

Literature, Culture and Media
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Lecture – 49
Impact of Technology on Literary Genres: Novel

Welcome dear participants. In this particular module we would be looking at the effects of technology on literary genres and we will take up rise of the novel to look at this particular aspect. As far as the effect of technology on shaping a literary genre is concerned we can say that it is a continual process particularly in the later half of the 20th century. This becomes more apparent to us. When we will look at the media and literary genres in the beginning of the 21st century we would go into deeper details of this aspect but in this module we will look at the rise of the novel which is directly related with certain developments in technology. It is said that literature is a mirror to the society and we have already seen how technology has changed the ways

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- Literature is a mirror to the society
- Technology has changed the way we live and think and express ourselves
- Impact of technology on culture and media
- Significance of older genres and forms of literature is being questioned
- Technology does not only provide the medium – printed book or the internet as a platform for social media and blogs – it also changes perceptions about literature and its reception
- It also encourages a rewriting of a text in ways which are more suitable to technological advancements – making it more instant and reachable
- New formats – e-books, writing on a screen with intelligent tools



In which we live, in which we think and we express ourselves. Technology has had a clear impact on our culture as well as on the media which enables us to express ourselves and to understand the expressions of other people. Particularly the impact on culture is able to generate certain cognitive changes in our personalities. At this moment of technological development we find that the significance of older literary genres is also being questioned.

In fact, we have to remember that technology does not provide only a medium for example technology does not result into only a printed book or on providing us Internet as a platform for social media or for blog writing. Technology also changes our perceptions about literature, it also changes the way we receive literature and at the same time it also changes our expectations from literature.

It encourages a rewriting of the text in ways which are more suitable to technological advancements, making our literature more instant and reachable. At the same time, we find that new formats are also emerging. They may be in the shape of e-book or writing on a screen with tools which are intelligent. So, we find that technology has a significant impact not only on culture and media but also on our appreciation and production of literary genres.

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- Every new technology threatens the supremacy of the previous literary experiments
- Cultural supremacy of books challenged by computers
- Sven Birkets: *The Gutenberg Elegies*, 1992, predicted a rapid decline in the popularity and authenticity of the printed book which would fast become a 'vestigial order'
- Annihilate the sense of continuity and historical depth as our sense of self will be distributed among random access networks
- 1992 was a time when the WWW had not come into picture



Every new technology threatens the supremacy of the previous literary experiments. We have seen how with the oncoming of the books the previous modes of expression through the rhymes and versification became very immediately redundant. The cultural supremacy of books again has come to be challenged by computers. It is as early as 1992 that is when Birkets has written a book with the title *the Gutenberg Elegies*.

In which he has predicted a rapid decline in the popularity and authenticity of the printed book which would fast become and “vestigial order”. Birkets book was published in 1992. It was a time when the web had not come into picture but he had said that the new technologies would any relate the sense of continuity and historical depth as our sense of self will be distributed among random access networks.

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- Historically there are certain ways in which this impact can be viewed:
- How does technology affect ways in which literature appears to the people
 - Page setting of prose in comparison to the novel
 - Shifting to the screen
- How does technology disseminate literature among masses
- How does it affect the reading habits of the masses and encourages them to choose/prefer a particular genre
- Best example is the emergence of the novel as an art form



Historically there are certain ways in which the impact of technology can be seen. Primarily we can say that it affect ways in which literature appears to the reading public, to the masses. For example, it may be paid setting of pros in comparison to a novel or let us say that when we make a shift from a printed book to an on-screen presence of a piece of literature. So, primarily it affects the way literature appears in a particular form and shape to the people.

And at the same time we find that technology also influences the way literature is disseminated among the people. At the same time, we find that it affects the reading habits of the masses and encourages them to choose or to prefer a particular journal. It is said that we are somehow organically related to the age of which we are a product. In the same way we can say that every age also has a preference and a particular choice for a particular literally genre.

So, we have had the age of drama, we have had the age of poetry prior to that and then we had the age of the novel but then we find that now even this age of the novel is being challenged and

newer literary forms that are coming up. Not only because technology has provided us new tools but also the technology has affected the culture and the cognition of the people and it has changed the reading preferences and habits of the masses.

And therefore has encouraged them to look for newer possibilities. The best example to illustrate this idea is to look at how novel as an art form has emerged during the 18th and 19th centuries.

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- "Victorian nerve doctors often attributed a rising tide of nervous breakdown to the overstimulation of unprecedented urban concentration. Humanity in the West lived increasingly enframed by artificial, technological environments. The illness neurasthenia was sometimes called 'Americanism' or 'Londonism' to reflect its modernity".
- The late Victorian writer Grant Allen had complained about data overload as early as 1890s
 - Morning and evening newspapers had started publishing
 - Two postal deliveries
 - Telegrams at any hour
 - Quick and easy travel
- Interestingly, his own career was based on new technological platforms for print



<https://www.bl.uk/20th-century-literature/articles/modern-literature-and-technology>

During the Victorian times doctors were often treating patients who had suffered from nervous breakdown. Doctors also often attributed this rising tide to the overstimulation of unprecedented urban concentration. Critics have pointed out that particularly in the western countries, humanity has lived in environments which are being increasingly and framed by artificial technologies. The late Victorian Writer Grant Ellen had complained about data overload as early as 1890s. During the 1890s we find that certain technological changes had started to make their impact on the way people were culturally exposed to look at literature and reading businesses. So, at the time we find that morning and evening newspapers had started publishing, there were two postal deliveries also. The telegrams could be sent and received it any hour and then the travelling from one place to another has also become very quick and easy.

So, as early as 1890s we find Grant complaining about data overload. So we find that the culture was already changing and people had started looking at the opportunities to read things, to

receive the reading material be it newspaper or any article or any work of literature in a different way. Interestingly Grant has complained whereas his own career was based on new technological platforms for print.

He was a failed scientist and therefore he had started to write populous tracts on sciences and had become established as a writer very soon.

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- Nietzsche has commented that the writing instruments which we use are not simple tools or instruments or contrivances for expression of ideas
- They actively shape the expanse as well as the limits of what we have to say
- If we use a fountain pen or a crayon or a pencil, we write in perceivably different manner, we have different feel in our hands and we also think of different possibilities
- Style is subjective and therefore elusive within the process of writing
- Linked with the tools which spur the creative imagination

Nietzsche had commented that the instruments which we use for writing are not to be treated as simple tools or instruments or contrivance which allow us to express our ideas on a particular medium say a piece of paper. But these writing instruments actively shape the expanse as well as they shape and define the limits of what we have to say. If we use a fountain pen or a crayon or a pencil, we write in perceivably different manner and we have different feel in our hands.

And we also think of different possibilities. So whereas the style is subjective and therefore elusive, within the process of writing we find that it is also linked with the tools which spur the creative imagination and therefore we can say it with certain assertiveness that technology changes the shape of literature also. With this background we begin a review of how early novel had developed as an art form to understand the significance of this point which we have been trying to make so far.

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Rise of Narrative fiction in 18th Century

- Number of cultural, philosophical and socio-political and economic imperatives and influences led to the rise and subsequent popularity of the genre of narrative fiction (novel, short stories, prose) in the eighteenth century.
- The rise of empiricism and enlightenment philosophies contributed to the realism of early novels and made the novel form different from earlier genres of prose like romances
 - Rejection of universals
 - Perception of truth senses (Locke, Descartes)
 - Interest in the particularities of individual existence
 - Emphasis on individual experiences; personal identity: identity of consciousness through duration/time (Locke and Hume)

During the 18th century or we find that a number of cultural philosophical and socio political and economic imperatives changes and influences had led to the rise and subsequent popularity of the genre of narrative fiction, novel, short stories, prose. The rise of empiricism and enlightenment philosophies contributed to the realism of early novels and made the form of novel different from earlier genres of prose like romance and we can look at the impact of philosophers like Locke, Descartes and Hume.

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Scientific and technological inventions allowed for the emergence of a modern society:

- Exponential growth of print culture in 18th century
- Effects of revolution brought in by printing press
- Explosion in printing and dissemination of printed material
- Printed items: In 1740: 2000; in 1800: 6500
- Rise of literacy rates: By 1750, 60% of adults
- Literacy among women



Scientific and technological inventions allowed for the emergence of a modern society and then again we can say to sum up that there had been an exponential growth of print culture in 18th century and its effects could be seen in the printing press technologies. So, there was an

explosion in printing and dissemination of printed material and the printed items, a study says which were only 2000 in number in 1740 had risen to 6500 in the year of 1800.

There was a rise of literacy rates also by 1750 it is said that 60% of the British adult population was illiterate and literacy among women had also started to grow.

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- Inadequate educational system: Rise of self-taught readers
- Popularity of circulating/travelling libraries made books available at very low costs; wider readership
- Reading for practical purposes or pleasure
- Practical needs of different trades; popularity of adventure stories and romances, travelogues, accounts of crimes, conduct books, political pamphlets, newspapers, periodicals (Addison and Steele were pioneers)
- Classical learning limited to the elites
- Rise in new readership: lower/middle classes and women

around this time. However we also have to be aware that despite basically literacy the educational system in contemporary Britain was not adequate. So, there was a rise in self-taught readers and at the same time we find that certain other social changes contributed to the popularity of books particularly novels and other narrative fiction forms. And a particular significance is to be given to circulating or travelling libraries which made books available at a very low cost.

And which also resulted in a wide readership. So people at this time used to read either for pleasure or for gaining purposeful knowledge. So, we find that it also resulted into a popularity of narratives which were based on adventure stories, travelogues, accounts of crimes, conduct books, political pamphlets, newspapers periodicals etc. So, classical learning was still limited to the elite who could have a properly defined and regulated education.

But because of these changes we find that there was a rise in the new readership the lower and middle class people men as well as women had started to learn reading and therefore we find that suddenly print medium resulted into a particular social revolution. So, we find that technological revolution has also generated a social evolution. And this social revolution has raised a particular type of expectancy among the reading public.

So, we find that very direct association accessed between a technological change and a change in a literary genre. Around this time, we find that various newspapers and periodicals had also started.

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Newspapers

- London Gazette (1665) – royalist government’s official newspaper, monopoly situation; manipulation of readers
- “Licensing Act” (1662): to “prevent the frequent abuses in printing seditious treasonable and unlicensed Books and Pamphlets and for regulating of Printing and Printing Presses.”
- Effect of “Popish Plot” and anti-Catholic hysteria during 1678 to 1681
- Multiplication of newspapers
 - New markets open up; boom in publications
 - Newspapers: parliamentary proceedings, speeches, political manifestos, accounts of military encounters, advertisements, reports on crimes, punishments, cures, manners, fashion, ethics
 - New way of reading: extensive skim-reading

Among the newspapers we find that *London Gazette* was started in 1665 which was an official newspaper of the royalist government and it had a way to manipulate the readers by feeding them a particular opinion. In 1662 a licensing act had already come into existence to prevent the frequent abusing printing seditious treasonable and unlicensed books and pamphlets and for regulating of printing and printing press.

At the same time, we find that there was some effect of the Popish Plot and anti-Catholic hysteria during 1678 to 1681 and there was a multiplication of newspapers. So, it is during this time that people were drawn to a particular medium and people wanted to read about things happening

around them. They wanted to form their own opinion on the basis of whatever information they were gathering and they wanted that this information should be printed in the format of prose.

Not in words, not in the form of a drama but in the form of plain prose and this plain prose writing could be made possible only because of the development of a particular technology. The new genres of periodicals was also taken up around this time. So, we find that the technology of the print made possible for people to research a particular type of material to be circulated among the people and that was newspapers and very soon. We find that the interests of the people were tapped.

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Periodicals

- New genre: periodical essay-- Improvement of the mind and manners
- Witty, enjoyable, accessible style
- Attracted a large readership
- Social ideal: urbanity, good taste, moderation, reasonableness, self-control (Andrea Timar)
- Later: *The Female Tatler* and *The Female Spectator*
- Massive market for periodicals--mercantile and middle classes
- Richard Steele: *The Tatler* (1709); R. Steele and Joseph Addison: *The Spectator*

And periodicals were started so periodicals were based on the idea of providing material to the people so that they can think of improving their mind in matters. So, they were written in accessibility style. A style which could be enjoyed by the non elite readers and therefore they attracted a large readership. The social ideal was urbanity, good taste, moderation, reasonableness and self control.

And later on we find that the female tatler and the female spectators were also started so there was a massive market for periodicals among the mercantile and middle classes.

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Emergence of a 'public sphere'

- Emergence of the "public sphere" (Jürgen Habermas: *The Structural Transformation of the Public Sphere*, 1962.): 'the sphere of private people who join together to form a "public."'
- Popularity of public coffee-houses: conversation, gossiping, discussion of news and events
- Spread of literacy, newspapers (availability of information and opinions)
- free discussion, rational debates on politics/literature independently from authorities
- "public opinion": freedom from control by authorities and received opinions
- Rise of liberal democracy



And therefore we find that the print medium resulted into a certain alteration in the taste of the people which resulted into authors tapping these needs. At the same time, we find that these social changes coincided with the emergence of what is known as the public sphere. The idea of the public sphere was put forward by Jürgen Habermas in his book *The Structural Transformation of the Public Sphere* published in 1962.

His idea of the public sphere is based on the imagination of a place or this sphere of private people who joined together to form a public. So he has talked about the popularity of public coffee houses which became a public sphere for holding conversation, for gossiping for discussion of news and events the spread of literacy and the emergence of a public sphere further popularized the idea of the novel which was also supported by the rise of liberal democracy.

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Other changes

- Growth of industrialization
 - Print industry
 - Railways, development of infrastructure, divide between city/countryside
 - Mining, manufacturing: growth of factories, assembly line mode of production
- Mercantile economy: Rise of bourgeoisie; different trades
- Breakdown of traditional societies
 - The large scale migration from rural to urban centers
 - Formation of localities segregated along class lines changed the demographic structure.
 - Economic dominance of the bourgeoisie and the rise of the middle class were the effects of nascent capitalism



So, we find that on the one hand there was a growth of industrialization, print industry, railways, development of infrastructure, mining manufacturing, growth of factories and assembly line mode of production. On the other hand, we find that there was a mercantile economy there was a rise of bourgeoisie different trades were coming up and were being established. The traditional societies were breaking up, there was large scale migration from rural areas to urban centres.

And formation of localities which was segregated along class lines had also changed the demographic structure of traditional societies. Similarly, we find that around this time there was an economic dominance of the bourgeoisie. The middle class was raising and these can also be understood as the effect of a nascent capitalism.

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Effects of print capitalism on the rise of the novel

- In *The Rise of the Novel*, Ian Watt discusses the historical and philosophical context within which 'novel' as a new literary genre emerged
- Popularity of empirical and rationalist thought
- Aspirational model of humanist discourse-- product of enlightenment
- Gained traction through the development of print culture (Watt)
- Development of Print culture/publishing industry in tandem with mercantile economy
- Democratization in production and dissemination of printed material had far reaching consequences



It is interesting to refer to a particular book by Ian Watt here who has discussed the historical and philosophical context within which it was possible for the novel to emerge as a new literary genre. He has talked about the popularity of empirical and rationalist thought he has also talked about the aspirational model of humanist discourse which was a product of enlightenment and how they gained traction through the development of print culture.

The publishing industry, the mercantile economy, so there was democratization in production and dissemination of printed material which was necessary as a background for the rise of the novel as an art form.

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- Technology changed the world-view
- Older forms of literature—lyric, epic and drama—could not accommodate the needs and experiences of this new readership as these genres were embedded in a different kind of worldview.
- The novel emerged in response to all these changes in the socio-political fabric
- Originality lay in its break from traditional modes of storytelling conventions
- Encapsulated the experiences of the middle classes and the changes that led to their cultural dominance.

So, we find that by the time the novel as a genre is started technology had changed the world view and people needed a new type of a literally writing. Older forms of literature were not able to accommodate the needs and experiences of the new readership. As these traditional genres the lyric the epic or the drama were embedded in a different kind of worldview the novel emerged in response to all these changes in the socio political fabric.

And the originality of these genres lay in its break from traditional modes of storytelling conventions. It also encapsulated the experiences of the middle classes and the changes that lead to their cultural dominance.

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- Economic criteria for the production of literature
 - Development of authorship
 - Earlier Publishers or bookseller were dominant
 - Authors paid on the basis of the number of sheets they wrote
 - This practise favours prose over verse and drama
- Novel
 - Italian *novella*—tale, a piece of news
 - Early and mid-18th century: boundary between fact and fiction was fluid



At the same time, we find that the economic criteria for the production of literature were also changing. There was a development of the idea of authorship and previously it was a publisher or booksellers were dominant and the authors started to be paid on the basis of the number of sheets they wrote on. And this practice also favored pros over verse and drama. The word novel itself has been taken up from an Italian word novella.

Which is a tale or a piece of news or something new. So by the time we reach mid 18th century we find that the boundary between fact and fiction had become fluid as far as receiving some type of an entertainment in printed manner was concerned.

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- 18th century novels: "history", "adventures", "lives", "memoirs", "fortunes and misfortunes."
- Adventure and romance fiction—early progenitors
- Don Quixote's impact on the development of the novel form
- Present fiction as fact and dramatise fact as fiction
- Early novels: Epistolary and Picaresque
- Definition: "a *long prose narrative* about largely fictional if usually *realistic* characters and *plausible* events" (Richetti, "Introduction", 1)

So, we find that the 18th century novels also tapped into these resources they look at history, adventure, memories, fortunes and misfortunes etc. The early novels were being written in certain formats and either they were based on the lives of picaro. They were being written in the picaresque tradition or they were using the format epistolary novels. The novel has been defined as a long prose narrative about largely fictional, if usually realistic character and plausible events are a part of it.

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Realism and Novels : Fiction that portrays low life (Flaubert)

- Novel's realism doesn't reside in the kind of life it presents, but in the way it presents it
- Constructed by the real, everyday world and shape this everyday world takes
- Doesn't just mirror ordinary life
- They intervene in the ordinary, real world: they endow it with a shape (or shapelessness) and a meaning (or meaninglessness)
- Novels conjure up a fictitious world that gives the illusion of being applicable to reality. (Andrea Timar)
 - not "romance", or "allegory" like John Bunyan's *The Pilgrim's Progress*-- A long, coherent narrative written in prose
- Structural unity



So, we find that it is around this time that people started to talk about realism in the novel. However, the word realism in a novel has to be understood with certain reservations. Flaubert has defined novel as a fiction that portrays low life. So, this definition also tells us about the

closer association with the masses at a time when print technology had made the reception of the novel a possibility.

The realist novel does not reside in the kind of life it presents but it resides in the way it presents it. It is constructed by the real everyday world and shape this everyday world takes. It does not only just mirror the ordinary day to day life but a novel intervenes in the ordinary real world and they endow it with a shape and a particular meaning. Novels conjure up a fictitious world that gives the illusion of being applicable to reality.

And at the same time they have a certain structural unity which enables us to understand the storyline completely, to have an empathetic association with the character and to think that maybe it is a realist representation of our felt experiences.

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- William Congreve was the first to call his own work, *Incognita: or, Love and Duty Reconciled* (1692), a novel
- The term "novel" as a new form of prose narrative/literary genre gained prominence only in the late 18th century
- Clara Reeve, "The Novel is a picture of *real life* and manners, and of the times in which it is written. The Novel gives a familiar relations of such things as pass every day before our eyes, such as may happen to our friend, or to ourselves . . . To represent every scene, in so easy and *natural manner*, and to make them appear so *probable*, as to deceive us into a persuasion that all is real, until we are affected by the joys or distresses, of the persons in the story, as if they were our own."



William Congreve was the first to call his own *Work in coordinator or love and duty reconciled* a novel in 1692. The term novel as a new form of prose narrative or a literally genre gained prominence only in the late 18th century. Clara Reeve defines novel as a picture of real life and panels and of the times in which it is written. The novel gives a family relation of such things as pass every day before our eyes such as may happen to our friend or to ourselves.

To represent every scene in such an easy and natural manner and to make them appear so probable as to deceive us into a persuasion that all is real until we are affected by the joys or distresses of the persons in this story as if they were our own.

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Features of realist novels

- Unique stories and plot
- Narrative grounded in local and particular socio-cultural environment
- Simple, natural style of prose
- Focus on the present; past seen in terms of present, as leading up to present circumstances
- Represents either the whole life, or a longer section of the life of a character or many characters
- Formation of identity through the passing of time
- Focus on individuality of experiences
- Representation of life in a realistic way



The main features of a realist novel which became popular in the 18th and 19th century can be listed as being unique stories. All the novels which were written and circulated and which became popular in the 18th century and early 19th century had unique stories and plots. They were not duplicating anything. The narrative was grounded in local and also particular social cultural environment.

The manner of writing was also simple discursive. It was a natural style of prose and it did not have any pedantic attitudes associated with its production. The focus was normally on present, the past was also seen with the lens of the present something which has led up to the present circumstances. It represented either the whole life or a longer section of the life of a character or many characters.

And there was a formation of identity through the passing of time which gave rise to various novels written in the form of a bildungsroman. There was a focus on individuality of experiences and representation of life in a realistic manner. The characters were also ordinary and at the same time they were individuated, we could identify them as independent people.

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- Characters

- Ordinary characters

- Characters are individuated; Given proper names: marker of individual identity unlike generic names in romances or other narratives

- Creation of relatable characters caught up in everyday circumstances

- Emphasis on interpersonal growth and development

- Personal *identity*: Formation of consciousness through time (Locke): remembrance of past states, projections in the future

- Causality--one event determines the next one

- Paul Ricoeur's concept of "narrative identity": the structural model of our own life stories can be found in novels



So, during this time we find that there was a creation of a relatable character. Characters with whom we could relate and characters who were caught up in the everyday circumstances of their life. There was also an emphasis on personal identity, formation of consciousness through time and there was also an emphasis on interpersonal growth and development. At the same time in post of the novels we find that there was certain causality in the depiction of characters.

One event in the life of the character has determined the next one. Similarly, we find that this idea of narrative identity as presented or titled by Paul Ricoeur becomes important for us and it is a structural model of our own life stories which is found in the novels, so we have a narrative identity with the novels.

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- Concept of *individuality* in the 18th century
 - Personal autonomy and freedom of choice
 - Self-consciousness: reflected in and reflected upon in novels
 - Characters' acts and thoughts; the world presented from the point of view of individuals/characters
 - Flesh and blood characterization: psychological; realism achieved through reflection on the internal thoughts, desires and motivation of characters
 - The novel's form captures the shift in consciousness about life and its possibilities
 - Emphasis on the life and development of individual characters situated in particular circumstances is the hallmark of the 18th century novel form in its utilization of the conventions of formal realism (Watt).

The concept of individuality was prominent in the novels of the 18th century. The 18th century novel also talked about and was based on personal autonomy and freedom of choice. Through the characters' acts and thoughts, the world presented from the point of view of individuals and characters the reader could make out the way in which these characters talked about having a freedom of choice and also had an autonomy of action.

The form of the novel is started to capture the shift in consciousness about life and various possibilities which can be made available.

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Novels in 18th and 19th Century

- Epistolary and picaresque (early novels). Contributions of Henry Fielding, Richardson, Defoe and Sterne in the development of the novel form
- Autobiographical elements
- 18th Century novels “reflect upon the middle-class myth” (Watt) of personal possibility and development—leaving home; journeying into the world; socialization; family and marriage; personal growth and development; quest for the ‘true self’
 - The **Bildungsroman** (eg. *Jane Eyre*, *Oliver Twist*, *Tom Jones*) novels are quite typical of an emergent middle class aspirational journey which assumes importance for readers who could identify and relate with the struggles and experiences of their fictional counterparts

The contributions of Henry Fielding, Richardson, Defoe and Sterne are known to all of us. The 18th century novels reflected upon the middle class myth, that is, somebody leaving home, journeying further into the world, socialization, family and marriage, personal growth and development and quest for the true self and it is around this time that the buildings from our novels which were very typical of an emergent middle class

aspirational journey assumed new significance for the readers because most of the readers of the middle class could identify and relate with their struggles and experiences of their fictional counterparts.

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- Formal Realism remains the dominant mode
- The verisimilitude of the realist prose writers of eighteenth and nineteenth century
- Ambivalent attitudes to reality and fictionality
- Promote easy one to one correspondence between reality and fiction(realism)
- Rise of capitalism led to the creation of an urban underbelly and
- Entrenchment of unequal socio-economic relations within the urban centres
- Realist novel's model of individual development replicated the kind of hierarchical modes of an industrial society that it had sought to eliminate
 - Dickens, Gaskell and Hardy emphasize the other side of this new social order.



During this time, we find that formal realism has remained the dominant mode and the verisimilitude to the realist prose writers of 18th and 19th century has been commented very often by the critics. The rise of capitalism also led to the creation of an urban underbelly and we find that novelist also started to project it. So we find that whereas on the one hand people were portraying the middle class aspirations and journeys through different means.

On the other hand, they were writers who were portraying the urban underbelly in the exploitation which came up with the development of the technology and the growth of the urban centres. So, we can refer to Dickens, Gaskell and Hardy who emphasized the seamy side of the new social order.

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- Technological inventions allowed for the emergence of a new and different society, altered encumbrances and modified expectations in terms of cultural products
 - Writer
 - Public
 - Tool
 - Circulation
- Pace becomes quicker to keep pace with technological and the subsequent cultural changes
 - Media in the 21st Century
 - Impact of digitalization on literature

So, we can say that technological inventions allowed for the emergence of a new type of society. It is on the basis of technological changes and inventions we find that our understanding of our encumbrances also alters. And our expectations in terms of cultural products also change. The perceptions of the writer and about the writers change the expectations of the masses and their readiness to receive a particular literary genre also change.

It is not that simply the tools change but we find that the circulation methods also change. So we can say that there is a loop which exist between a technological change and a change in a literary genre. So, even though at the time when novel emerged this loop between the two was very wide, but as technology has started to progress at a more hurried pace we find that the loop is becoming narrower.

So, we find that now the pace of technological changes has quickened and therefore we find that the loop which was very wide during the times when novel was being established in the art form has now become a very narrow one and the changes are easily perceivable. When we would look at the type of media we have now in the 21st century and we would review the impact of digitalization on literature

we would find that the narrowness of this loop has really changed the literary genres and our perceptions of it. Thank you.