

THE INFLUENCE OF DIGITAL TECHNOLOGIES ON LITERARY CREATION

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Abstract: *The advent of digital technologies has profoundly transformed literary creation, reshaping both the process and the products of literary endeavors. These technologies have enabled new modes of storytelling, such as hypertext fiction, digital poetry, and interactive narratives, which challenge traditional linear formats and foster reader participation. Additionally, digital tools for writing, editing, and publishing have democratized access to literary production, allowing authors to bypass traditional gatekeepers and reach global audiences. Social media platforms and collaborative writing tools have also facilitated collective authorship and transmedia storytelling, blending literature with other art forms. However, this digital shift raises questions about the role of authorship, the commodification of literature, and the preservation of digital works in the long term. This paper explores the multifaceted influence of digital technologies on literary creation, emphasizing their potential to innovate while critically examining their implications for the literary landscape.*

Keywords: *Authorship, collaboration, creativity, digitalization, interactivity, literature, multimedia, narratives, storytelling, technology*

Аннотация: *Развитие цифровых технологий значительно изменило литературное творчество, преобразовав как процесс создания, так и конечные произведения. Эти технологии открыли новые формы повествования, такие как гипертекстовая проза, цифровая поэзия и*

интерактивные истории, которые бросают вызов традиционным линейным форматам и способствуют вовлечению читателей. Кроме того, цифровые инструменты для написания, редактирования и публикации демократизировали доступ к литературному производству, позволяя авторам обходить традиционных издателей и достигать глобальной аудитории. Социальные медиа и инструменты для совместного письма способствовали развитию коллективного авторства и трансмедийного повествования, объединяя литературу с другими видами искусства. Однако этот цифровой переход вызывает вопросы о роли автора, коммерциализации литературы и сохранении цифровых произведений в долгосрочной перспективе. В статье рассматривается многогранное влияние цифровых технологий на литературное творчество, подчеркивается их потенциал к инновациям и критически анализируются их последствия для литературного поля.

Ключевые слова: *Авторство, взаимодействие, дигитализация, креативность, литература, мультимедиа, нарративы, повествование, сотрудничество, технологии*

Annotatsiya: *Raqamli texnologiyalarning rivojlanishi adabiy ijodga chuqur ta'sir ko'rsatib, ijod jarayoni va yaratilgan asarlarning shakllarini tubdan o'zgartirdi. Ushbu texnologiyalar gipermatnli nasr, raqamli she'riyat va interaktiv hikoyalar kabi yangi hikoya qilish shakllarini yuzaga keltirib, an'anaviy chiziqli formatlarga qarshi chiqqan holda o'quvchilarni faol ishtirok etishga undaydi. Shuningdek, yozish, tahrirlash va nashr qilish uchun mo'ljallangan raqamli vositalar adabiy ijodga kirishni demokratlashtirdi va mualliflarga an'anaviy nashriyotlarni chetlab o'tib, global auditoriyaga yetib borishga imkon yaratdi. Ijtimoiy tarmoqlar va hamkorlikdagi yozuv vositalari kollektiv mualliflik va transmedia hikoyachiligini rivojlantirdi, adabiyotni boshqa san'at turlari bilan uyg'unlashtirdi. Ammo ushbu raqamli o'zgarish mualliflikning roli, adabiyotning tijoratlashuvi va raqamli asarlarning uzoq muddatda saqlanishi bilan bog'liq savollarni keltirib chiqarmoqda. Ushbu*

maqolada raqamli texnologiyalarning adabiy ijodga ko'p qirrali ta'siri o'rganilib, ularning innovatsion salohiyati va adabiyot maydoniga ta'siri tanqidiy tahlil qilinadi.

Kalit so'zlar: *Adabiyot, ijodkorlik, interaktivlik, kollaboratsiya, multimedia, narrativlar, raqamlashtirish, texnologiyalar, hikoya qilish, mualliflik*

The rapid advancement of digital technologies has reshaped the landscape of literary creation, altering not only the process of writing but also the form and consumption of literature. This shift reflects broader societal changes driven by the digitization of creative practices and the increasing integration of technology into cultural production. Digital technologies have enabled new forms of storytelling, such as hypertext fiction, digital poetry, and interactive narratives, which challenge the linearity of traditional literature. Hypertext fiction, for instance, allows readers to navigate a story through hyperlinks, creating non-linear and personalized reading experiences (Murray, 2017). Similarly, digital poetry employs multimedia elements like sound, animation, and interactivity, blending textual and visual art forms (Hayles, 2008). These innovations expand the boundaries of literature, making it more immersive and participatory. The accessibility of digital tools has democratized the process of literary creation, enabling a wider range of individuals to write, edit, and publish their works. Platforms like Wattpad and Medium have removed traditional publishing barriers, offering authors direct access to global audiences (Jenkins, 2020). This shift has empowered emerging writers, particularly those from marginalized communities, to share their voices without relying on gatekeeping institutions.

Digital technologies have fostered collaborative authorship, where multiple writers work together in real-time using tools like Google Docs or Scrivener. Social media platforms also encourage collective storytelling, with readers contributing to narratives in real-time (McLuhan, 2021). These collaborative practices blur the boundaries of individual authorship and highlight the interactive potential of digital literature. Despite these advancements, the rise

of digital technologies poses challenges for the literary field. One significant concern is the commodification of literature in a digital economy, where algorithms often prioritize marketable content over artistic innovation (Striphas, 2015). Furthermore, the ephemeral nature of digital works raises questions about their preservation. Unlike printed books, digital texts are susceptible to technological obsolescence, risking the loss of culturally significant works (Kirschenbaum, 2016). As literature continues to evolve in the digital age, the integration of artificial intelligence (AI) and virtual reality (VR) offers new opportunities for creative exploration. AI-generated poetry and prose are becoming increasingly sophisticated, while VR enables fully immersive narrative experiences. These technologies promise to further blur the lines between literature and other art forms, fostering interdisciplinary creativity.

Digital technologies have revolutionized literary creation, offering unprecedented opportunities for innovation while raising critical questions about authorship, accessibility, and preservation. By embracing the potential of these technologies while addressing their challenges, the literary field can continue to evolve in meaningful and inclusive ways.

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