

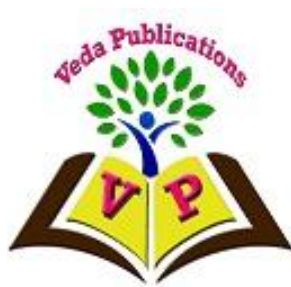


TECHNOLOGICAL INFLUENCE ON ENGLISH LANGUAGE IMPACT ON LITERATURE AND CULTURE IN THE INDIAN CONTEXT

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ABSTRACT



This Article express that how “**Technology influence on English Language Impact on Literature and Culture in the Indian context**” Article supports, the Text book reading is the good habit for this new educated people to gain more knowledge, communication skill in the Globalized world. Technology advancement is a good sign in India but usage is additional equipment for writing books and articles. India is a great country having different geographical areas. Countries surrounded like China, Pakistan, Bangladesh, Nepal, Maldives, and Srilanka. All these countries are different Languages but India influence English Language roots from Britishers by the effort of A.O.Hume. In previous days the famous personalities like Rabindranadh Tagore, R.k.Narayan, Mulk Raj Anand, and Mahatma Gandhi etc; these writers and the Readers connected their views to each other. The Vocabulary, Sentences, Quality of expression is leads to cultural influence. In these days 21st century Writers are using simple words basing on the readers knowledge. Most of the readers using Electronic Gadgets(Cell Phones, Tablets, Lap tops, Personal Computers) for communication purpose. They use Informal Language not following pure constructive English Language. Reading News papers, Articles, motion pictures, movies and so on but they not gaining the Language in a better way.

Keywords: *Cultural differences-Technological involvement-Forecasting the future English Language- Remedial Measures*

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**A STATISTICAL APPROACH ON SOCIAL MEDIA THAT INDIAN PEOPLE USING****A) INTERNET USAGE**

What I find appalling is that from the huge population of 1.237 Billion only a small chunk uses internet (that makes me happy too, lot of opportunities you know).

1. There are 243 Million internet users in India.
2. Total users may increase to 500 Million by 2018
3. India will become larger than the US in terms of number of Internet users by the end of 2014 – Rajan Anandan, MD, Google India.

B) MOBILE USAGE

There has been a surge in the mobile usage, with the emergence of the Smartphone generation a major chunk of people access internet and social media from their mobile phones.

1. The mobile penetration of active internet users is 220 Million. It is of paramount importance to make your sites, pages mobile optimized.
2. There are total 92+ Million active social media users via their mobile, which is almost 41% of the total mobile internet users.

Digital media has changed the meaning of traditional means of Literature and culture through English Language, India has been following the trend as well and the following stats prove it is only going to get bigger and better!

- Digital media has also been witnessing a steady growth in other fields business, trade etc. The online market in India to touch Rs 2,938 Crore.
- e-Commerce in India is expected to reach \$24 billion (Rs 1,07,800 crores) by the year 2015, which explains the emphasis on E-retail stores like Flipkart, Myntra etc. and the inclusion of buy button in social networks such as Twitter & Facebook .The credit goes to English Language.

C) SOCIAL MEDIA IN INDIA

Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites as mentioned below.

Facebook is the most browsed social network on social media with a large base of 100 Million users, clearly it is not fading away anytime soon in India. More than 80% of those users access Facebook via their mobile phone.

- Total Twitter users in India are 33 Million

and from this base 76% of users access it via their mobile phone.

- Instagram the usage is more dominated by men in comparison to women; ratio being 75/25. It shows only 1/4th of the women population in India are on Instagram, looks like selfies are more appreciated by men than women!
- The most shared type of videos is film or movie trailers.

Hope you find these numbers about Social Media users in India helpful.

All these medias while doing the Transactions mostly in English Language that means the seller and the buyer uses Language in a better way but informal language if India focus on a systematically learning the Language it create globally influence.

PREVIOUS WRITERS VS PRESENT WRITERS

Previous Writers means before 20st century.

Present Writers means after 20th century

A) Style of Literature

Most of Indian Writers in Previous focus on the Nature, Nationalism, Praising of king and kingdoms, Wisdoms. In spontaneously express their views.

Present Writers focus on the Social Issues like Women issues, Communication, Mankind, Technological influences, Economical issues etc.

B) Tenses

Previous Writers mostly uses past tense and Present tense while comparing on that Situations and remembering the things to overcome the problems on that particular issues.

Present day Writers mostly focusing on the Future based present day actions or plans In Micro and Macro levels.

C) Contemporary Issues

On that time Diseases, education, Employability, Industrialization, Transportation, are more or less While comparing these days the communication is so fast more articles, paper presentation have vibrant information inserted in the internet so present writer can easily write the books.

Cultural differences

In India Vedic Culture from Sufi and Bhakti traditions Literary Cultures form Gujarat and Sindhi mostly from west Bengal and from Tamil nadu regions foreigners came to Indian territories that influence the Language, food habits, living standards, religious systems leads to changed the culture .But now-a-days mixed people living one roof by this most of the people following the western culture in different ways but the spirit is same.

Internet use by educational attainment level



in many countries, downloading games, images, films or music is more popular among those with a lower level of education.

Reading newspapers is also considered a form of cultural participation, as the press is a privileged source of information on international and local events as well as societal (including cultural) phenomena.

The percentage of people having read at least one book in the last 12 months increased with the level of educational attainment. The discrepancies between States concerned the degree to which the percentages differed across the three broad categories (low, medium, high) of educational attainment.

In 14 out of 20 Member States, the difference in the share of book readers between people with high and medium educational attainment was greater than between people with medium and low educational attainment. In other words, higher educational attainment had the biggest impact on reading habits.

TECHNOLOGICAL INVOLVEMENT

In language teaching and learning, we have a lot to choose from the world of technology: Radio, TV, CD Rom, Computers, C.A.L.L., the Internet, Electronic Dictionary, Email, Blogs and Audio Cassettes, Power Point, Videos, DVD's or VCD's. The last two decades have witnessed a revolution due to onset of technology, and has changed the dynamics of various industries, and has also influenced the industries and the way people interact and work in the society. This rapid rising and development of information technology has offered a better pattern to explore the new teaching model. As a result technology plays a very important role in English teaching. Using multimedia to create a context to teach English has its unique advantages.

As the use of English has increased in popularity so has the need for qualified teachers to instruct students in the language. It is true that there are teachers who use 'cutting edge' technology, but the majority of teachers still teach in the traditional manner. None of these traditional manners are bad or damaging the students. In fact, till date they are proving to be useful also. However, there are many more opportunities for students to gain confidence practice and extend themselves, especially for ESL students who learn the language for more than just fun.

REMEDIATION MEASURES

English Language growing in a rapid way in India but some evil like some kind of Technological influence the systematic rules and regulations

regarding grammar and other like writing skills, communication skills and soft skill are lack in our Indian students and writers to overcome this situation some of the Remedial Measures have to be taken from all the side of peoples in the society

- Social Media have to accept only constructive oriented software while sending text messages.
- Seminars in the School, Colleges and Universities on manual writing skills

CONCLUSION

At last from this Article express that in India have to look forward through English Language with Grammar Knowledge and concentration on writing Books, Poems, Novels, fractions, Choose this field as their Profession.

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