

Conclusion: The role of principals in motivating teaching staff in secondary schools is crucial for creating a positive learning environment. By understanding and implementing effective leadership styles, principals can contribute significantly to teacher motivation, job satisfaction, and overall school success. This article has explored various leadership styles and their impact on teacher motivation, providing insights and recommendations for educational leaders striving to create thriving secondary schools.

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Social media's impact on modern literary works

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ABSTRACT

This paper entitled. Social media impact on modern literary works. Social media has succeeded in popularizing reading through online groups and hash tags, such as "Bookstagram" and TikTok's "Bookwork." In these communities, people share content about books and reading, ranging from book reviews and recommendations to pictures and videos meant to aestheticism reading by making it seem like a beautiful and cultured thing that only a select few will appreciate and enjoy.

Due to this, more young people have come to declare themselves as readers and purchase books that are commonly promoted on these platforms. The influence of online platforms has led to a growth of the publishing industry through the increase of book sales, and certain books have gained rampant success because of attention on social media. Popular titles include "The Song of Achilles" by Madeline Miller, "A Court of Thorns and Roses" by Sarah J. Maas, and "Fourth Wing" by Rebecca Yarrows.

Keywords- Indian Society, Social Media, Bookstagram, aestheticism

I INTRODUCTION

The pressures of social media and the desire for writers to succeed in promoting their books through the algorithm has caused the content in their stories to narrow as they focus on popular ideas, themes and plot points in their writing to gain a wider audience and better reception of their work. Authors are attempting to reach a larger audience through the algorithm by using certain topics and plot elements in their stories that have popular hash tags in order to gain more views and potential consumers. Among the most prominent features of web 2.0, we have Twitter, a social networking and micro blogging site which allows its

user to express himself in the limit of 140 words which was later extended to 280 words. The 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. The first published book entirely composed on Twitter was John Roderick (musician)'s Electric Aphorisms which he composed in individual tweets between December 2008 and May 2009. Later it was deleted by the publication studio.

II INVESTIGATING WORKS OF SOCIAL MEDIA-

This trend has become even more prevalent due to BookTok popularizing certain "tropes" – specific plot and story elements – which have gained popularity and their own viral hashtags, such as "enemies to lovers," "slow burn," "high fantasy," "hurt/comfort" and more. There have been cases before social media when books have conformed to certain topics and themes due to a sudden boom in popularity. An example is when "Twilight" by Stephenie Meyer was published and gained a large readership; this led to an influx of stories using similar paranormal elements in order to conform to the new desires of consumers.

While social media is continuing to increase the popularity of reading and bolstering the publishing industry, it has also succeeded in lowering the variation of books available. Online platforms have given writers a new way to promote themselves by creating platforms in order to advance themselves and their books. However, social media has made it harder for them to find an audience because of how the algorithm has oversaturated consumer's feeds with only a few popular books and authors. The majority of authors get lost in the mix. In an increasingly digital world, the rise of social media has brought an unprecedented time for readers and booksellers alike. No one can be certain whether it will continue to support readers and the publishing industry in the long run as technology continues to develop and change. As Mathew Arnold said about media holds true even today but with literature

things have undergone a tremendous change. Today it has become a part of media and extended its limits in different dimensions. But to quote Francesca Baker's words, "Literature itself is media, a tool for messaging, communication and art." Therefore we don't need any other media for literature but the lightning fast speed of social media and the influence it has on the mass has relegated literature to a secondary position. Today literature itself is in a hurry; hurry of getting accomplished and then published, and for that matter social media has proved to be a boon. To talk about media in general, before 19th century Press was the only source of communicating any kind of information to public. At that time Press and media were synonymous to each-other but today with the deluge of sources of information the amplitude of the term media has expanded to include the modern sources of information. Today media whether electronic or print touches our lives at every turn and now it's not limited to informing us but it has moved a step further to entertain us. Today whatever comes through media becomes the basis of what people think, feel and say and conversely it is the duty of media to express people's feelings, emotions and reactions. No field is insignificant for media. Something that touches the lives of a large number of people is as important as anything. The gamut of media is humongous; any event taking place anywhere can form news, from as serious as war to as frolicsome as fashion. Media is preoccupied with eminent personalities. Everything they do make news, even as trifle as sneezing, coughing etc. All the big personalities of the world stand so tall and towering only due to media. There are many journalists who have turned to writing novels and books. Writing for media is like brew.

III THE ADVANCEMENT IN TECHNOLOGY-

The advancement in technology has radically reframed and is continuously reframing the relationship between media and literature thereby foregrounding the necessity of new literary practices. In the light of the above statement, it can be said that literature on social media is one such practice and it has not only killed print literature

but it has killed literature in total. It does not favour the creation of the classics by default and one basic reason behind that is paucity of time. It requires a long time, leisure and a lot of mental exercise to hatch a classic. Today's fast and mechanical life style cannot afford to enjoy long pieces of work but it also cannot do without literature and the kind of literature it finds affinity with is made available on social media platform. Bombay and Delhi... poverty", "misfortunes of refugee family"(68), underclass denied of opportunities; lack of hygiene and sense of sanitation: "Indians defecate everywhere", "labour is a degradation", businessman: "all his duty is, by whatever means, to make money": "symbolic actions" irrational "reservation policy (which) places responsibility in the hands of the unqualified". The close study of the novel, *The White Tiger* sorts out the society is separated into two groups such as rich and poor, exploitation and exploited, colonizer and colonized, man with big belly and man with small belly and haves and have-nots. In this novel Balram arises from the darkness to the light by killing his master. He supports voiceless people by his action and words. Balram wants to remove the trashes such as subaltern issues in Indian society. He decides to ignore the oppression from the society as depicts his stand "Let animals live like animals; Let human live like human; that's my whole philosophy in one sentence".

IV CONCLUSION- 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 favourability of you being read anywhere in the world by anybody who cares to be on these apps. With the changing times, there are new trends setting in such as long drawn sentences and detailed descriptions of landscape are now a thing of past. The techno-savvy generation has neither time nor patience to

pore over ponderous novels so they have changed the face of literature. Today we have fictional works of extreme brevity which are called Flash Fiction. They are always open for further development of plot and character. They include six word story, 280 word story, Dribble which is a 50 word story also known as Minisaga, Drabble which is a 100 word story also known as Micro-fiction, Sudden fiction which is 750 word story and similarly there is 1000 word story. The purist and the classicist, of course, don't conform to the new trends. According to them, these emerging trends are destroying the beauty of literature which lies in elaborate picturesque descriptions, charm.

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