



XORIJIY TILLARNI O'QITISHDA INNOVATSION YONDASHUVLAR NAZARIYANING AMALIYOTGA TATBIQI

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THE RISE OF CYBERLITERATURE: THE INTERNET'S IMPACT ON CONTEMPORARY LITERATURE

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Abstract. *The advent of digital technologies has revolutionized all aspects of society, including literature, leading to the emergence of cyber literature. Cyberliterature refers to literary works created and presented through digital platforms, transforming traditional forms of writing by incorporating interactivity, multimedia, and hypertext elements. This paper examines the influence of the internet on contemporary literature, focusing on the positive impacts of cyber literature.*

Keywords: *The World Wide Web (WWW), cyber literature, cyber text, electronic literature, digital literary.*

Аннотация. *Появление цифровых технологий произвело революцию во всех аспектах общества, включая литературу, что привело к появлению киберлитературы. Киберлитература относится к литературным произведениям, созданным и представленным посредством цифровых платформ, преобразуя традиционные формы письма путем включения интерактивности, мультимедиа и гипертекстовых элементов. В этой статье рассматривается влияние Интернета на современную литературу, с упором на положительное воздействие киберлитературы.*

Ключевые слова: *Всемирная паутина (WWW), Киберлитература Кибертекст, Электронная литература, Цифровая литература.*

Annotatsiya. *Raqamli texnologiyalarning kelib chiqishi jamiyatning barcha sohalarini, shu jumladan adabiyotni, tubdan o'zgartirdi va kiberadabiyotning paydo bo'lishiga olib keldi. Kiberadabiyot – bu raqamli platformalar orqali yaratilgan va taqdim etilgan adabiy asarlarni anglatadi, u interaktivlik, multimedia va gipertekst elementlarini o'z ichiga olib, an'anaviy yozuv shakllarini o'zgartiradi. Ushbu maqola internetning zamonaviy adabiyotga ta'sirini o'rganadi va kiberadabiyotning ijobiy ta'sirlariga e'tibor qaratadi.*

Kalit so'zlar: *Butunjahon veb-tarmog'i (WWW), Kiberadabiyot, Kibertekst, Elektron adabiyot, Raqamli adabiyot.*

The influence of technology changes all aspects of people's lives in the world. They become modern society who always get information and do communication in a virtual space. The influence can be seen in work places, homes and teaching institutions. Most of them acquire the information from the World Wide Web (WWW). It is a space for the users to read, write, and access the information with devices connected with the internet. Because of the technology of web, cyber literature emerges. Cyberliterature theory examines the ways in which digital technologies influence the creation, distribution, and reception of literature. It focuses



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on how electronic forms of writing, such as hypertext and digital poetry, reshape narrative structures and challenge traditional literary forms by incorporating interactivity and multimedia elements. It is a new genre of literature created and presented by means of computer (Koskimaa, 2007). Researchers have been interested in doing the research regarding the cyber literature and they use different terms for cyber literature like cyber text (Aarseth, 1997; Eskelinen, 2012), literary machine (Nelson, 1993), electronic literature (Hayles, 2002), digital literary (Hoover, et al., 2014), and digital literature (Sanz & Romero, 2007). Then, the discussion on cyber literature may elaborate terminological and aesthetic questions.

Positive impact of cyberliterature

In view of the important influence of Internet literature on other artistic disciplines, the daily life of Internet users, and the production mechanism and dissemination mode of literary works, it is clear that Internet literature has presented four new and more prominent features than traditional literature.

Internet literature has had a series of positive impacts on contemporary literature;

First, online literature has provided a platform for more people to express their views and works. Becoming a writer is no longer an unattainable dream, but has become within reach. The arrival of the network era, so that in the age of print media must be for literary journals, publishers, critics rely on become no longer necessary, the public can become a writer, but also through the network directly face the readers and the market, accept the most real feedback and market timely evaluation. And the public can become a writer, fundamentally benefited from the development of the Internet and electronic products. The creation of network literature, the threshold of education is low, as long as the public has a love of writing and strong action can be completed, no matter how the final product, but always can be published. In addition, the creation of network literature does not require paper printing, so the creation of network literature is cheaper than the creation of traditional literature, where cheap refers to the low cost (Ruimeng Zhang, 2024).

Secondly, network literature has increased the degree of interaction between authors and readers. Internet literature has the characteristics of "producer and seller labor" and "producer and user", and many readers and fans of Internet literature are active, enthusiastic and participatory in the text, and they are both consumers and producers of culture. Once an author's work is released, readers begin to read it, and the process of reading involves the expression of opinions, the debate of topics, and extensive sharing, which is also a process of creation. Various social networking sites



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and interactive platforms provide strong support for readers to participate in the process of text creation, and authors and readers can communicate and share their insights directly through social interactive platforms, greatly increasing the degree of interaction between authors and readers. In traditional literary creation, the voice of the reader is rarely understood by the author.

Thirdly, Internet literature has to a certain extent promoted the prosperity of the cultural industry. The development of network technology and the convenience of cyberspace have injected strong vitality into Internet literature. Using this advantage, cyberliterature has enriched and developed literary creation, enlivened the acceptance of literature, driven the development of other artistic disciplines, constructed a "cyberliterature+" business system, and injected new vitality into book publishing, film and television, games, comics and so on, thus promoting to a certain extent the prosperity and development of the contemporary cultural industry.

In addition, in terms of writers' income, Internet literature writers have to be more diversified than traditional writers. The income of traditional writers mainly comes from manuscript fees or royalties, while the income of network literature writers, in addition to manuscript fees and royalties, also includes a part of value-added income, such as readers' rewards, reading on mobile terminals, audiobooks, advertisements, as well as a series of derivatives such as film, television, anime and game changes, and these value-added incomes are sucked into the income diversification of the network literature writers and the cultural industry (Ruimeng Zhang, 2024).

Fourthly, network literature satisfies the diverse cultural needs of the public. Nowadays, the genres of Internet literature are exceptionally rich and diverse, in line with the prominent typological characteristics of Internet literature. The genres of Internet literature can be roughly divided into mystery, fantasy, fairy, science fiction, tomb raiding, traveling, overhead, game, suspense, spiritual, secondary and homoerotic, etc. Genre writing in network literature can meet the requirements of readers, that is, the works should be good-looking and have the attribute of "cool literature"; it can also meet the needs of ordinary writers, that is, the works should have programmed characteristics and be easy to expand the demand for reproduction; and it may also meet the needs of excellent writers, that is, the works should be appreciated by both the common and the common people, and be transcendent and exemplary.



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This paper comprehensively analyzes network literature and argues that as an emerging form of literature in the information age, it not only demonstrates the rapid development of computer and network technology, but also profoundly influences the field of literature and the cultural industry. Internet literature plays a positive role in promoting cultural prosperity and satisfying spiritual needs.

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