

SOCIAL MEDIA INFLUENCE THE LITERARY LANGUAGE

Raxmatullayeva Nozimaxon Nodirbek qizi

Students Tourism Faculty of Tashkent region Chirchik Pedagogical University

Axmedov Hasan Uzairovich

Scientific supervisor

***Annotation.** Poetry, stories, plays, and songs are all meant to educate and amuse people. There is a drop in interest in books and national and international literature as a result of the present widespread proliferation of social networks. Another problem limiting the production and accessibility of literary content is the media. The only media that is the only previously available to anybody who could pay or get access to these venues in order to convey literary content were books, radio, television, and theaters. For this reason, global literature of the 19th and 20th centuries has been affected by social media. How media innovations impact literary evolution is the research topic that will direct this study.*

***Аннотация.** Поэзия, рассказы, пьесы и песни предназначены для просвещения и развлечения людей. Наблюдается падение интереса к книгам и национальной и международной литературе в результате нынешнего широкого распространения социальных сетей. Еще одной проблемой, ограничивающей производство и доступность литературного контента, являются средства массовой информации. Единственными средствами массовой информации, которые ранее были доступны любому, кто мог заплатить или получить доступ к этим площадкам для передачи литературного контента, были книги, радио, телевидение и театры. По этой причине мировая литература 19-го и 20-го веков подверглась влиянию социальных сетей. Как медиа-инновации влияют на литературную эволюцию - вот тема исследования, которой будет посвящено это исследование.*

Anmerkung. *Gedichte, Geschichten, Theaterstücke und Lieder sollen die Menschen erziehen und amüsieren. Das Interesse an Büchern sowie nationaler und internationaler Literatur nimmt aufgrund der gegenwärtigen Verbreitung sozialer Netzwerke ab. Ein weiteres Problem, das die Produktion und Zugänglichkeit literarischer Inhalte einschränkt, sind die Medien. Die einzigen Medien, die bisher jedem zur Verfügung standen, der Zugang zu diesen Veranstaltungsorten bezahlen oder erhalten konnte, um literarische Inhalte zu vermitteln, waren Bücher, Radio, Fernsehen und Theater. Aus diesem Grund wurde die globale Literatur des 19. und 20. Jahrhunderts von sozialen Medien beeinflusst. Wie Medieninnovationen die literarische Evolution beeinflussen, ist das Forschungsthema, das diese Studie leiten wird.*

Keywords: *Digital Content, Evolution of Literature, Literature, Media Theory, Social Media.*

Ключевые слова: *Цифровой контент, эволюция литература, Литературоведение, теория медиа, Социальные медиа.*

Schlüsselwörter: *Digitaler Inhalt, Literaturevolution, Literatur, Medientheorie, Soziale Medien.*

INTRODUCTION

There is a significant influence of information technology on the media industry. Literature's shape and content may be significantly influenced by the particular media that were popular at the time and location in which they were created as well as the channels through which they are distributed. The way that readers respond to a work can also be impacted by popular media.

The researcher will next look at earlier examples of literary and media involvement as well as examples from other cultural contexts.

Media theory refers to studies of how the mass media affect society, especially how the public perceives news and other content. Media examines how humans use a range of media to communicate and preserve information. As a result, the young generation's interest in literature is gradually waning. In recent years, social media and internet are caused to changed literature or mother tongue grammar structure or rules.

Nonetheless, the quantity of individuals who access various literary works varies depending on how they are delivered. Literary content is not as widely accessible through traditional media like radio, television, print media, and theaters.

Furthermore, depending on the kinds of production equipment used, such as computers, printers, and cameras, the medium also affects the creation of literary material. Before the development of cameras, creating audio-visual content was difficult.

Likewise, the printing capacity of conventional printers was restricted, hence. This study aims to explore the relationship between media and literature. This study will go into how literature is impacted by various media technologies.

SOCIAL MEDIA INFLUENCE THE LITERARY LANGUAGE

Our lives are constantly impacted by the media, whether it is online or in print, and its basic purpose of educating people has evolved to include entertaining people. The public's opinions, feelings, and reactions must be represented in the media as what is reported in becomes remarkable.

The media has played a significant role in the success of everyone who has achieved global recognition. Nowadays, a lot of people who were once journalists write novels or books.

All these types of books are influenced social media actually these types of social media's language. Because of literature and social media have their own suitable languages among locals and people around the world. From the conflict to the latest trend, the media covers a wide range of subjects. It's always prominent individuals in the media. When they sneeze, cough, or yawn, even seemingly insignificant things become noteworthy.

Nowadays, social media and the internet are increasing day by day, which is why many words are coming to us in our own mother tongue. And older people do not understand sometimes our speaking and speech.

The extensive usage of electronic and social media in modern times is primarily responsible for the quick circulation of news and information. It may provoke hasty reactions like massive demonstrations and picketing, in contrast to the reflective character of literature.

The message of literature may not always be felt right away, but once it does, it usually does so for a very long period. Our social and educational life are fundamentally changed and transformed by literature.

Given the above, it seems reasonable to conclude that sharing written works on social media is one such behavior that has eradicated not only traditional forms of literature but literature altogether (Gorkhali & Chowdhury, 2022).¹

Evaluation of Social Media- Traditional brick-and-mortar communication networks have given way to digital communication platforms in the media.

Information technology advancements that facilitate communication through digital channels have an impact on these shifts.

The way society conducts social, economic, and political activity is changing due to the usage of digital communication tools.

¹ 1. Carpenter, S.K., Witherby, A.E., & Tauber, S.K. (2020). On students'(mis) judgments of learning and teaching effectiveness. *Journal of Applied Research in Memory and Cognition*, 9(2), 137-151.

People strive to better match their operations with technology in order to increase efficiency and effectiveness. The usage of social media in education has altered how instruction is delivered and how students may access course materials.

A wider audience that might share similar interests and be able to "jointly construct contexts through their interactive textual practices" is one group of people that many study designers hope will benefit from an interactive audience, even though the advantages might only apply to student interactions in the classroom (Singer, 2019, p. 578).

However, this illustrative case study highlights the most accomplished students Lowie and Verspoor, (2019) who took advantage of the chance to use social media in the classroom.

But in order for a more inclusive audience and an engaging style to be useful in the classroom, students need to actively accept and participate in them.

Some students could have a more traditional perspective on learning in the classroom, where the teacher's knowledge and assessment of the subject matter are highly valued and eventually evaluated (Carpenter, Witherby, & Tauber, 2020).

Because of this, students might not think that using social media to interact with and pick up knowledge from their peers or the wider public is necessary (Djafarova & Trofimenko, 2019).

The instruments for interactive communication do relatively little in these kinds of circumstances, even when they are speaking in front of a bigger audience or in plain sight.

Literature- education research on the use of social media in the classroom usually concentrates on complex concepts, learning, and literacies that are hard to measure, explain, or even test in qualitative case studies.

Literature has a significant global influence because of its effects on people's socialization, education, enjoyment, and political aspects of their lives.

Depending on the kind of book and distribution method, various people have varied tastes which are related literature lite works in several genres, including comics, novels, poetry, and short tales and plays, although sharing similar goals, are delivered in distinct ways.

Numerous studies on the potential of education and the strategies for promoting it have resulted from this. The public and trackable elements of social media may be used to assess students' familiarity with the rules of the site. Before, students faced a lot of challenges in their studies and research. However, at this time, you can find more information on the internet. In addition, mother tongue literature has changed in internet information, words and idioms.

Both students and professors in higher education generally view social media as having benefits for computer instruction. When you use social media, you can know more information about the topic and this information has got their own special language vocabulary which is why these events are influenced literary language.

CONCLUSION

Although the literature review shows that social media may be utilized for educational reasons, there hasn't been much in-depth study or controlled evaluations conducted in higher education settings, and the technology isn't extensively employed.

One of the biggest flaws in the corpus of research that has already been done is the fact that the majority of the studies used self-report data to calculate the impact of the technology. Because of this, a closer look at the learning outcome and its practical application is necessary.

Since finding the desired information is easy to find on the internet, it is fake or real that makes everyone think at the same time whether it is a treacherous site

or not the idea is distressing the student and they are influencing our language activities and our education.

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