

RUSSIAN WRITING IN THE ERA OF DIGITALIZATION

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Abstract: This article is dedicated to examining the influence of the digital age on the development of Russian literature. The study is conducted from a theoretical-review perspective, focusing on the analysis of transformations in the methods of creating, disseminating, and receiving literary texts. Special emphasis is placed on phenomena such as online publishing, blog literature, social networks, fanfiction, as well as neurotechnologies and neural networks that contribute to the formation of digital poetics. The paper discusses new literary practices, the evolving relationships between the author and the reader, and outlines promising directions for future research in this field.

Аннотация: Данная статья посвящена анализу влияния цифровой эпохи на развитие русской литературы. Исследование проводится с теоретико-обзорной позиции, основное внимание уделяется анализу трансформаций в способах создания, распространения и восприятия литературного текста. Особое внимание уделяется таким явлениям, как интернет-публикации, блог-литература, социальные сети, фанфикшен, а также нейротехнологии и нейросети, участвующие в генерации и формировании цифровой поэтики. В статье рассматриваются новые литературные практики, особенности взаимодействия автора и читателя, а также перспективы дальнейших исследований в данной области.

Annotatsiya: Ushbu maqola raqamli davrning rus adabiyotiga ta'sirini o'rganishga bag'ishlangan. Tadqiqot nazariy-ko'rib chiqish yondoshuvi asosida olib borilgan bo'lib, unda adabiy matnlarning yaratilishi, tarqatilishi va qabul qilinishidagi o'zgarishlar tahlil qilinadi. Ayniqsa, internet nashrlari, blog-adabiyoti, ijtimoiy tarmoqlar, fanfik va nevrotehnologiyalar hamda neyron tarmoqlar orqali shakllanayotgan "raqamli poetika" masalalariga alohida e'tibor qaratilgan. Maqolada yangi adabiy amaliyotlar, muallif va o'quvchi o'rtasidagi munosabatlardagi o'zgarishlar va ushbu sohada keyingi tadqiqot yo'nalishlari muhokama qilinadi.

Keywords: gamification, neural networks, fanfiction, social networks, online literature, blog literature, and digital poetics

Overview

The literary process evolves significantly in the current digital era due to the impact of information technologies. Social networks, smartphones, the Internet, and neurotechnologies have all ingrained themselves into society and have a direct impact on how literature is produced and interpreted. As a component of the global cultural arena, Russian literature actively participates in these digital change processes. The need to logically consider how new digital practices—from online publication environments to the employment of neural network algorithms—affect writers' creative processes and readers' perceptions determines the topic's significance.

Finding the main ways that the digital era has influenced Russian literature is the issue this study attempts to solve. The current study's goal is to examine, through theoretical methods, how the digital era—which includes the Internet, neurotechnologies, blogs, social networks, fanfiction,

and artificial intelligence—has altered the ways in which Russian literature is created, viewed, and transformed. The following tasks were assigned in order to accomplish this goal:

1. To describe how new creative forms and literary practices are emerging in the internet space.
2. To investigate how, in the context of blogs, social networks, and fan groups, the roles of the author and the reader are evolving.
3. To examine how text poetics and literary creativity are affected by neurotechnologies and artificial intelligence algorithms (neural networks).
4. To ascertain what novel occurrences and patterns, or "digital poetics," are arising in Russian literature as a result of digital technology.

This study is theoretical-review in character and is founded on a critical analysis of relevant scientific papers and critical materials.

Digital Environment's Effect on Literary Creativity:

1. The New Literary Platform of the Internet: The method that literary works are published and shared has drastically changed as a result of the increasing usage of the Internet. Online literature is a vast collection of works that are mostly available online, whereas in the past, the only way for an author to reach a reader was through print (journals, publishing companies). Literature produced and disseminated online, frequently evading the conventional publishing industry's censors, has become known as "net literature." A group of writers who started their writing careers online has emerged during the last 20 years. Simultaneously, practically all modern writers have a personal homepage or website to advertise their work and interact with readers. Electronic versions of literary journals and publishers have also been created, and online platforms and websites host literary competitions. Book trailers, which are brief videos that introduce books, are another example of new forms of literary critique and promotion, while the Internet serves as a global platform that democratizes access to literary innovation.

2. Social Networks and Blogs: How Authorship and Readership Are Changing: When writers experimented with both form and content by using the framework of an online diary for literary self-expression, the phenomenon known as blog literature was born. Poems, aphorisms, and short stories are posted on social media, where the audience's instant feedback causes them to go viral. The reader actively contributes to the story's progression and shapes the finished product, fostering a more direct exchange between the author and the reader.

3. The Culture of Participation and Fanfiction: The Internet has greatly contributed to the growth of fanfiction as an amateur creative medium. Plot lines of original works can be expanded by fans publishing their stories on specialized websites and groups. By making the reader a co-author, this phenomenon broadens the definition of the conventional literary canon and advances the democratization of literature.

4. The Gamification of Literature and New Genres: New genres like LitRPG, which blends aspects of computer gaming and literary narrative, have emerged as a result of the digital environment. Interactive stories that incorporate multimedia components and allow readers to vote and poll to shape the plot are an example of the gamification of literature.

5. Shifts in Literary Language and Themes: The thematic breadth of Russian literature is broadening due to the effect of the digital world; subjects that were previously outside the purview of traditional literary discourse are now being covered. Incorporating aspects of Internet culture, such as emojis, anglicizations, and slang, into works enhances their language and creates a unique digital poetics.

6. Combining Electronic and Print Literary Forms: The benefits of both approaches can be combined thanks to a discernible fusion of traditional print books and online media. Electronic

resources are used to augment printed books, and online works are frequently also published in print.

Literature on Neurotechnologies and Neural Networks

The literary world is greatly impacted by the quick development of artificial intelligence and neural network capabilities. Neural networks are increasingly being used as tools to create new texts. The "Yandex.Autopoet" service is one example of this, since it generates poetry by analyzing search queries. Even if these algorithms lack the capacity for true creativity, they produce texts that exhibit the traits of enormous information flows, which begs the concerns of originality, authorship, and the works' aesthetic worth. The field of "digital poetics," which combines classic literary techniques with algorithmic text generating methods, is already emerging as a result of recent neural network studies.

Conclusion

The digital age is radically transforming the face of Russian literature by providing new methods of publication, dissemination, and reception of literary works. Internet platforms, blogs, social networks, fanfiction, and innovative genres such as LitRPG demonstrate that the literary process is evolving alongside technological advancements. The changes affect not only the form but also the content, language, and style of the works. The reader becomes an active participant in the literary process, and traditional concepts of authorship are transformed under the influence of collective creativity and algorithmic genesis. Neurotechnologies and neural networks are opening new horizons for text creation, fostering the emergence of hybrid forms of literary creativity. The overall conclusion of this study is that the digital poetics of contemporary literature represents a synthesis of traditional literary values and innovative methods that enable adaptation to the changing media environment.

Promising directions for further research include the study of aesthetic criteria for online literature, the analysis of the reception of interactive texts, and the legal aspects of collective and machine authorship.

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