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The Impact of Social Networking Sites on Arab Literary Genres

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ABSTRACT

Social media is one of the most important factors affecting various aspects of our life, and the problem is a large part of our awareness, tastes and visions in various fields. Literature has had a lot of change because of these sites. This research paper seeks to monitor, analyze, and understand its impact on reshaping the system of Arab literary genres.

I.INTRODUCTION

Since its inception, social media has had a noticeable and growing influence in various aspects. The uses of these sites ranged from pure social attempts to meet a group of new friends or to find old friends who separated them from countries and years. Gradually, people transferred a large part of their relationships and their lives to that vast virtual space until these websites and applications formed an indispensable element in contemporary daily life. Due to the spaces it provides for expression, entertainment and communication in light of a stressful life, it has, in turn, moved to social media with its burdens, successes and failures. Social networking sites are no longer only arenas of entertainment and communication, but rather as arenas of work, creativity, opinion, thought, art, literature and culture.

The literary arena is very rich arenas to absorb these influences, interact with them and benefit from them, due to the creative and innovative tendencies and the adventure of experimentation that make him quick to respond, and even strive to go through multiple creative experiences, on the one hand. And the nature of the audience formed through social media, on the other hand, and the

greatness of the interactive potential and the abundance of the multiple textual types that these means provide in front of the two ends of the creative process; The creator and the recipient of a third aspect.

Social media, with its open spaces, on top of which is the face book, provided its users with the opportunity to tell and express themselves, so it came across an essential component of Arab culture, especially in which narration is one of its most prominent features, and one of the most important personal problems, history, identity and taste of the Arab who grows up in a society that plays with storytelling He listens to the bots, and he relays them with the stories and tales of the grandmothers. And acquire a minimum level of storytelling skills that develop among those with the talent and know-how of scientific and critical. Hence, this people of narrators, by virtue of their cultural formation, found the opportunity through the vast virtual space to express the content of the storyteller, revealing the energies of narration that are manifested in different forms that are very rich and varied.

In publications ranging from the simplicity of an everyday situation, sometimes bearing some artistic features, to the accurate artistic technique of the various literary genres settled in their digital images with electronic and interactive characteristics. The genres that have become more popular in the era of social media, such as Reflections and "flash fiction", converge in most of their artistic features in terms of brevity and intensity (for more on the two types see Yum and Sajid, 138-139). And blogs that record life situations sarcastically and in this respect meet with comics as a new type of satirical writing. And then, these sites have reshaped the system of literary genres, and gained them new features, which research seeks to monitor a part of, revealing the changes that occurred in literary genres after they moved to the arenas of social communication and the phenomena associated with these changes.

II.ACQUIRING DIGITAL ATTRIBUTES

Literary genres have acquired many digital features through their popularity on social media. Although attempts to write digital literature preceded the emergence of social networking sites by about a quarter of a century, the number of followers of websites that display digital literature remains limited compared to the number of users of social media sites, especially Facebook due to its ease of use and the diversity of its content.

Literature "digital", "electronic" and "interactive" are different terms for literary production, which varies in its digital features and what interactive techniques are formed through. Where it ranges from presenting a literary text through an electronic medium in what is called electronic literature until the features and techniques of electronic media become a fundamental problem of literary work, so that it cannot be received outside the electronic medium in what is called interactive literature.

Interactive literature carries a number of distinct interactive technical features that language becomes a part of in a number of works. Despite its popularity in the Western world, its production is still limited in the Arab world (Siemens, R., & Schreibman, S. pp 301-318). And he still suffers from conceptual and idiomatic confusion among some Arab critics. (Pumpkin, 259) (Left over, 99)

The digital features of literary works circulating through social networking sites range from simply converting paper text to written text on the communicative space, through to publishing the text accompanied by a picture, or written on a picture, or accompanied by a number of other arts in the form of a video that combines alongside the text the image, and sound, music, and other arts and techniques (Al-Dioub, 71-73) (Rahahla, 20). Digital literature has benefited from social media technologies, as has previously benefited from web technologies such as hypertext, graphics and animation programs, and leading communication sites such as Yahoo, Maktoob and Hotmail.

The paradox of the truth is that the "interactive texts" used for web technologies and social networking sites are the least popular among the public. Indeed, a large number of the Arab world using social media has not heard of it. Perhaps this is mainly due to the fact that its production is still very limited. Among the most important Arabic digital interactive texts are the novels "One's shade" and "Chat" by Muhammad Sanajila, and the two poems of "Digital statements of biography, some of them blue" (<https://archive.org/details/moh465>). And "The Infinities of the Firewall" (<https://dr-mushtaq.iq/>) by Mushtaq Abbas Maan, and the headings appear as textual signs indicating the technique of forming texts at the level of text and presentation alike. It is revealed through the novel "Chat", which is one of the first digital novels. Interactivity in the Arab world - for example - how it uses social media technologies; Like expressive faces at the end of some of its written paragraphs and employing its applications, such as Messenger, mimicking the prevailing pattern of dialogue among social media users, the novel does not only borrow social media technologies in its technical structure. Rather, it represents a significant part of its linguistic structure as well, as it forms through the vocabulary of the digital world such as (message, Yahoo ... etc.) an essential aspect of its linguistic identity.

The stories presented to children represent the most prolific interactive literary production in the Arab world, because these different interactive features have an impactful role in attracting children to follow them. (<https://play.google.com/1>), (<https://play.google.com/2>)

III. RESHAPING THE SYSTEM OF LITERARY GENRES

Social networking sites rearranged the system of literary genres, as their users contributed to the prevalence of more types than others, such as al-Reflection, the flash and the short story, which distinguishes these types of characteristics of brevity, intensity, and the unity of the emotional flow in proportion to the needs of a large number of social media users. It also contributed to the emergence of satirical comics, which are very close to the art of caricature, and here we mean "literary comics," meaning that which is based on employing poetic quotes, narrative phrases or proverbs with a picture to create a kind of simple irony, (<https://www.facebook.com/>).

It is one of the most popular and popular formats among social media users. These genres are followed by poetry and narration, in their textual, audio, or simple digital form.

IV. THE HUGE INCREASE IN THE NUMBER OF LITERARY TEXTS CREATORS

Literary works circulating on social media are not limited to the works of well-known writers, but everyone who owns a computer or mobile phone, and an account on any of the social media sites, can produce a literary text even once. Then there were many thoughts and very short stories, flash stories and comics, and publications that narrated life situations with artistic features that approach the features of the short story and sometimes poetry. In terms of a position from a close perspective, it was briefly and condensed in a literary language. It is true that blogs previously provided web users with space to narrate and record their diaries, and revealed a number of talented people in storytelling, so that Dar Al-Shorouk, for example, dedicated a pavilion for printing and publishing blogs that were popular with followers such as Ghada Abdel Aal's blog "I Want to Get Married", and "Rice with Milk for Two Persons" by Rehab Bassam. However, the person's desire to express himself, his opinions and ideas has become easy to satisfy through social networking sites that have overcome many of the difficulties of using websites.

V. THE NEW JOBS ACQUIRED BY LITERATURE

In addition to the popularity that social networking sites have achieved for writers and literary works, they have achieved a number of other functions for the literary text, its producer, and its recipient. As for the text and its writer, they have gained additional fame and passionate followers. As for social media users, they have read literary works, or at least some quotes from them, without much effort on their part, and they re-used and circulated them to express themselves, their feelings and their visions. In the past, literary work was essentially expressing its creator's self or his vision, and thus it gained an additional job by re-publishing social media users as an expression of a position, emotional or mental state. Among the most famous Arabic texts circulated on social media is the poem "I long for my mother's bread" <https://youtu.be/1> by the Palestinian poet Mahmoud Darwish, in which he says in the beginning, "I yearn for my mother's bread and the touch of my mother, and my mother's coffee, and grows up in childhood one day." "It is a recycled poem written in the form of a text, or a text accompanied by pictures, video, or audio recording in the voice of the poet or other poem lovers.

Among the short stories that are commonly circulated on social media is the story "The Smell of the Sun" (<https://youtu.be/2>) by the writer Muhammad Al-Makhzanji, which begins with (What we - men - are the children of our mothers. No matter how old we are or how long we are, our mothers remain carriers of secrets of miracles we remain and it was my mom's miracle that she was hiding some sun in our washed clothes). The examples of literary works that circulate widely on social media are untold. But we can expect that the popularity of the text depends on its ability to express the feelings of its recipient, not just its producer, and this is evident in the previous two examples. Feelings that bind a son to his mother over her privacy remain among the most common feelings among humans.

VI. THE PHENOMENON OF THE TREND WRITER

Related to the phenomenon of literary works circulating through social media is another phenomenon that can be called the trend writer phenomenon, and it is difficult to determine all the factors that make a writer a "trend" on social media. The word "trend" indicates that a large percentage of a writer's business is following a reading fashion or Promoting it to achieve a number of interests, starting from the social distinction that is achieved by the individual by keeping up with the trend or the reading fashion, which makes it acceptable among groups that take the same orientation, to the material interests that are realized for some groups such as publishers and writers themselves. It is easy to convert anything into a trend through social media. Among the most famous writers of the trend, far from the artistic value of their work, writer Ahmed Murad is author of "The Blue Elephant", "Diamond Dust", "The Originals" and others. Perhaps what made Ahmed Murad a (trend) writer is that his works are contemporaneous with social media and its audience, in addition to the fact that they are transformed into cinematic works, and the writer, Doctor Ahmed Khaled Tawfiq, who gained wide fame among the social media audience only after his death. While he did not achieve this fame in his life, although he is the author of the series Supernatural, which had a large audience of readers before social media, which has recently turned into a dramatic work, and was accompanied by large numbers of comics that express the passion of the followers of the work.

VII. CIRCULATING PUBLISHING TRAFFIC BETWEEN SOCIAL MEDIA SITES AND PUBLISHING HOUSES

Social media projects are in vogue for literary works. They have also helped publish joint projects, which they began publishing in electronic form, or succeeded in obtaining significant participation in social relationships. High-quality business pressure, which maintains its business services, from the audience of followers regardless of business value. He also published this to publishing publications about publishing a book to publishing a book to publishing social media pages and gaining a large area of followers within his plan to market his book, which he advertises after establishing relationships that bind him with his followers professionally, Facebook for Writers.) That keeps him away from the idea of bargaining that was associated with it, as well as - with the desire of some novice writers to get large numbers of followers to print some financial gains or to get publishers excited about printing their works. The idea of conditional compromise or gratification means those conditions that the writer dictates to his audience as a slap on their faces at a distinct and interesting moment of narration from the image in the first part of his story and the following parts of the audience's compliance with his conditions that can promote the post more than once, or a specific comment from posters or Invite a certain number of people within the post ... etc. Start-up, start-up, start-up, start-up and technical saturation, start-up, start-up technical saturation also make it a number of followers extending the terms of the writer.

Associated with the idea itself is the phenomenon of deceptive text; the beginning of the command, the beginning of the command, the beginning of the beginning of the command, the beginning of the beginning of the reading

And it is linked to the number, as well as the audience to follow it, so that it can obtain approval, print, and its work relying on its followers.

VIII. THE LITERARY ULTRAS PHENOMENON AND ELECTRONIC CASH CURRENCY

The phenomenon of literary ultras is approaching the phenomenon of literary ultras, and the phenomenon of literary ultras appears to the researcher to be more aware of the aesthetics of the artistic product or author that they meet to admire, so pages and groups of poetry lovers, poets, authors and literary genres appear on Facebook, for example, such as pages of old poetry lovers and groups Fans of Andalusian poetry, and fans of the writer Naguib Mahfouz, or pages dedicated to the story, novel, or comic ... etc.

In conjunction with the popularity of literary works on social media, reading another has spread according to their ability to socialize, and those who have a varying amount of social communication have also spread literary works, and these articles may encourage reading a work and refraining from reading another according to their ability to write a critical review.

IX. THE ABSENCE OF A QUALITATIVE AWARENESS OF WHAT LITERARY GENRES ARE

If the social media audience possesses a varying amount of aesthetic awareness, the lowest levels of which are their recognition of the artistic text among the many publications they browse during the day, then most of them do not have a qualitative awareness to differentiate between the various literary genres and their varied formations, then they may not realize the difference between a thought and a verse Or between a short story and a novel, unlike readers who are studying or knowledgeable about the arts of literature, in contrast to the pre-social media readers who know that literary genre who intended to read it by visiting libraries or buying books.

X. PARTICIPATION OF THE RECIPIENT IN THE TEXT IS A PRODUCTION

The idea of the recipient's participation in the creation of the text gradually ranges from follow-up, interaction and stimulating encouragement to publishing houses to be enthusiastic to publish a literary work, or to encourage a writer through follow-up and interaction to place his publications in a literary framework and print them in a paper book, as happened with the writer Mohamed Mostajab, who was enthusiastic about the Egyptian General Authority for Book To publish his book, "Pockets Full of Joy and Pencils," whose main core was a number of posts answered on his personal Facebook page, which he was writing under the title "Pockets Full of Joy, Pencils and Clothespins", listing part of his diaries and his positions with his daughter. <https://m.facebook.com/>.

In order to participate in writing the text through social media pages and websites, where the writer proposes an idea and asks his followers to participate in writing about it or completing the remaining parts of a work or putting an end to it. Thus, these works acquire a feature of popular literature, so that the work does not become the property of its author only, as in

individual literature, but rather acquires this collective characteristic of authorship. A type of application has appeared on Google Play that allows its users to participate in the production of works that the application regularly lists. An example of these applications is "the application of interactive stories and novels."

XI.CONCLUSION

Based on the different phenomena exposed by this research, social networking sites have severe impacts on the system of Arab literary genres. It also appears that the potentialities of the formation of new literary genres and the development of old genres in line with modern developments, which necessitates the existence of a critical movement, more broadly, to keep abreast of these developments and to stand on their artistic features and reveal their visions and aspirations within the framework of the creator's constant endeavor to reach his audience in all ways and means.

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