, Park, Kee, 2012; Roberts & Hughes, 2009; Barker, 2010; Stein field, Harlan & Schulte, 2008; Debt securities & Raacke, 2010; Fernandez, Ross et al., 2011).

1.1.4.1. Age

It was discovered that young people have been in the forefront of creating and sharing new media material (2005; 2009, Pew Research Center). The structure of social networking use is shifting as social networking continues to evolve. As according Pew Research (2010), the number of adults over 30 who blog has climbed since 2006, while the number of teenagers and young adults who blog has decreased. Millennials and people under 30 are increasingly using social media platforms instead of blogging. Indeed, about 75% of teenagers and young people utilize social networking sites, while 40%

of those over 30 do so (2005; 2009, Pew Research Center). Barker (2009) observed that older teenagers with a detachment from their social groups and low collective self-esteem utilize SNSs to fill companionship needs, showing the importance of a connectivity trait. In other ways, SNSs help older teenagers to find identification with individuals with whom they may relate more easily. The desire for older persons to communicate with through internet communication channels has been well recognized. Wright (2000) discovered the critical significance of internet communication for aging adults in giving social support that enables forum users to have a sense of community and share life events through dialogue analytics of the Senior Web forum and a poll of forum participants.

1.1.4.2. Gender

Although there is no substantial difference in the volume of social media use and sharing of user-generated media material between males and females (Pew Research Center, 2005; 2007; 2009), research have revealed some gender differences in social media preferences and motives (Raacke & Bonds Raacke, 2008; Browne, 2009; Splitter at et., 2006; Gallup Research Facility, 2007; O'hare & Bonds Raacke, 2008). Boys use social networking sites to grow their network by making new acquaintances, according to Pew Research Center (2007), but girls use social networking sites to retain current friendships. Males are more likely to use social networking sites for courting and learning about events, according to Raacke and Bonds-Raacke (2008). Females' top motivations for using social networking sites, according to research, are communication, amusement, and passing the time (Barker, 2009). Women are most likely than men to use social networking sites, according to research, indicating that women prefer face-to-face conversation online (Hargittai, 2007). Male incentives, on the other hand, stem from social recompense, learning, and social identity gratifications. In other words, ladies utilize social media sites for relationship objectives more frequently than guys.

1.1.4.3. Education

Because the majority of social media research has concentrated on young adults, there are few studies that look into the implications of other demographic factors including race, occupation, and socioeconomic position. Households with higher incomes and higher education levels are more likely to be strong Internet users and early investors (Pew Research Center, 2005; 2007; 2009). Hargittai (2007), on the other hand, was unable to discover variations in social networking use through ethnicity or parental education, which was employed as a proxy for socioeconomic level. Distinct ethnic groupings and parent educational communities exhibit different desires on different social media platforms, according to Hargittai. Hispanic kids, for example, prefer Facebook to Caucasians, while students with college-educated parents are more likely than non - users than students without.

1.1.5. Roles of Social Media

In a relatively short time, social media has grown in importance in our lives. For most people, it's become a vital daily activity. Social media's impact can be seen in a variety of industries, including information, commerce, music, cuisine, lifestyle, and welfare. These following are the main and important roles played by social media out of the many that it performs. Social media provides a wide range of services that have become indispensable in people's daily lives. Living sans social media is unimaginable and proves to be extremely important.

1.1.5.1. Communication

Denying that social networking is a relatively new phenomenon, it has proven to be among the most powerful communication vehicles in history. The entire company can be transformed into a single social community, more commonly referred to as a town square. Because of the more participatory technologies involved in this style of communication, the feeling is fairly dynamic and gives the impression of face-to-face discussion. It also has the benefit of making it simple to track

change initiatives. Social media isn't just for extroverts; it's also for introverts. They have the freedom to communicate without having to confront the respondent, unlike in face-to-face contact or the so-called two-way communication (Prashant K Mathur, 2012).

1.1.5.2. Education

The second primary function of social media is to educate the general public. Just on social media platform, the entire community structure is turned into a worldwide school. Social internet allows for virtual classes to be held all over the world. People from all over the globe can watch an online lecture given by a resourceful individual from a remote location. Even the public can ask questions and have them answered. A facility like this is more akin to a live classroom setting. This form of instruction provides a distinct benefit. At the same time, the entire event can be recorded and altered afterwards. With the help of technology, the world's finest resources could be made accessible to anybody who wants them (ibid, 2012).

1.1.5.3. Engagement

By involving them in some way, every employee in the company can be held equally responsible. This method not only boosts their morale, but also allows them to feel like a part of a team and come up with more new ideas to improve the organization's overall performance at any given time. It happens because individuals feel respected and appreciated when they are engaged. As a result, they spend the most time thinking, delivering extra, and even working with increased strength. The end outcome is increased employee productivity, which occurs as a result of the employees' satisfaction (ibid, 2012).

1.1.5.4. Monitoring

Another important use of social media is monitoring. It provides a real-time snapshot of the scenario. Google Analytics, for example, provides a detailed picture of a number of tourists anywhere

at given time. These kind of monitoring systems not only give team leaders access and the ability to the situation, but also allow them to adjust their strategy in response to it. Setbacks are more obvious; losses can be reduced, adjustments made, or reinforcements sent in. Social media works in a similar fashion to a central nervous systems of the body, allowing leaders to respond appropriately (ibid, 2012).

1.1.5.5. Entertainment

Social media is a new form of media that provides a lot of fun to its users. It allows users to access a wide range of multimedia information, removing all of the limits that traditional media previously possessed. It incorporates all of the positive characteristics of traditional media while also adding more modern capabilities (ibid, 2012).

1.1.6. Pros and Cons of Social Media

1.1.6.1. Pros

Social Media is a powerful and diverse tool that can greatly affect people of different groups and backgrounds. It has a wide variety of usage which can be beneficial or unfavorable to the user. Connecting and communicating with people is one of the primary functions of social media. Before the introduction of the internet, communication throughout the globe is still simple and time consuming (Papacharissi, Z. & Rubin, A. 2000).

And so today, with the rise of the Internet era, it is a struggle to find someone who communicates traditionally by writing letters, sending messages through telegraph, and calling friends via telecommunication. Presently, society uses Social Media as an aid for linking one person to hundreds or even thousands of people around the globe. Social Media made it easier and possible to keep in touch to a person who is thousands of miles apart from you. It is very convenient to a point that it is made available anytime of the day and in any place where there is access to it. Back in the days, letters

that were sent by mail takes 2-3 days or even longer. E-mail, in comparison, takes a minute, an hour, or just a day to be delivered to the receiver (ibid, 2000).

The development of Social Media drastically changed how the people lived and communicated. The influence of Social Media spans all over the globe as long as a person has access to the internet, thus making him/her interconnected with the globe. Social Media further eliminated the borders of age, gender, ethnicity, and nationality (ibid, 2000).

Another positive benefit of Social Media is the real-time dissemination of public information which can be helpful to the user and even to the publisher. News and current events can rapidly spread in an instant with the help of social media. Remember the old days of waiting is for seven o'clock news on television or the newspaper delivery boy to arrive in the morning. All you have to do is go on social media to find out what's going on around the world. If you want to learn how to cook a certain dish, turn into YouTube and you can have access to free information. If you want to learn how to lose weight, information is always available on Facebook (BBC.com, 2001).

By using this means, one self is being updated to what is happening around. News report from televisions and even on radios are replaced with articles posted on Social Networking Sites. Most of the people especially the millennials choose to view daily news and reports on articles called digital information rather than turning into different traditional medium. Warnings about incoming calamities can be announced through Social Media which thereafter, the people who will be affected can prepare beforehand (McLuhan ,1980).

Social Media also lets the citizens be aware of the people they get in contact with. It advises and alerts the public about the wanted convicts who put great danger to the safety community. Today, people easily believe whatever is posted and shared on Social Media because they believe it's a credible source of information. Social Media influenced almost every field of work, from business, to

education, to government, to news and current affairs, and even politics. Even professionals like doctors, marketers, events consultants and many more, use Social Networking Sites to share their knowledge to the public. People's daily lives have become increasingly influenced by social media (Ibid,1980).

One or two decades ago, people communicated on telephones and mail, shopped through malls, banked through banks, and/or researched through libraries. However, with the invention of the internet as well as the rise of social media, it all became available online. It has five main roles: information seeking, entertainment, convenience and economic security (Papacharissi and Rubin, 2000). People no longer need to do time consuming tasks since the internet provided them an avenue to transact easier. People can now monitor all of their tasks and transactions 24/7, even on the go. Access to information is simpler and delivery of responses was faster. Simply, Social Media made the world interconnected.

For this generation, Social Media is the best source of information. Consumers engaged in online communities of media perspective. It enhances professional networks and advance understanding of the individual. This platform provides great opportunities to almost any avenues of life (Papacharissi, Z. & Rubin, A. 2000).

1.1.6.2. Cons

On the one hand, Social Media platforms will give us profitable and good benefit but on the other hand, it could also cause negative impacts, with unforeseen and uncontrollable consequences of their own.

Personal information of the respondents, contact, age, and email address is required on almost all social media platforms. Putting all of this information on sites that we trust is terrifying most of the time. It is hard to honor these sites due to identity thieves. With so much sharing going on, issues over

privacy will always be a big concern. It is so easy for many hackers to trick their victims by using shortened URLs like the ones that which were created with bit.ly, install viruses into the computers via emails or downloads, and place a spy application on mobile phones, iPad, and tablet. Social media resort to enable location based services to check in their current locations which is typically will reveal the user's location to all of the people who are connected with their particular social networks. This shared information, can be easily used by malevolent people to track innocent people down and reveal their whereabouts. In these kind of situations, people should always be attentive in regards to what link they are clicking or what applications they are downloading. People themselves must also be responsible in keeping their privacy safe all the time (Papacharissi, Z. & Rubin, A. 2000).

Bullying online is also becoming a large issue on the society today. Mostly kids or teens over the age of 13 get to experience eradicate bullying. Cyberbullying is a harassment of a person anonymously and repeatedly through online by posting or sending messages. In these days, bullying through online, is easier to be seen and accessible on social media sites just because of the freedom that the site allows us to give. Horrible words and humiliating images about the bullied person is what the online community tends to overlook (ibid, 2000).

However, cyberbullies “think that bullying is some kind of hobby that they can just humiliate or laugh at the person”. They do not understand that bullying can leave some damage to a person such as depression and anxiety that sometimes can lead to teen suicidal (Pappas, 2015). With these findings, programs are aimed to lessen the bullying behavior. StopBullying.gov provides information from various agencies on how to deal with bullying. In school, they give warning expulsion to bully students (North, 2012) and counseling is offered to bullied people to build rapport, identify and express emotions, develop coping strategies and administer feedback (Hicks, 2015).

Children and adolescents' emotional and social development is heavily influenced by their peers. Their effect begins at a young age and grows throughout adolescence. As children grow and mature, it is natural, healthy, and vital for them all to get and rely on friends. Peers can be helpful and encouraging. They can assist one another in learning new skills or pique interest in books, music, or extracurricular activities (ibid, 2015).

Peers, on the other hand, can have a negative impact. They may encourage one another to skip courses, steal, lie, use alcohol or drugs, or engage in other harmful activities. The majority of kids who have substance misuse issues started abusing drugs or alcohol because of peer pressure. Teenagers sometimes succumb to peer pressure in order to fit in. They desire to be liked and are afraid of being left out or ridiculed if they don't fit the situation (The American Academy of Children and Family Services published a report in 2016) (Papacharissi, Z. & Rubin, A. 2000).

The never-ending battle to steer young people away from negative influences has taken on a new form: The Internet. According to recent studies, people who frequently attend their social media accounts, particularly teenagers, are more likely to engage in bad habits like smoking, having a drink, and premarital sex than people not having an account or visit it infrequently (Back-to-school teen poll conducted by CASA Columbia in 2013). One of the bad impacts it bears deep within is the tremendous pressure must fit in with everything posting on social media, a major worry that should not be neglected (ibid, 2000).

False, unreliable information popularly known as “fake news” is also a serious negative effect of Social Media. Newer communications technology have expanded people's options for sending and receiving information. One such tool that has found greater use as a source of information is social media. On the other hand, there are no censors on the Internet. There are no controls on what is shared on social media. Rumors and lies abound, and bad news spreads quickly. Social media, for example,

has seen a lot of use by people looking for patient data, with 59 percent of the adult population Americans (82 percent of internet users) saying they've looked for this information online. "People utilize internet community tools to obtain information, exchange tales, and debate concerns," according to the Pew Report. However, how individuals assess the source reliability of this information is a fundamental challenge regarding the usage of social media as just an information source (ibid, 2000).

Today, there is an immense range of social networking sites, and everyone has complete flexibility with respect to posting on social media. The popularity of social networking has grown to the point where a third of the world's population is predicted to utilize it. Years from now, we can expect that living without the Internet and different kinds of advancing technology, would be unfamiliar. And anyone who doesn't have even a single profile on Social Media can be coined as indifferent. It's as if the second person of ourselves live in that world of virtual reality (ibid, 2000).

On Social Media, one person can always share his/her feelings and opinions anytime and anywhere. This freedom eventually gets abused. Bullies, hackers, thieves and liars got their way because of the limitless heights and depths of Social Media. But the world will be a better area to reside in if the government, businesses with social media profiles, and, most importantly, the people among us, took full responsibility for how we use the Internet and Social Media. We can only conjecture on how social networking may evolve in the next decade or perhaps hundred years, but it appears apparent that this will remain in some way for as long as humans exist. Might as well we use it for our benefit and advancement (ibid, 2000).

1.2. Contemporary Literature

1.2.1. The Appearance of Contemporary Literature

Before we start discussing everything that concerns contemporary literature, we have to answer two questions. They are as follows: “What is contemporary?” and “What is contemporary literature” Although, they may seem rather simple, and many people have some ideas in order to explain them, the answers can be very contradictory. Thus, for instance, for many of us the word “literature” is often associated with poems, fictional short stories, novels and novellas. Therefore, literature, in a very general sense, is a form of human expression. But, even when structured and written down, not everything communicated in sentences and paragraphs can be termed literature. Living, belonging to, or happening in the present is what the word contemporary signifies. Contemporary literature encompasses a wide range of written works created from a given period in history to the present day. This literary age not only identifies a chronological period, but also a manner and quality of the writing. Some consider this time to be a continuation of postmodern literature, although most consider it to be its own literary epoch (N. Aristova, 2015).

Contemporary literature reflects a humanity's social and/or political ideas, as evidenced by realistic characters, current events linkages, and socioeconomic messages. Our authors are seeking for trends that highlight societal strengths and shortcomings in order to remind society of important lessons to learn and questions to ask. So we can't only look at several themes or locales when you think of modern writing. The substance and message of this work vary over time as society does (ibid,2015).

Most people agree that the modern writing era began in the 1940s. According to some researchers, this period began at the end of WWII, and that's where the era's association with postmodern literature begins. The postmodernism era began in the 1940s, following WWII, and continued through the 1960s. The modern period includes the present day (ibid,2015).

Although there are some differences over the start of this literary genre, the main point of contention is what constitutes literature. Both poetry and prose are included in the term, with prose including fictional works such as books and novella, articles, and dramatic works. This term also relates to writing quality. A writing style must meet the highest literary standards and have a distinct beauty and style in order to be labeled literature. Many literary masterpieces become socially significant and have the ability to influence public opinion (ibid,2015).

Many works of current literature are created by Western authors; nevertheless, the phrase is not synonymous to English or American writing, and it can refer to works from every country. Indeed, globalization allowed numerous literary figures from the Mideast, Africa, and Asia to publish modern works (ibid,2015).

1.2.2. Contemporary Literature Genres

The word "genre" is derived from such an Old French word that denotes "kind, category, or sort," as well as "artistic literary work." As a result, the term "genre" has come to be used to define the type or genre of art, poetry, music, or other sort of written or spoken discourse. The fiction classifications or genres obviously span a vast range of works, which is why subgenres were created: to minimize the gap between what might occur in one tale and what could not occur in another, comparable one. While both alternate reality fiction and contemporary fantasy are considered fantasy, readers should not hope to read about fantastical beings living among us in the former or different worlds concealed within or adjacent to our own in the latter. As a result, a literary genre is a type of literature or endeavor defined by the style of writing, method, mood, duration, and substance of the piece (N. Aristova, 2015).

1.2.2.1. Novels

“The Novel is a picture of real life and manners, and of the time in which it is written. The Romance, in lofty and elevated language, describes what never happened nor is likely to happen.” *The Development of Romance, by Clara Reeve, 1785*. Many scholars agree that a novel is a somewhat recent literary creation and add that in literature of the English-speaking countries lengthy fictional narratives written in prose, which can be regarded as novels, appeared before 1700. So, what exactly is a novel? A novel, according the website i.word.com, is an imagined literary tale that is usually extensive and complicated that deals specifically with human existence through a 66-event sequence (N. Aristova, 2015).

Contemporary scholars are still arguing about the length of a novel. Nevertheless, “there is a fairly standard range: with the shortest containing somewhere between 60-70,000 words and all but the very longest coming in around 200,000”. There is no universally established classification of novels but as a rule scholars distinguish the following types: classic novels, realistic fiction novels, magic realism novels, Gothic novels, Southern Gothic novels, graphic novels, picaresque novels, epistolary novels, sentimental novels, psychological novels, apprenticeship novels, mysterious novels, Westerns, Roman à clef novels (ibid,2015).

1.2.2.2. Poetry

A poetry genre is a type of literary work that portrays feelings, experiences, and ideas and is written with or without precise guidelines for form, rhyme, and rhythm. We can elicit poetry forms unique to modern literature and trace their evolution over time using a diachronic viewpoint. Contemporary poetry, by definition, is poetry created during our lifetime, and comprises poems written roughly from the mid-twentieth century to the current day. Contemporary poetry does not differ as much from conventional poetry as it does from poetry from previous times. Themes and writing techniques in

contemporary poetry are frequently similar. To some extent, modern literature has gone in distinct ways (N. Aristova, 2015).

By examining poetry from a certain place, readers might begin to distinguish between distinct styles of current poetry. In the U.s, for example, modern poetry appears to have split into two camps. The first is a type of traditional poetry that comprises writers such as Maya Maya and Rita Dove, as well as poems published by major publications. The second is a subgenre of avant-garde poetry favored by tiny presses and self-publishers, and featuring poets such Frank O'Hara and Robert Grenier. The fundamental distinction between traditional and avant-garde literature is that traditional poems tend to focus on more commonly accepted themes and forms, whereas garde poems is more experimental (ibid,2015).

Perhaps the most significant distinction is between current poetry and conventional poetry, rather than between different types of contemporary poems. Works by Shakespeare, George Papa, and John Donne, for example, followed much stricter construction requirements than current poems. Many contemporary poems, for example, are composed in blank verse and do not place as much emphasis on rhyme as conventional poetry does. Most traditional poetry followed rigid sonnet, ballad, and ode patterns. Furthermore, contemporary poetry are typically shorter than classic poems and employ more common vocabulary (ibid,2015).

Friendship, love, and death are some of the most prominent subjects in modern poetry, regardless of style. Nonetheless, much contemporary poetry concentrates on implying rather than declaring an idea or image. By doing so, the modern poem fulfills its feature of letting the content to reside in the reader's mind rather than in the poet's head, where it is accessible. To put it another way, a contemporary poet frequently leaves the reader to come with his own judgments and interpretations.

This amount of suggestion and ambiguity is part of the attractiveness of modern literature for some readers and poets alike (ibid,2015).

1.2.2.3. Short Stories

A short tale is a fictional literary narrative that is less than a novel in length and usually features just a few characters. A single effect is frequently communicated only in one or a few major episodes or scenes in a short story. Character is revealed in actions and emotional encounter but is rarely completely developed in this manner, which favors economy of setting, succinct storytelling, and the avoidance of a complex storyline. Despite its restricted scope, a short story's ability to deliver a "full" or satisfying presentation of its people and theme is frequently judged (N. Aristova, 2015).

The short tale was not widely viewed as a separate literary form until the nineteenth century. However, while short prose fiction may appear to be a relatively new genre in this regard, it is nearly as old as English itself. Jests, stories, studied tangents, short allegory romances, moral posturing fairy tales, short mythologies, and abridged historical legends have all been loved by humans throughout history. None of them are short stories in the sense that they have been characterized since the nineteenth century, and they do form a substantial part of the context wherein the modern collection of short stories arose (ibid,2015).

Through the middle of the twentieth century, the short story got relatively limited critical attention as a genre, and the most useful analyses of the form were frequently constrained by area or era. Frank O'Connor, an Irish short story writer, attempted to explain the genre in his 1963 book *The Lonely Voice* by claiming that stories provide a way for "submerged demographic groupings" to address a dominant culture. The majority of other theoretical arguments, on the other hand, were based on Edgar Allan Poe's theory that stories has a compact united effect in some way (ibid,2015).

1.2.2.4. Plays

The word play, meaning a dramatic performance, originates from the early fourteenth century, with roots in the Greek *paizo*, meaning “to act”. A *play* is a literary work written for the theater that dramatizes events through the performance of dialogue and stage directions. The authors of plays, called playwrights, structure the performances into acts and scenes, which help build the tension and present the story in a compelling way for audiences. There are a few types of plays, such as those written for the stage, for radio (radio plays), and for television or motion pictures (screenplays). Plays are typically divided into two main genres: dramas, which are serious in tone and often tragic, and comedies, which are lighthearted and funny. All plays, however, aim to entertain and share meaningful insights into this human experience. Even when plays are more experimental or absurdist in nature, they speak to emotional truths and inspire critical thought (N. Aristova, 2015).

The history of the modern play traces back to the dramas of antiquity. Western drama began in ancient Greece, where dramatists wrote plays to compete in national competitions honoring Dionysus, the god of wine and ecstasy. These plays were either comedies, tragedies, or satyr plays, a kind of bawdy burlesque. Not many survived into the modern era. The works of Aeschylus (the *Oresteia*, *Prometheus Bound*), Euripides (*Medea*, *The Trojan Women*), and Sophocles (*Oedipus Rex*, *Electra*) are among the few that remain intact and are still performed today (ibid,2015).

Plays are, primarily, a form of entertainment. Yet, from their earliest days, plays have been a vehicle for inspiration, humor, critical thought, and transformation. Plays introduce audiences to characters, settings, and situations they might not encounter in their everyday lives; or, if they do encounter those, plays may inspire new ways of thinking about these subjects. Plays can shed a light on the messier sides of human nature—like family and other interpersonal conflicts, the pain of social change and rebirth, and the struggles of mental illness, to name just a few—thereby illuminating our

shared humanity. Many plays, even those not specifically classified as comedies, include lighter moments of levity, proving there is always time and space for laughter (ibid,2015).

Ultimately, plays tell stories without the exposition of novels and other literary forms, and this allows the audience to connect directly with what the characters say and how they behave on stage. Plays are a remarkably straightforward and immersive art form that produce genuine, sometimes even life-changing experiences (ibid, 2015).

1.2.2.5. Memoirs

Memoir is derived from the Anglo-French word *memorie*, which means "written record" or "anything written to be remembered." A *memoir* is a literary form in which the author relates and reflects on experiences from their own life. Memoirs and autobiographies share many similarities, as both are types of self-written biographies. But while an autobiography provides a comprehensive account of someone's life, a memoir is a series of formative or notable memories or events that impacted the author in some way. Memoirs also focus on the author's thoughts and feelings about those events, what they learned, and how they integrated the experiences into their life (Stephanie Burt, July 26, 2017).

The literary genre of memoir has been around since ancient times. *Commentary on the Course Of the conflict* by Julius Caesar was one of the first notable memoirs, in which Caesar described his experiences battling in the Course Of the conflict. Scholars Godfrey at Villehardouin and Jean - françois Joinville, as well as diplomat Philippe de Commines, authored noteworthy memoirs throughout the middle Ages. French princess Margaret of Valois was the first woman to write a modern memoir during this period. Memoirs have been (and continue to be) a popular genre. Henry David Thoreau released *Walden* in 1854, recording his experiences living simply in the New England woods. *Out of Africa* (1937) recounts Isak Dinesen's time attempting to start a coffee plantation in

Kenya. *A Moveable Feast* (1964) is Ernest Hemingway's account of his years as an American expatriate in Paris in the 1920s. John Steinbeck's *Travels with Charlie: In Pursuit of Americana* is a traveling memoir about an epic trip alongside his poodle Charley. All of these have become classics of the genre (ibid,2017).

A memoir gives an author an opportunity to share what they have learned from specific life experiences. Instead of recording every major life event, a memoir focuses on certain details around a central theme. This approach helps the author find clarity and meaning in their lives. Memoirs also help readers gain insights, both into the lives of others and their own. It invite readers into someone else's mind, and in doing so provide answers, a sense of humor, common ground, and/or interesting or unique stories that speak to life's challenges or absurdities (ibid,2017).

1.2.2.6. Biographies and Autobiographies

An autobiography is a complete and submit of someone's life written by someone else. A biography contains all relevant data from the subject's life, which are usually organized chronologically. The word biography comes from the Latin word *biographia*, which means "to write" in English. *Graphia* = "writing" + *bios* = "life." Since the advent of the written word, historical writings have offered information about real people, but it wasn't until the 18th century that biographies evolved into a separate literary genre. Autobiographies and memoirs fall under the broader biography genre, but they are distinct literary forms due to one key factor: the subjects themselves write these works. Biographies are popular source materials for documentaries, television shows, and motion pictures (Walter Graves, August 30, 2019).

Biographies inform readers about the life of a notable person. They are a way to introduce readers to the work's subject—the historical details, the subject's motivations and psychological underpinnings, and their environment and the impact they had, both in the short and long term.

Because the author is somewhat removed from their subject, they can offer a more omniscient, third-person narrative account. This vantage point allows the author to put certain events into a larger context; compare and contrast events, people, and behaviors predominant in the subject's life; and delve into psychological and sociological themes of which the subject may not have been aware. Also, a writer structures a biography to make the life of the subject interesting and readable. Most scholars want to amuse as well as inform, so they adopt a standard plot structure to provide the life story a literary shape—an introduction, conflict, mounting tension, climax, resolution, and ending. While the ebb and flow of life is a normal day-to-day rhythm, it doesn't necessarily make for entertaining reading. The job of the writer, then, becomes one of shaping the life to fit the elements of a good plot (ibid,2019).

Literary autobiographies and autobiographies almost entirely focus on authors and artists, combining a traditional narrative of the subject's life's historical events with an examination of how those facts influenced their creative output. Nancy Milford's *Savage Beauty: The Biography of Frances St. Vincent Millay* and Gregory White Jones and Steven Naifeh's *Jackson Halibut: An American Saga* are two examples (ibid,2019).

1.2.3. The Impact of Social Media on Contemporary Literature

1.2.3.1. The Negative Impact

Social media has many advantages, but it also has some drawbacks, one of which is that it may be a diversion from studying and even studying. If the current pattern continues, young students' literacy will deteriorate over time. For decades, televisions as a paradigm for social networks has been feeding too much information, as mentioned in so many Future 451 essay samples from college students. As a result, their worth has reduced. People are consuming far too much content online, and instead of

concentrating on information and actual knowledge, they are busy digesting priceless data (Dr. Tushar Nair, 2020).

Worse, social media sites are a breeding ground for misinformation on anything from election races to current healthcare issues. These services' Artificial Intelligence algorithms accelerate the flow of false material by detecting our interests in such topics, so the deeper a person travels down the rabbit hole, the more comparable stuff the algorithm feeds to the user's home page (ibid, 2020).

1.2.3.2. The Positive Impact

When someone hears the word "literature," he or she immediately conjures up images of immense libraries and stacks of volumes. If readers haven't read and analyzed contemporary literature, it isn't complete. And social media has taken this practice of criticizing to new heights. People nowadays use social media to critique the works of many authors, implying that social networking has a good impact on modern literature by giving a venue for a wide variety of audience to discuss various aspects of novels, which was unavailable in the past. The transmission of current literature has been made possible thanks to social media (Dr. Tushar Nair, 2020).

To put social networks and literary texts in antagonism to one another, as if there were some kind of unbridgeable split between both, is to misunderstand how modern literature is used. It is media in and of itself, a tool for sending messages, information exchange, and art, and it is frequently social, requiring interplay with at least one other sentient being (let's focus on able to share and authored contemporary literature or that confined to writers' notebooks for eternal afterlife – and that most would share if it weren't for feelings of failure or concern about its reception). 'All media were venues of human expression and communication, and in this respect, all media, including literary, is social,' explains Darcy Brienza, sociologist and Professor in Publishing and Digital Distribution at City University London (ibid, 2020).

Twitter posts or tweets (as it is called) are dished out among the users through mails, messages or web. Though it was started as a medium of communication, today the users have stretched its limits and they are using it to write novels. Thus it has become a good and acceptable platform for literature. *Electric Aphorisms*, by John Roderick (musician), was the first book wholly composed on Twitter. It was written in individual twitter between 2008 and May 2009. The publication studio later deleted it after the book was published. Today the micro-blogging feature of Twitter has a separate identity as *Twitterature*, (a portmanteau term) which comprises various genres such as aphorisms, poetry and fiction written by individuals or collaboratively. In poetry Haiku is suited to Twitter and we can find examples of # Haiku. In 140 character stories there are @asmallfiction, @veryshortstories, @Arjunbasu etc. Fan Fiction accounts exist on Twitter for characters from movies, TV shows, and literature. On Twitter, we also see literary masterpieces and legends recreated through characters or in various ways. The Royal Shakespearean Company and Mudlack, an English game company, tweeted *Romeo and Juliet* in 2011. A Twitter novel might span hundreds of posts and last weeks or months. *Executive Severance* is one such case. It's the first continuously posted twitter comic mystery and the first book in the *Twistery Twilogy* (ibid,2020).

Facebook is another social media network with 2.6 billion monthly active users. There are hundreds of groups on FB for each and every type of people. As far as writing and literature is concerned, there are groups for all kinds of literature lovers facilitating there access to different genres. These groups succor the users to publish their stories, fork out guidance to those who are earnestly looking for it and pep them up with positive comments. On one hand, it proves to be a great platform for amateur writers to flaunt their skills and on the other, the professionals use them to advertise and promote their works and also to provide auspices to the budding writers. Moreover, it being a huge platform, whatever you post is available to all your FB friends and to anybody who wants to take a sneak peek

into your profile unless you have made certain privacy settings. In fact FB must be given the credit for producing writers in legion and also for espousing and propagating literary activity (ibid,2020).

Instagram, another such social networking app, it offers great opportunity to grow the following as the users are very active on this platform. One can connect with people who follow the same genre. The authors keep their fans updated about their work from jotting down their ideas, to the publication of their work. Some famous writers such as Paulo Coelho have followers up to 2.2 million. Reddit, Pinterest and VK are also such media apps which provide the authors an avenue for their creative outbursts (ibid, 2020).

Most of the writings on social media are a sudden reaction to something that they have seen or read or heard and writing comes as a tool of catharsis. Moreover, the stimulus given by social media is as strong as anything as there are no restrictions of space, time, form, meter or anything. The thoughts come pell-mell and they are expressed in a free flow. In print, it is a herculean task to get massive readership and even if you get, it may take a long time. But social media affords the favorability of you being read anywhere in the world by anybody who cares to be on these platforms (ibid,2020).

Conclusion

The conclusion that can be drawn from this chapter is that social media platforms influence a large portion of public awareness and opinion on almost any subject, along with contemporary literature. Therefore it goes without saying that this latter, in the current times, has been engulfed by social media as it has much greater and much faster impact on people and its domain is much broader than literature. In fact contemporary literature is nothing without social media. Even so, these devices can be a distraction not just from trying to read, therefore we should invariably proceed cautiously when using them. It would be a waste not to use social media to help promote contemporary literature among all generations, as it has so much more to give towards its audience.

CHAPTER TWO

Questionnaire Discussion and Analysis

Chapter Two: Questionnaire Discussion and Analysis

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Introduction

The present study investigates influence of social media platforms on contemporary literature. This chapter is dedicated to the practical study of this thesis. Our aim throughout this chapter is to test the hypothesis we set at the beginning of this research: whether social media platforms have a positive or negative impact on contemporary literature: A Mercy's novel as a case study. This is done through a questionnaire submitted to Master 1 students.

This chapter provides a questionnaire analysis and investigation of the impact of social media platforms on understanding the chosen novel. The questionnaire analysis consists of a description of the questions and the intention behind using them. The last element of this chapter provides discussions and analysis of the results of each question along with some pieces of advice directed to both teachers and students in terms of how to benefit from social media networks in particular and technologies in general when dealing with literary works.

2.1. Analysis of the Questionnaire

2.1.1. Description of the Questionnaire

The influence of social media platforms on understanding the A Mercy's novel's questionnaire which appears in the Appendix at the end of this thesis was submitted to master 1 students in Hamma Lakhder University of Eloued. We have done so because we believe that they are the most suitable ones to have insights about social media and the chosen novel as an example of contemporary literature. It is important to say that the students whom we asked to answer the questionnaire were studying the novel in Contemporary America Literature module.

Our questionnaire consists of 15 questions. We did not use any questions of personal information (name, social status, or job) about the subjects because it has no relevance to our research. The 15

questions are divided into two parts: the first part includes 04 general questions, whereas the second includes 11 questions directly linked to the aims of our thesis.

2.1.2. Discussion of the Questionnaire Results

Q1: Do you use any social media platforms?

Table 2.1: Number of Students who Use Social Media Networks

	Yes	No
Number	78	0
Percentage	100%	00%

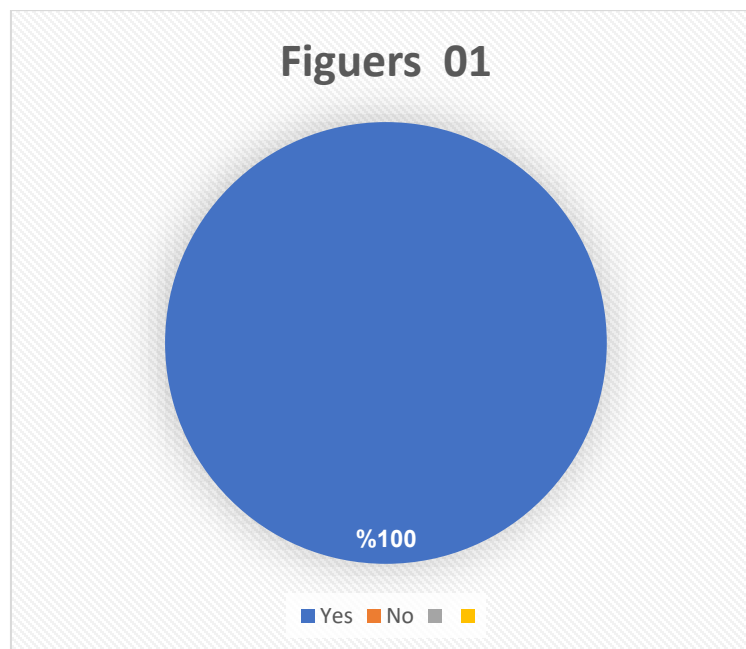


Figure 2.1: Number of Students who Use Social Media Networks

According to the figure and table shown above, we notice that 100% of our participants use social media platforms. Therefore, it can be said that social media plays a significant part of students' lives. Also, it can be effective and positive part for its users in all the fields they want.

Q2: What are the most frequent platforms that you use?

Table 2.2: Students' Most Frequently Used Social Media Platforms

	Facebook	Instagram	YouTube	Other
Number	47	43	29	7
Percentage	60.3%	55.1%	37.2%	9%

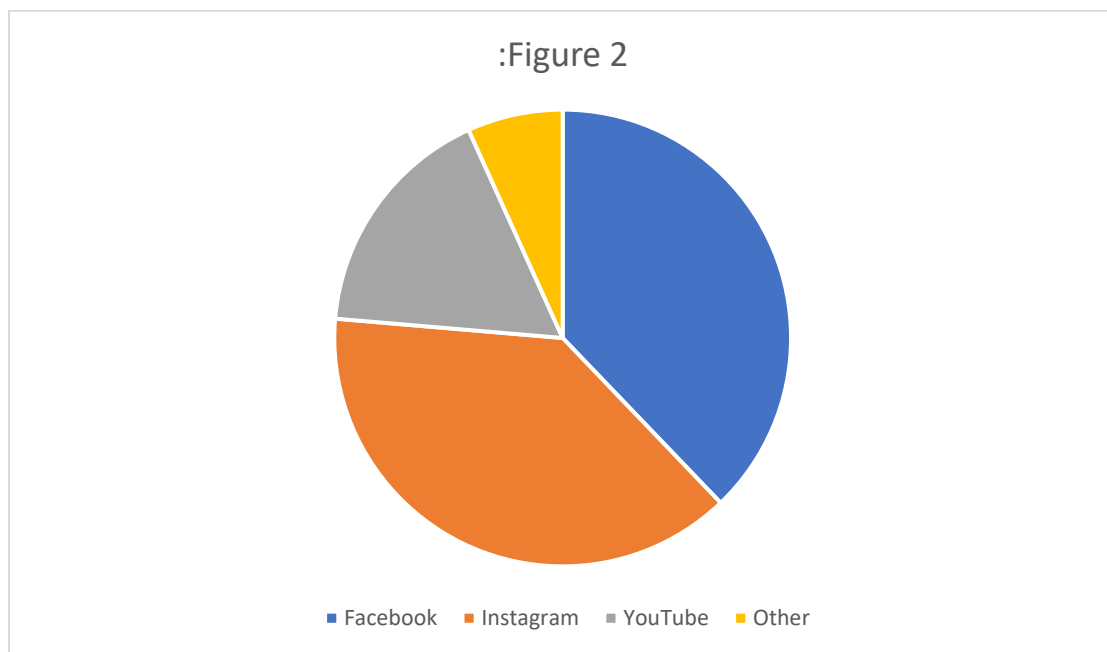


Figure 2.2: Students' Most Frequently Used Social Media Platforms

Based on the results shown in the table 02 and graph 02 above, more than 60% of students use Facebook and Instagram primarily, and 40% of them said that they use YouTube. This demonstrates the variety of platforms and formations available to assist the researcher or learner in obtaining knowledge quickly and in the platform of his choice.

Q3: How long have you been using social media platforms?

Table 2.3: Students' Period of Using Social Media Platforms

	Less than six months	Six months to one year	One year to five years	More than five years
Number	3	3	12	59
Percentage	4.5%	4.5%	15.4%	75.6%

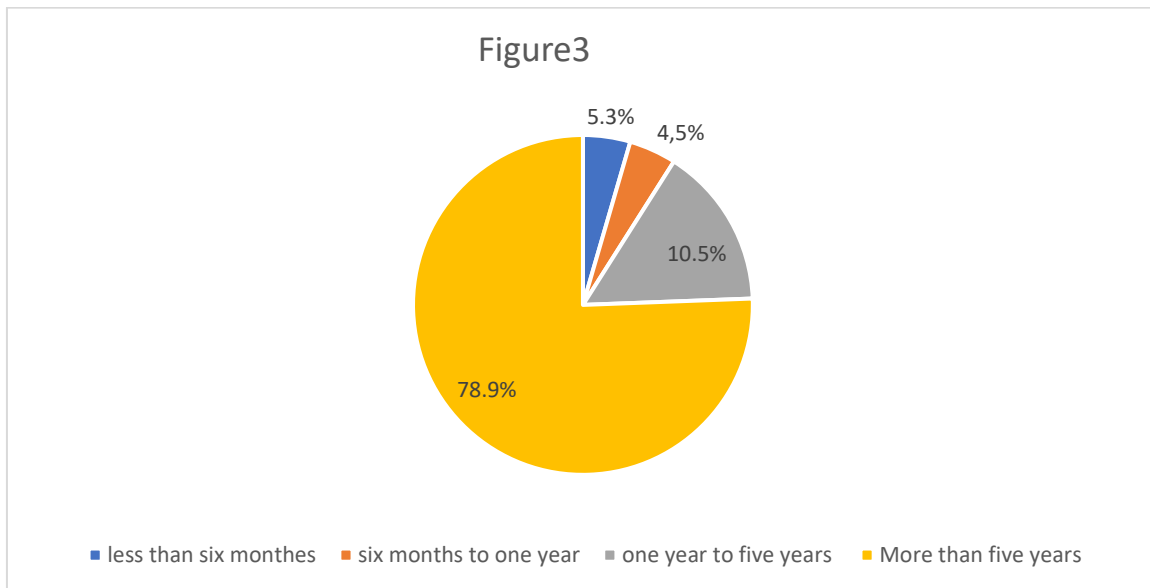


Figure 2.3: Students' Period of Using Social Media Platforms

As a result of what we discovered in the table and the figure above, the great majority of students (more than 78% of them) have been using the different social media platforms mentioned above for more than 5 years. This could be a strong indicator that users have sufficient experience and awareness of all sites and platforms that may assist them in their field of study.

Q4: How many hours per day do you use social media platforms?

Table 2.4: Students' Hourly Use of Social Media Platforms per Day

	1-3 Hours	3-6 Hours	6-12%	+12 Hours
Number	21	28	25	8
Percentage	28.2%	35.9%	32.1%	3.8%

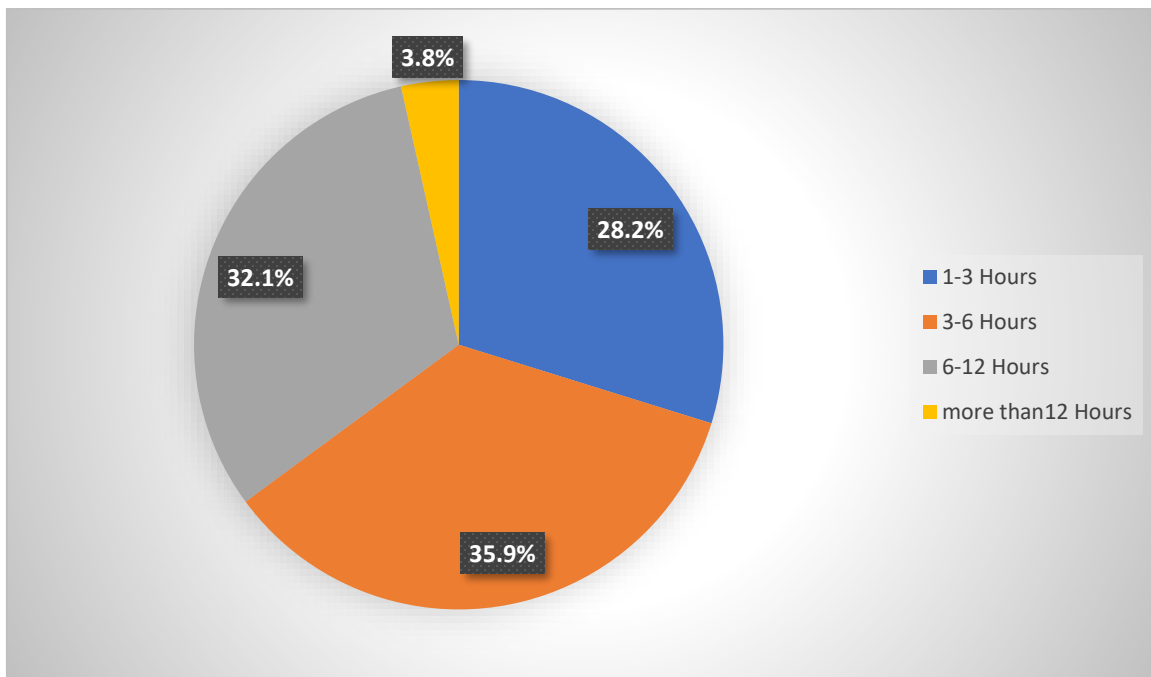


Figure 2.4: Students' Hourly Use of Social Media Platforms per Day

According to the findings illustrated above, students' use of social media on a daily basis varies from one hour to three hours per day at a rate of 30% of students. 40% of students use it from three hours to six hours a day, and the rest of 30% use it from six hours to twelve hours every day. This analysis reveals that most users spend about a half of their day on social media, implying that they rely heavily on it for all of his needs.

Q5: Why do use social media platforms?

Table 2.5: Students Reasons of Using Social Media Platforms

	Relaxation and recreation.	Socialization and building friendships.	Collaborating with fellow students and study matters.	Staying up to date on what is trending
Number	28	9	37	37
Percentage	36.8%	12.3%	47.4%	47.4%

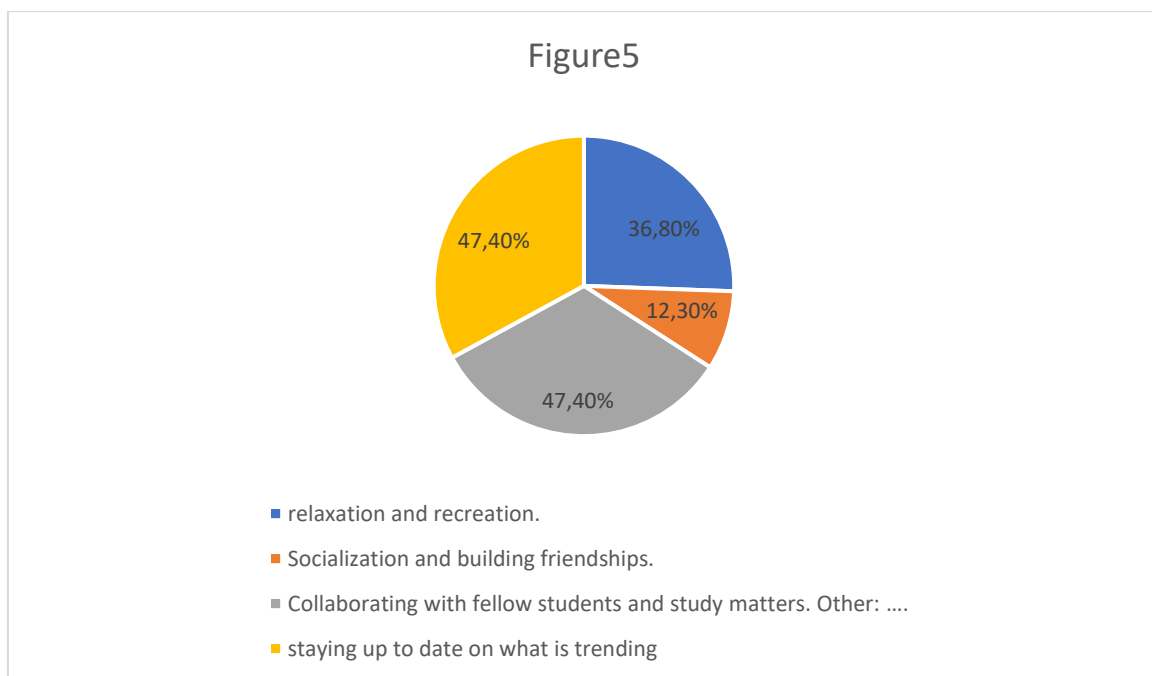


Figure 2.5: Students Reasons of Using Social Media Platforms

This question intends to shed light on a specific element of the motives for students' use of social media. We can see from it that students use social media to keep up with what is trending at a rate of 47%, and this has been correlated with the last reason, which claims that they use social media to collaborate with fellow students and research things. There are also 36% of participants who use social media for relaxation and recreation. We can see from the above results that students keep up with all

current and modern things, and they seem to look for the simplest ways to collect their knowledge and studies, particularly given the variety of applications. It has aided them in the development of data collection methods. Furthermore, students prefer to collaborate with their peers and focus on their studies because social media has aided this, and great distances have brought people closer together, the student is not obligated to meet with his peers. It is easier now because social media is available.

Q6: Do you use social media platforms in your studies?

Table 2.6: Students' Use of Social Media Platforms in their Studies

	Yes	No
Number	78	0
Percentage	100%	0%

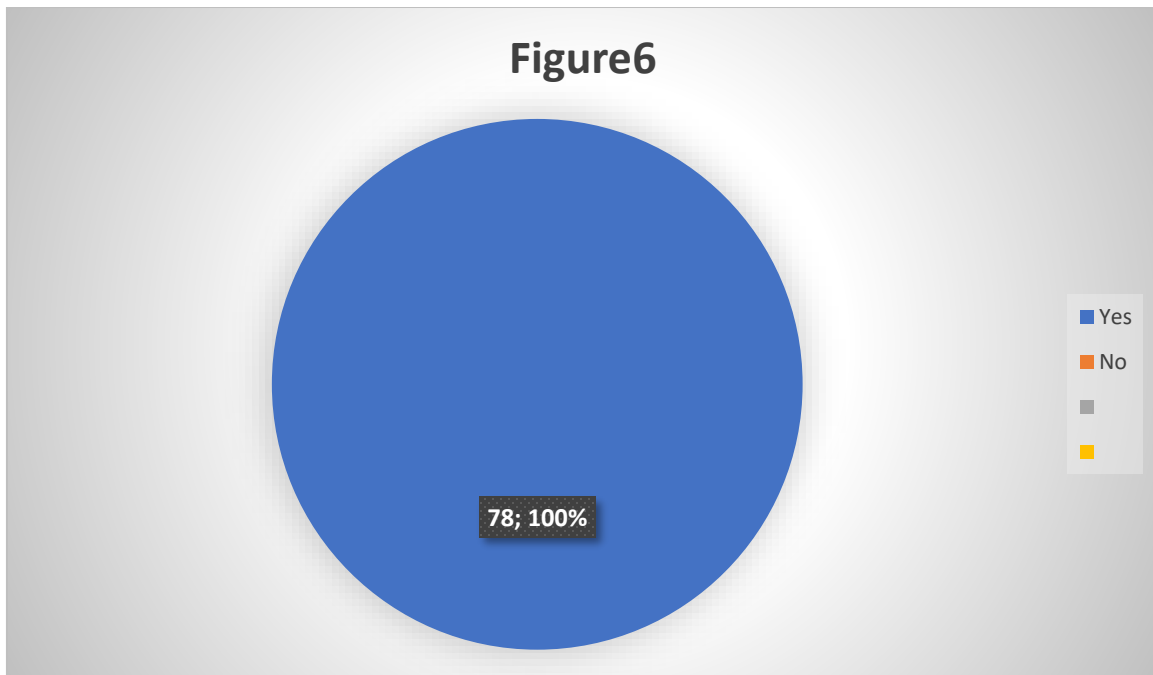


Figure 2.6: Students' Use of Social Media Platforms in their Studies

Based on the figure and table above, we notice that 100% of our participants use social media platforms in their studies. Since all students use social media to study, this indicates its importance in their academic life and the positive benefit that they get from using it.

Q7: What is your prominent learning style?

Table 2.7: Students' Most Prominent Learning Style

	Visual	Auditory	Kinesthetic	Reading/writing
Number	51	12	3	12
Percentage	65.9%	15.4%	4.9%	15.4%

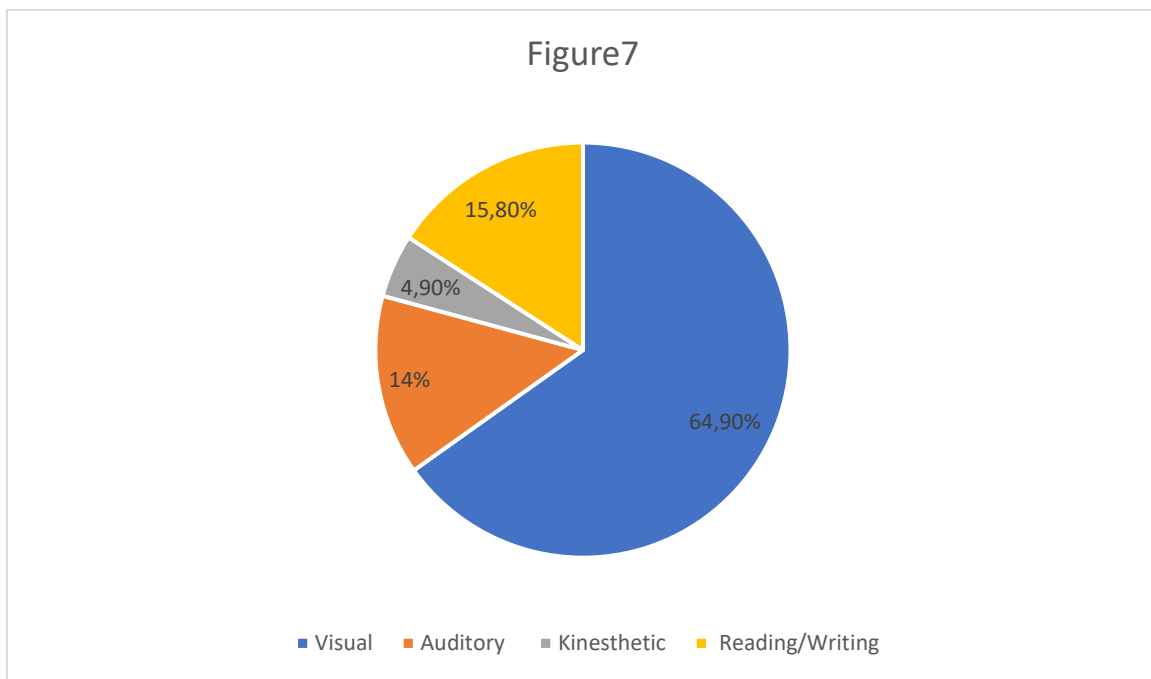


Figure 2.7: Students' Most Prominent Learning Style

Referring to table and figure shown above, we observe that 80% of our respondents have a visual and auditory learning style; however, only 20% of them have a reading and writing style. As a result, we may conclude that students naturally prefer everything that is visual or moving, and that includes colors and videos, over the traditional curriculum that relies heavily on writing or reading. Hence,

teachers of literature are encouraged to take this alarming finding into consideration while teaching the module.

Q8: If you answered visual or auditory, how do you deal with the novels you assigned to read?

Table 2.8: How Visual and Auditory Students Deal with the Novels they are assigned to Read

	Study through books	Read summaries of the books	Watch summary videos and animation of the novels	Listen to Audiobooks
Number	8	23	50	8
percentage	11.5%	50%	65.4%	12.8%

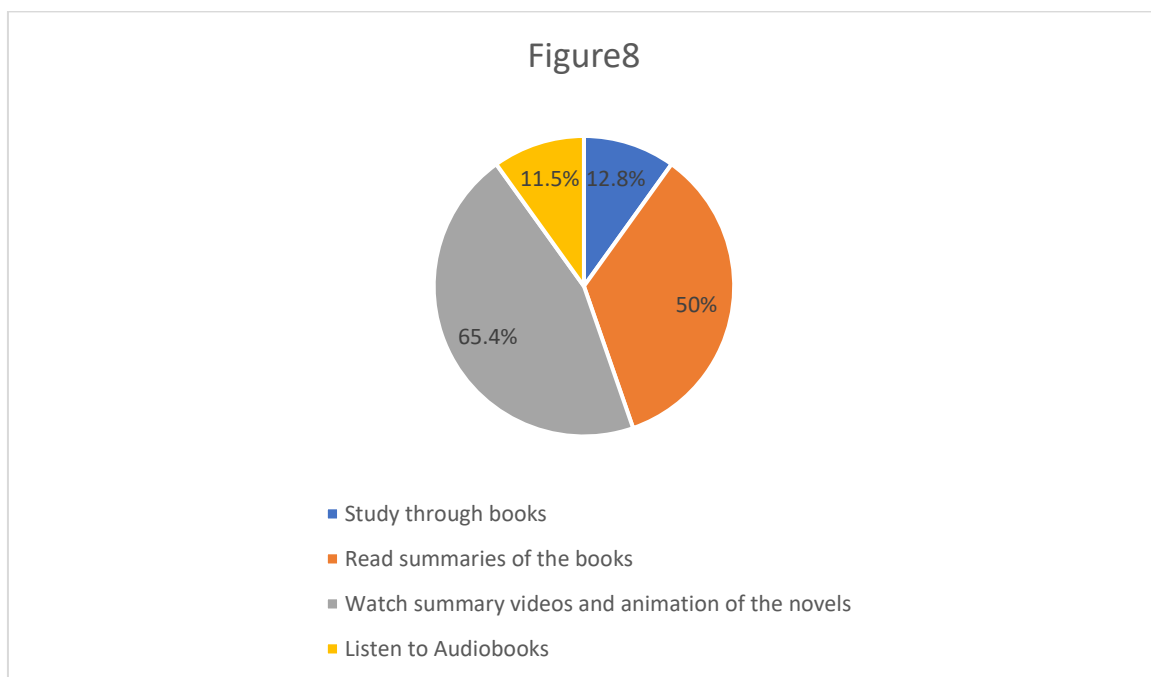


Figure 2.8: How Visual and Auditory Students Deal with the Novels they are assigned to Read

According to the study results, the majority of respondents had a good impact on watching summary videos and animated novels, with an estimated 70%, followed by reading book summaries at 50%, and the lowest result was reading books at 14%. Analyzing the preceding data, we can see

that students have a strong desire for any source that is visual and moving which helps them soak up and understand the material, regardless of the professor's traditional teaching styles and techniques, which often forces students to study novels without taking into consideration the different other learning styles that the students possess. Not every student can read books, but as we notice in the previous analysis, the majority of students prefer new and modern ways of delivering lessons and analyzing novels.

Q9: Do you usually have difficulties understanding the novels you are assigned to read (Mercy's Novel as an example)?

Table 2.9: Students' Difficulties When Reading the Assigned Novels

	Yes	Somewhat	No
Number	24	40	14
Percentage	33.3%	57.7%	9%

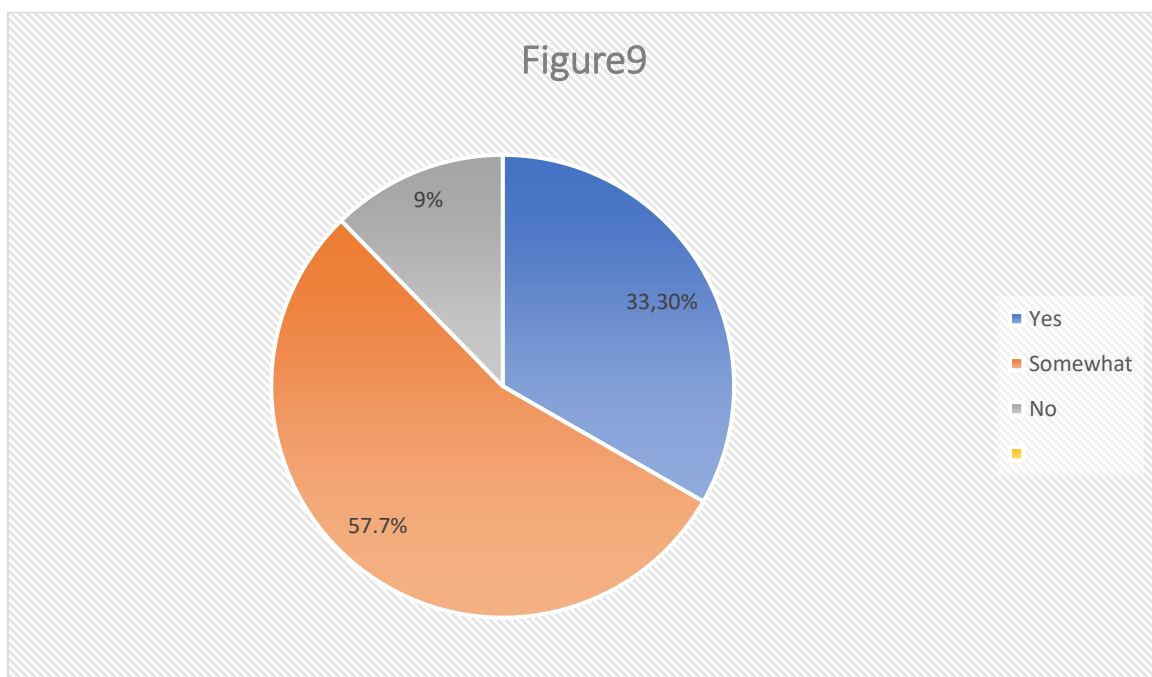


Figure 2.9: Students' Difficulties When Reading the Assigned Novels

We can see in table 09 and figure 09 above that the majority of students have difficulties understanding the novels they are assigned to read like the novel of *A Mercy*, with a percentage of students over 80%. This is owing to the difficulties of the core education, which relies on students benefiting and understanding what is written by reading a book and the way in which they are presented without taking much into consideration the students' varied learning style. In addition to the evolution of generations and instructional tools via social media, the books' style and approach remained the same.

Q10: Do you think that social media platforms help you understand the novels you are assigned to read (the summary video of *Mercy's* Novel as an example)?

Table 2.10: Students' Opinions about Social Media's Ability to Help Understand the Novels they are Assigned to Read

	Not at all	Very little	A bit	Much	Very much
Number	3	3	21	29	20
Percentage	4%	3%	28.2%	37.2%	26.9%

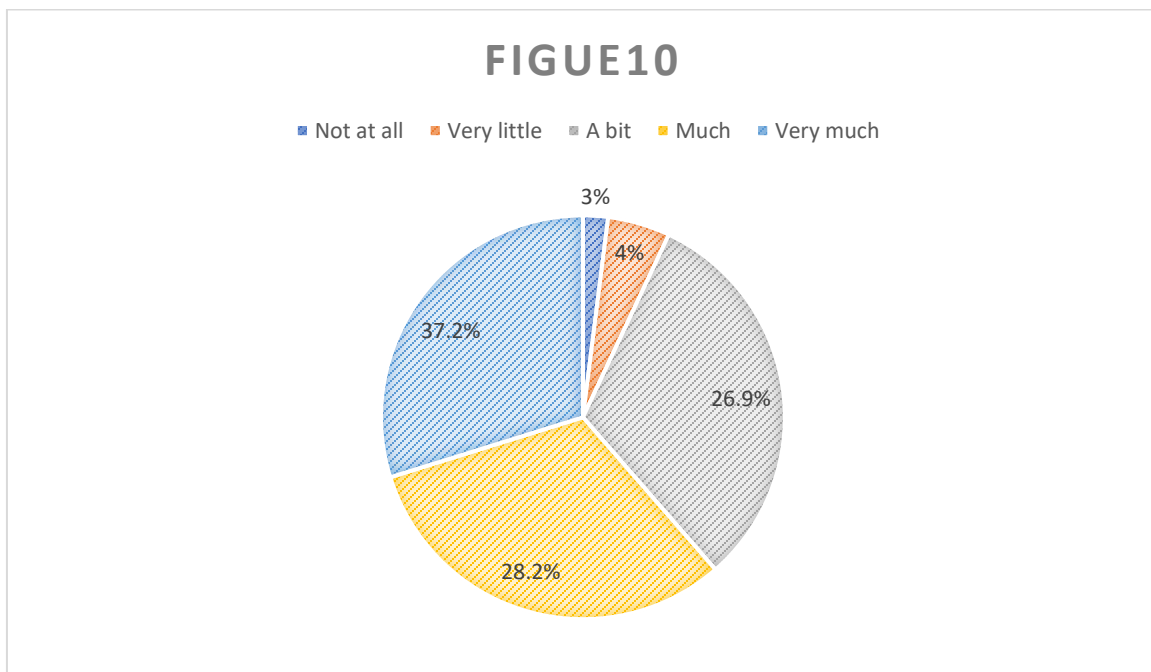


Figure 2.10: Students' Opinions about Social Media's Ability to Help Understand the Novels they are Assigned to Read

According to what is shown in the table and graph above, we see that more than 93% of the students said they benefited from and understood the novel of A Mercy because of the animation video that we designed and published on Facebook and YouTube. We can deduce from this finding that social media has a significant impact on the syllabus among students and help enhance and clarify the reception of information.

Q11: If yes, what was/were the advantage(s) of using social media platforms to understand Mercy's novel?

Table 2.11: Advantage(s) of Using Social Media Platforms to Understand A Mercy's Novel

	Provided a comprehensive summary of the novel's core principles	Offered a platform for a diverse range of activities to discuss different aspects of novels	It provided more information, entertainment and pleasure than printed novels	Enabled sharing opinions and feedback with other online readers/novelists
Number	35	12	19	13
Percentage	61.4%	21.1%	33.3%	22.8%

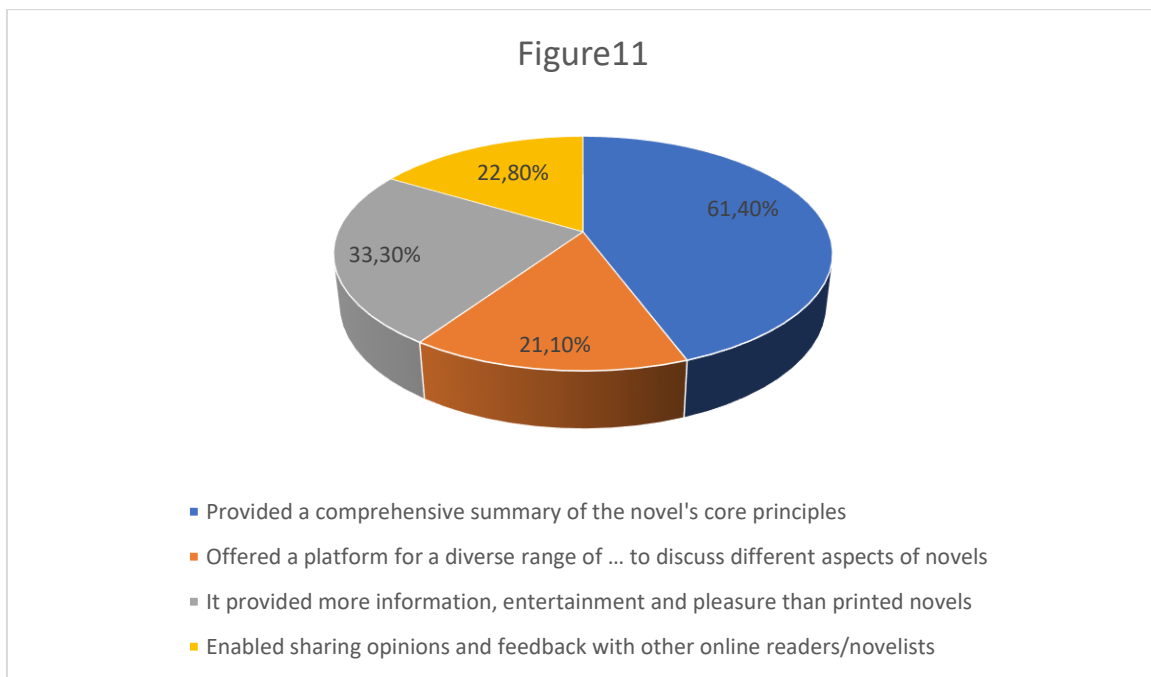


Figure 2.11: Advantage(s) of Using Social Media Platforms to Understand A Mercy's Novel

The purpose of this question is to learn about the advantages of using social networks to comprehend the story of A Mercy, and the following are the results: One of the benefits of social media, according to 64.4 % of students, is that it provided a comprehensive summary of the novel's core principles, and 33.3 % found that it provided them with more information, enjoyment, and pleasure than the printed version of the novel. Also 20% in equal proportions said it offered a platform for a diverse range of activities to discuss different aspects of novel, and it enabled sharing opinions and feedback with other online readers/novelists. As a consequence, when they got and watched the animation version of the tale of A Mercy, most respondents agreed on and confirmed its advantages. They made it clear that when compared to classic books, it presented a complete explanation of the novel's fundamental themes and delivered more knowledge, amusement, and pleasure than printed literature.

Q12: If not, what was/were the disadvantage(s) of using social media platforms on your study of Mercy's novel?

Table 2.12: Disadvantage(s) of Using Social Media Platforms to Understand A Mercy's Novel

	Consumed much online content rather than focusing on factual information and knowledge	Disinformed breeding surface for everything from political to current healthcare issues.	Disinformed breeding surface for everything from political to current healthcare issues.	Degraded literacy among young students.	Other (No disadvantages)
Number	12	5	7	8	27
Percentage	21.1%	8.8%	12.3%	14%	47.4%

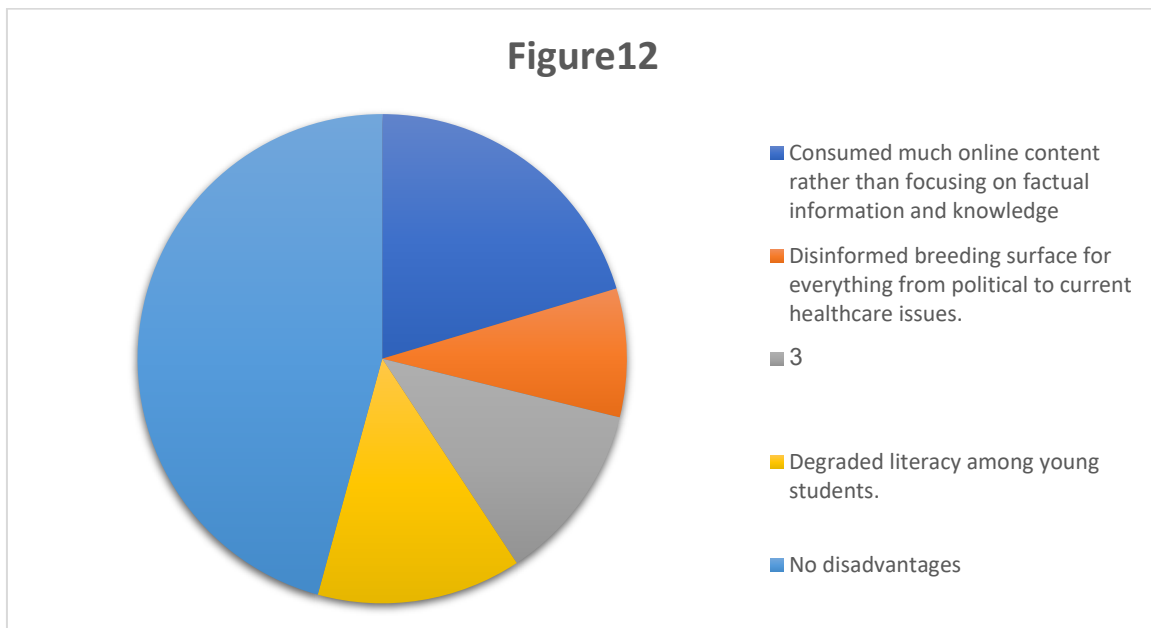


Figure 2.12: Disadvantage(s) of Using Social Media Platforms to Understand A Mercy's Novel

According to the data in the accompanying table and graph, the highest number of respondents to the questions said there are no impediments in social media, which was 47% of the sample, but there

was also a tiny percentage who said social media consumed much online content rather than focusing on factual information and knowledge, which was only 20%. In analyzing the results, we found that the majority of students do not believe that using social media in their novel analysis is harmful, indicating the strength of technology's impact on the curriculum; however, a small percentage of students tend to believe that using social networks may take up them more than their emphasis on what is helpful, but this does not imply a negative effect on them, but they should be aware of it.

Q13: Generally speaking, to which extent do you think social media platforms help readers understand contemporary literature, especially novels?

Table 2.13: The Extent to which Social Media Helps in Understanding Literary Works (Novels)

	Very much	A little	Not at all
Number	52	23	3
Percentage	67.9%	30.8%	1.3%

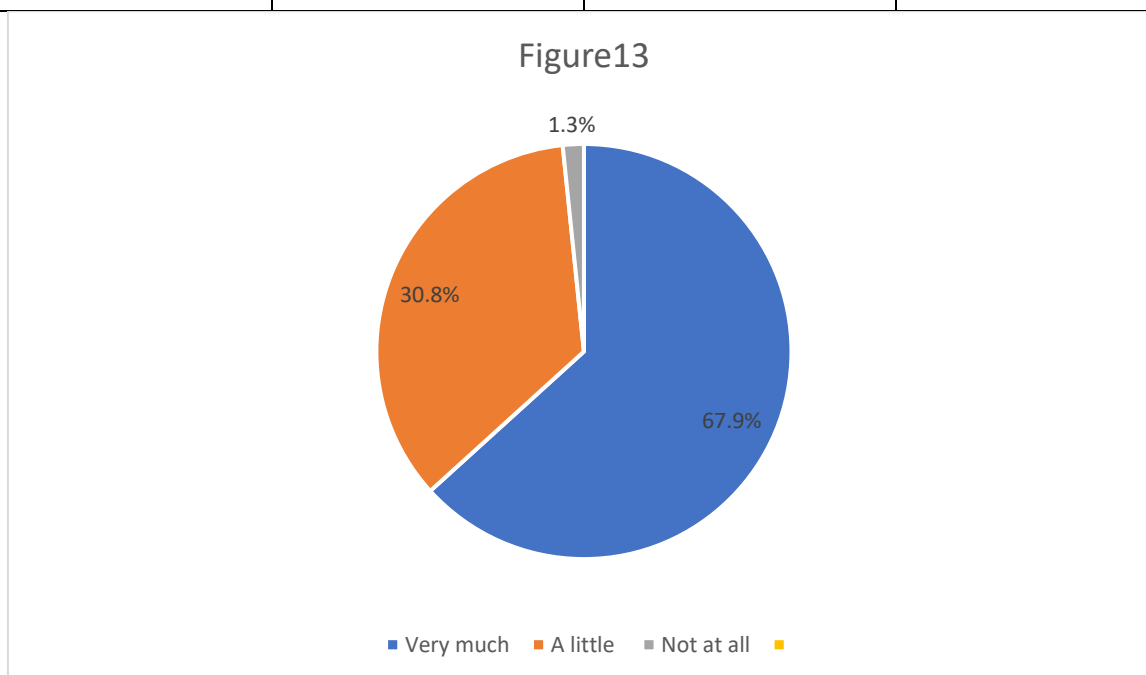


Figure 2.13: The Extent to which Social Media Helps in Understanding Literary Works (Novels)

In accordance to what is observed in the data provided in the table 13 and Figure 13, we note that the great majority of students (98%) confirm the good impact of social media on their study of contemporary literature, especially reading novels. This question elucidates a key issue in our study by demonstrating the breadth of social media's impact on students' academic lives. As a result of the proportions, it has been determined that a huge percentage of students emphasized the influence's positive aspects, which confirms and explains the need for learners to make and revive contemporary literature methodologies in order to achieve better results in terms of understanding and liking literary works. Contrary to popular belief, most students face difficulties to comprehend the novels because of their various learning styles.

Q14: In your point of view, to which extent can social media platforms facilitate the process of understanding complex novels and explain them in an easy and fun way?

Table 2.14: The Extent to which Social Media Helps in Facilitating the Process of Understanding Complex Literary Works

	Very much	A little	Not at all
Percentage	63.2%	35.1%	1.8%

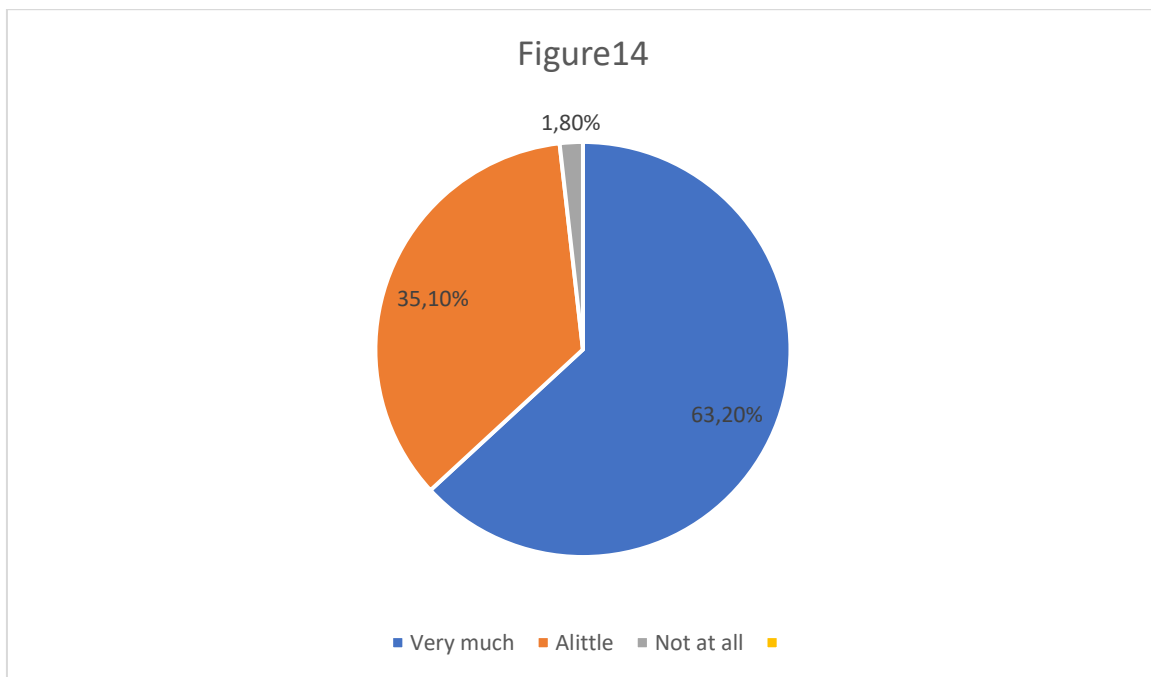


Figure 2.14: The Extent to which Social Media Helps in Facilitating the Process of Understanding Complex Literary Works

Referring to Table 14 and Figure 14 above, we note that 98 percent of students support the idea that social media platforms facilitate the process of understanding complex novels and explain them in an easy and fun way. This subject is particularly intriguing to us because it is directly tied to our research goal of determining whether or not social media has an impact on contemporary Literature. The majority of respondents agree that social media plays a large and effective role in facilitating and simplifying novels and literature because it contains complex literary symbols and literary devices, as well as receiving them in an enjoyable manner filled with everything that is visual, such as the animation video that simplified all the ideas of the novel *A Mercy* despite its difficulty.

Q15: Please, explain your answer to question 14 briefly.

According to the responses of our respondents, social media has a significant positive impact on modern literature, particularly novel reading.

The following are some of our participants' responses and explanation to this question:

- ❖ I think people are more related with social media more than books or anything else.
- ❖ It is less time consuming. It focuses on the important points and offers an enjoyable experience.
- ❖ Since we pass a lot of time on social media, it is nice to find there what we are supposed to study in the university.
- ❖ We can find summary videos on YouTube that are colorful and clear rather than the boring black and white in the printed book or novel.
- ❖ For me, I got so much help from YouTube, especially when it comes to analyzing novels from watching animated summaries or listening to the story online.
- ❖ Social media platforms have a great impact on understanding contemporary literature by providing summaries, themes explanation, background of the novel, the author's biography and point of view.
- ❖ In my opinion, reading is not favorable by the most of the student we all agree on that so watching a movie about that novel or reading a summary about it will be much more useful than reading the whole novel.

2.1.3. Synthesis of the Questionnaire Results

According to the results of this study, the majority of the students use technology to a large extent. When more and over quarter of the people involved use the Internet, it's observed that they spend their free time on social media platforms (e.g., Instagram and Facebook). They believe that using social media platforms offers more satisfaction in a shorter amount of time than reading printed novels. They express their excitement for social media in a very spontaneous manner. Even though today's modern people use social media platforms on a daily basis, they believe that social media is the best method used to deal with study matters. When asked why they used social media, the majority of the participants said that it allowed them to learn about and perceive different cultures and literature from

different countries. Again, with satellite channels broadcasting, this becomes possible and easy for them to observe other people's language, culture, literature, and so on. It is for this reason that now the number of learners confess that using the social media and the internet helps them learn more about literary works.

Social media can be used to keep in touch with friends as well as socialize. When less over half of students believe that using social media has a negative impact on their lives, the majority of students disagree. According to the students surveyed, the majority of them agreed that using social media causes privacy concerns, while others believe it decrease attention on studies as well as affects academic performance, and only a few believe it destroys social skills. When asked if their real social lives have been affected by their usage of media platforms, and over half of the students disagreed, with only a few expressing discomforts in face-to-face conversations.

Finally, despite their technology addiction, the majority of the respondents (93 %) state that their use of technology affects their own time to actually read printed novels in a variety of ways. For example, when the novel *A Mercy* was summarized and made into an animation video, most students said they understood and absorbed all of the action sequences and aspects of the novel with ease. As a result, the study's findings clearly show that students' growing excessive use of social media and its various time-killing forms have a positive impact on one's novel reading habits.

2.2. Pedagogical Recommendations

This research offers insight on Influence of social media platforms. Unlike many other studies focusing on personal social media use, this one takes a look at how people use social media from the inside. As researchers, we realize the benefits of investigating a concept use of social media platforms. Whether or whether not both teachers and students truly understand social media, it's indeed necessary to keep in mind that it has changed the way people work. As social media grows in popularity, it's natural to question; what's the next level of social media for research studies? Spite of the fact that

some teachers and students have accepted social media in different manners, others still struggling with its implications. As a result, future research and recommendations solutions can overcome the drawbacks in this dissertation.

First, the results of this dissertation attempt to measure previous qualitative social media investigations. Future researches should include quantitative evidence to support case studies tying internal social media to favorable organizational outcomes (Gray et al., 2010; Kiron 2011). Additionally, future researches could develop mixed methods to use a particular type of study can lead to biased results. In order to obtain a better understanding of the influence of social media on previous study on engagement, learning, information exchange, strategic leadership, and communicating.

As a recommendations for teachers dealing with social networking platforms include providing students with "hands-on" instruction prior to any assignments. Despite the fact that we presume our pupils are "wired" for technology, several students found it challenging to navigate social media. Instructors may lessen many of the challenges described by students by offering learners classroom time to navigate around media platforms, set build personal websites, and discuss issues as a class.

Another future study recommendations could involve for more in analysis of student reflections to see if various social media tools are more beneficial for reaching specific learning goals. Furthermore, the acceptability and efficacy of particular social media platforms within specific academic disciplines might be investigated.

Conclusion

In conclusion, since this chapter is devoted to the empirical study of our research, which attempts to prove that whether social media platforms has a positive or negative impact on contemporary literature, the analysis of the 15 questionnaire shows that social media platforms plays a major role in helping users dealing with novels, Mercy's novel. This can be clearly seen in the analysis of some

elements in the questionnaire which confirms our aforementioned hypothesis. Finally, this chapter concludes with a description Mercy's novel as a model of contemporary literature.

General Conclusion

The findings of this thesis provide strong evidence that social media is the most recent trend in which the research and studies whatever is contemporary and modern, and sheds light on the related to social media platforms and their influence on the analysis of contemporary literature, particularly novels. due to the fact that the students were internet users (digital people). It allows students to learn more and interact with experts and native speaker.

The research was separated into many points in order to determine the amount of Social Media's impact and importance. First, we explored the history of social media and the diversity in its support. Second, the meanings and branches of contemporary literature and the types of novels. We had a number of questions to answer during the research process in order to help us find the truth and progressively achieve the main/minor objective(s) of this research paper, which are: (a) Do you usually have difficulties understanding the novels you are assigned to read (Mercy's Novel as an example? (b) Do you think that social media platforms help you understand the novels you are assigned to read (the summary video of Mercy's Novel as an example? (c) . Generally speaking, which extent do you think social media platforms help readers understand contemporary literature, especially novels? The answers to the above-mentioned questions led to the following hypothesis: social media has a positive influence on contemporary literature (novels), and that students tend to use social platforms as a result of their academic style diversity, particularly the visual style that most students have.

This research study achieves its goals, answers its questions, and proves its hypothesis, based on the inquiry conducted in the theoretical section of this dissertation and the responses acquired from questionnaire respondents.

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Appendix A

Students' Questionnaire

1. Do you use any social media platforms?
 - Yes
 - No
2. What are the most frequent platforms that you use? (1 being the most frequent)
 - Facebook (...)
 - Instagram (...)
 - YouTube (...)
 - Other (...)
3. How long have you been using social media platforms?
 - Less than six months
 - Six months to one year
 - One year to five years
 - More than five years
4. How many hours per day do you use social media platforms?
 - 1-3 hours
 - 3-6 hours
 - 6-12 hours
 - +12 hours
5. Why do you use social media platforms?
 - relaxation and recreation.
 - Socialization and building friendships.
 - Staying up to date on what is trending.
 - Collaborating with fellow students and study matters. Other:
6. Do you use social media platforms in your studies?
 - Yes
 - No
7. What is your prominent learning style?
 - Visual
 - Auditory

Kinesthetic

Reading/writing

8. If you answered Visual or Auditory, how do you deal with the novels you are assigned to read?

- Study through books
- Read summaries of the books
- Watch summary videos and animation of the novels
- Listen to audiobooks
- Other (please specify)

9. Do you usually have difficulties understanding the novels you are assigned to read (Mercy's Novel as an example)?

- Yes
- Somewhat
- No

10. Do you think that social media platforms help you understanding the novels you are assigned to read (the summary video of Mercy's Novel as an example)?

- Not at all
- Very little
- A bit
- Much
- Very much

11. If yes, what was/were the advantage(s) of using social media platforms to understand Mercy's novel?

- Provided a comprehensive summary of the novel's core principles
- Offered a platform for a diverse range of activities to discuss different aspects of novels.
- It provided more information, entertainment and pleasure than printed novels.
- Enabled sharing opinions and feedback with other online readers/novelists
- Other (please specify)

12. If not, what was/were the disadvantage(s) of using social media platforms on your study of Mercy's novel?

- Consumed much online content rather than focusing on factual information and knowledge.
- Disinformed breeding surface for everything from political to current healthcare issues.

- Allowed using one's interest in certain topics to increase the supply of incorrect facts.
- Degraded literacy among young students.
- Other (please specify)

13. Generally speaking, to which extent do you think social media platforms help readers understand contemporary literature, especially novels?

- Very much
- A little
- Not at all

14. In your point of view, to which extent can social media platforms facilitate the process of understanding complex novels and explain them in an easy and fun way?

- Very much
- A little
- Not at all

15. Please explain your answer to question 14 briefly:

.....
.....
.....
.....

Appendix B

Summary of the Novel "A Mercy"

Published in 2008, *A Mercy* is Toni Morrison's ninth novel. Morrison, both a prolific scholar and author, centers the question of slavery and a pre-racial America in this fictional novel. *A Mercy* was chosen as one of the best books in the year of its release by the *New York Times*

Plot Summary

A Mercy endeavors to explore the experiences of slaves in early America. The narrative frequently changes focus between different characters who live or work for the Vaarks. The primary protagonist is a 16-year-old enslaved girl named Florens. Florens begins the novel on the D'Ortega tobacco plantation in Virginia. There, the D'Ortegas are known for their exceptional cruelty towards their slaves. The D'Ortegas are in a great deal of debt, and the novel opens as a trader named Jacob Vaark arrives at the plantation to collect the money they owe him. Vaark is disapproving of the D'Ortegas, frowning upon their cruelty, arrogance, and political views. The D'Ortegas do not have the means to repay the debt and offer an enslaved person to Vaark instead. The two come across Florens's mother, who offers her child up to Vaark. Florens believes that in doing so, her mother willfully abandons her; however, Florens's mother does so to protect her, having recognized a kindness in Vaark that does not exist in the D'Ortegas. When Florens arrives at the Vaark farm in rural New York, life with Jacob and his wife Rebekka is considerably better than that on the plantation.

Two other slaves live on the farm: Lina, an Indigenous woman, and Sorrow, a young girl born from a Black mother and White father who suffers from mental health issues. The Vaarks and their slaves form a strange but functional pseudo-family unit, a phenomenon that was strange for the time. Through interchanging perspectives, Morrison skillfully weaves the personal histories of each character into the narrative. The lived experiences of the characters in the novel allow them to function

together relatively seamlessly; they are almost all orphans, and all intimately familiar with abandonment. However, when Jacob Vaark falls ill and dies, a cog in the system comes loose. Fear and panic run rampant on the farm as Rebekka, too, becomes ill. A farm run entirely by women is almost unheard of, and the threat of those who might mean them harm becomes a constant thread of paranoia.

All of the slaves try their best to help Rebekka get better, but finally, Florens must go to the Blacksmith, a freed Black man whom Florens is in love with. Florens and the Blacksmith had a brief affair the last time he was on the farm, despite Lina's best attempts to keep her away from him. Lina is distrustful of the Blacksmith, and having practically raised Florens, feels extremely protective over her. Florens is delighted to have an excuse to go and look for the Blacksmith and is more than ready to see him again. After a couple days of walking, Florens arrives at a cottage where she meets Widow Ealing and her daughter. Widow Ealing's community is enrapt in a hunt for witches, and when the locals arrive to check Widow's daughter and ensure that she is not a demon, they all become convinced that Florens is the devil due to the color of her skin.

The widow's daughter prepares food for Florens and helps her escape. She tells Florens where she can find the Blacksmith. The Blacksmith leaves to care for Rebekka, though he asks for her to stay behind and care for a young boy who has no one else to look after him. Florens worries that the Blacksmith will inevitably choose the young boy over her, and that he will decide to one day abandon her just as her mother once had. Florens becomes increasingly cruel to the boy, and when he begins to cry, she grabs his arm to silence him, breaking it. The boy faints from the pain and the Blacksmith arrives to witness it all. He is furious with her and slaps Florens, telling her to return to Rebekka since she is incapable of reason.

After Florens returns to the Vaark farm, everything changes. The two indentured servants on a neighboring farm, Willard and Scully, share an intimate and romantic relationship. They provide an outside perspective on the marked changes that have occurred in the women on the Vaark farm. Rebekka has become a religious zealot and increasingly cruel towards the slaves, and wants to sell Florens. Florens does not seem to care much about this, spending her days working and her nights in the new, empty house that Jacob had built before his death. There, Florens carves words into the wood, a letter to the Blacksmith about all that has happened. The novel ends with a peek into Florens's mother's mindset. Florens's belief that her mother abandoned her was wrong all along; her mother had given her to Jacob Vaark to protect her. The final lines are a prayer of sorts, with Florens's mother hoping that her daughter will understand and forgive her one day.

ملخص

تبحث هذه الأطروحة في تأثير وسائل التواصل الاجتماعي على الأدب المعاصر. تناقش بشكل أساسي تأثير هذه الظاهرة على الروايات كأنموذج، وما إذا كان هذا التأثير إيجابياً أم سلبياً. تتمثل الأهداف الرئيسية لهذا البحث في تتبع الأصول التاريخية لوسائل التواصل الاجتماعي؛ التحقق من منصات الوسائط الاجتماعية الأكثر شيوعاً؛ وأهميتها وكيف تؤثر على حياة مستخدميها خاصة عندما يتعلق الأمر بالتعامل مع الأدب المعاصر. علاوة على ذلك، يأتي هذا التحقيق للفت الانتباه إلى إيجابيات وسلبيات وسائل التواصل الاجتماعي ويفتح أبواب المناقشة والمزيد من البحث في هذه القضية. تنتمي هذه الورقة البحثية إلى المنهج الوصفي التحليلي للبحث. تم التحقق من صحة فرضيتها باستخدام استبيان مقدم لمجموعة من طلبة الجامعة. جاء تحليل ومناقشة نتائج أداة البحث هذه للتحقق من صحة الفرضية والتأكيد على أن المجتمع له تأثير إيجابي على الأدب المعاصر: رواية "A Mercy" كدراسة حالة. تختتم هذه الورقة البحثية بمناقشة النتائج وبعض التوصيات التربوية للباحثين والمعلمين المستقبليين حول استخدام وسائل التواصل الاجتماعي لفائدة تعلم وتعليم الأدب.

الكلمات المفتاحية: الأدب المعاصر، التأثير، الرواية، المنصات، وسائل التواصل الاجتماعي.