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ONLINE LITERATURE: pROBLEMS AND DEVELOpMENT pROSpECTS

Purpose of Article*The goal of the work is to characterize modern trends in the interaction of information technologies and literature on the example of online literature.* **Methodology.***The research methodology consists in the application of a descriptive method, methods of analysis and synthesis, which made it possible to summarize the results of research on this issue and highlight the positive features and disadvantages of the network literature.* **Scientific Novelty.***Scientific novelty consists in summarizing the results of the study conducted in various countries of the world.* **Conclusions.***Network literature as a phenomenon of modern cultural communication is an integral part of the life of the 21st century and the research performed serves as a source for optimizing its development in Ukraine.*

Key words:*online literature, cultural communication, the Internet, paper literature, social networks.*

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МЕРЕЖЕВА ЛІТЕРАТУРА: ПРОБЛЕМИ І ПЕРСПЕКТИВИ РОЗВИТКУ

Мета роботи – *схарактеризувати сучасні тенденції взаємодії інформаційних технологій та літератури на прикладі мережевої літератури.* **Методологія дослідження** *полягає у застосуванні описового методу, методів аналізу і синтезу, що дозволили узагальнити результати досліджень із цієї проблеми та виокремити позитивні риси й недоліки мережевої літератури.* **Наукова новизна** *полягає в узагальненні результатів досліджень, здійснених у різних країнах світу.* **Висновки.** *Мережева література як феномен сучасної культурної комунікації є невід'ємним складником життя XXI століття і виконане дослідження слугує джерелом оптимізації її розвитку в Україні.*

Ключові слова *мережева література, культурна комунікація, Інтернет, класична література, соціальні мережі.*

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ОНЛАЙН- ЛИТЕРАТУРА: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ

Цель работы – охарактеризовать современные тенденции взаимодействия информационных технологий и литературы на примере сетевой литературы. **Методология исследования** заключается в применении описательного метода, методов анализа и синтеза, позволивших обобщить результаты исследований по этой проблеме и выделить положительные черты и недостатки сетевой литературы. **Научная новизна** заключается в обобщении результатов исследований, проведенных в различных странах мира. **Выводы.** Сетевая литература как феномен современной культурной коммуникации является неотъемлемой составляющей жизни XXI века и выполненное исследование служит источником оптимизации ее развития в Украине.

Ключевые слова: сетевая литература, культурная коммуникация, Интернет, бумажная литература, социальные сети.

The problem statement. Technological progress has altered life and become an essential part of casual life. Though the attitude to it is diverse, to confront its role in the people's existence is impossible. A brilliant instance could be some famous people's expressions.

So, the founder of the enterprise «Apple» S. Jobs said: «Technologies can ease life, can allow people to get in touch with others, what could not be realized earlier. You can have a baby with a congenital disability and connect with other parents and support groups and get medical information and last experimental medications. This all can change life deeply. And I don't understate. But it is wrong to think that something challenges to change life. To have things, being vital, they don't obligatory have to vary life» [1]. But under influence of different technologies, the world is turning into, calling for some changes in the society.

The modern Polish writer Ya. L. Vyshnevskiy, the author of the famous romance «Loneliness in the Net», wrote: «On the Internet, everything is on the distance of extended hand. It is only worth knowing how to put a hand out» [2]. It is difficult not to agree with this statement.

The Mexican publicist O. Pas remarked that «technologies are not the world reflection, but a way to rule the reality» [6].

The notorious Ukrainian writer Lina Kostenko in the romance «The notes of a crazy

Ukrainian» wrote in such a way about our contemporaries: «We are the birds of information space» [5, p. 224].

The analysis of last studies. The Internet has intervened in our life so deeply that existence without it is impossible. Connecting with it, processes of the mass communication are caught in the studies of a wide circle of representatives of different science fields, including M. Maklyuen, E. Toffler, D. Daniels, L. Petrov, G. Pocheptsov, V. Rizun, A. Ptushenko, N. Stepanyuk, E. Huhtamo, and others.

The study purpose is to characterize modern tendencies of interaction between information technologies and literature, relying on the example of online literature, summarize the results of studies in this issue and pick out advantages and disadvantages of online literature.

The presentation of the main material. Modern communication expresses as one of the most important and fundamental components in the system of deep links of a person with nature, culture, and society. With the appearance of the Internet, there is emerging a new type of culture – information one. The virtual controversy of the end of the 20-th century and beginning of the 21-st one was hailed with the appearance of such a phenomenon of modern cultural communication, as online literature.

In L. Derbenova's view, «now computerizing of literature is one of the biggest perspective

theoretical issues in researching electronic means of information, as well as Literature Science» [3, p. 151]. The author also mentions that new quality of literature activity is «not only computer typing of text, but also assimilation of computer technologies and their usage as artistic means» [4, p. 152].

Generally, in many scholars' point of view, literature that is in the Net can be divided into two kinds. Primarily, it is an eternally paper one but put on the Internet. It means classic or modern compositions written on the paper. Secondly, it is directly online literature, which can't be transcribed on the paper.

As mentioned by Yu, Zavadskiy, studies in online literature have a long history. They began in the USA and are merged with interdisciplinary works of T. Nelson and D. Engelbart, which appeared in the 1960s of the 20-th century and based the methodology of learning affairs connection between people and machines, as well as principles to conduct the computer environment [2].

From the beginning of the 1980s, there was being formed the theoretic and literary base to study the literature of the computer environment. Simultaneously, there were come out several artistic compositions of online literature. Moreover, the advancement of computers opens new feasibilitys in the field of this unusual literature.

It is worth mentioning that nowadays there is the unanimous explanation of the term «online literature», as scholars study it in different dimensions. Now there are several names of this new fact in our life: Internet-literature, online literature, virtual literature, virtual fiction, script-writing (G. Ryabov) [7], hypertext literature (A. Bell) [10], electronic literature (N. Ketrin Hales) [11], digital narration (B. Aleksander) [9], hyperfiction, cyber literature, cybertext [4].

The fullest explanation among all researchers of Internet-literature fact, in our opinion, belongs to G. Ryabov: «It is a based on the usage of writing kind of art, an ultimate product of which (composition) can be situated on separated in the space knots of computer net, changed (edited) in time and is accessible to many consumers from different places at the same time» [7]. So, it is literature, the environment of which is the Internet that enables users-readers to use

different instrumentalities and ways like incredible on the paper.

Online literature has a significant number of traits. The main is the possibility of united artistic work; it means multi-authors. The Internet users, according to set rules or freely, are capable of continuing to write a composition, changing the plot, collisions, the heroes' fate and so on. By the way, events can even develop sporadically. In this literary composition, it is easy enough to paste either sound effects, or files with images, or animation. So, compositions of Internet-literature are, on record to the words of the Italian philosopher, writer, and scientist U. Eco, «open».

Secondly, there is a big change in relations between a writer and a reader, because the last one becomes a co-author of an art piece. Besides it, the whole text can't be observed fully at the same time, as it is in different files. Then everyone can choose his/her way to develop the plot. It is like a role game, the variants of which are let to be selected in a freeway. That's why, we can speak about the interactiveness of this literature, toward which the whole modern culture moves [8, p. 268]. Today the famous statement of V. Nabokov: «A masterpiece of any writer is his reader» is come true.

Amid advantages of online literature, there is allocated «fastness, dialogue regime, the ability to edit that makes a lively word brisk in new virtual incarnation» [4].

In Internet-literature there is picked out genre diversity: e-journals, online-diaries, Web-pages of famous literature artists and blogs. Last time there are different hypertext models: a romance (hyper romance), so-called framed poetry, game texts («Burime», «The garden of divergent hockey»), a guest book and so on.

Online literature has advantages and disadvantages. On the one hand, «deriving from the Internet character, it is a unique means of self-expression; there has been disappeared the issue of a product publication; there is the absence of censorship» [8, p. 270]. But, on the other hand, precisely the disappearance of censorship and the editor's remedy can lead to the appearance not only weak but also frankly provocative opuses.

And one more important question is the language of compositions, its correctness, and

norms. It is a substantial issue of all social nets. Interactive communication forms are often recreated on piles of word garbage that offend the primary person's rights. Not rarely is there a unique form «netiquette» in English-speaking net that has to protect from similar ruptures, clearly stressing the essential rules of the code in moral and literary dignity. Among them: «critics have to be constructive; writing of the whole words with capital letters should be skipped, because on the Internet they mean scream; it is worth omitting the repeat of the same posts in the guestbook» [8, p. 275]. But the wealthiest rule of netiquette is such: «Think about the fact that behind each guest one there is an individuality».

It is also worth mentioning that online literature is a too popular phenomenon in the countries of Western Europe, the USA, and Russia. In Ukraine, it is only developing.

In Yu. Zawadzki's opinion «mostly, Ukrainian writers don't use modern computer technologies in their work now. Only some of the literary men start applying computer abilities in the creation of visual texts» [4]. Among such writers, there is O. Kotsavera and M. Soroka. «But, in major cases, these artists don't draw up texts, which would be appropriate for perception only in the virtual environment and wouldn't be able to be processed on the paper» [4].

What is an insufficient amount of Ukrainian online literary compositions connected with? It may be caused not only by the reluctance of literary men to work in the Net but also by some technological problems, including the development of computer nets. «On the contrary, the advancement of the theoretical base to study online literary compositions is available nowadays and make ponder the necessity and imminence of appearing online literature in the context of Ukrainian art process» [4].

Let us add that Ukraine has already done a significant amount of the Net projects, amid which the most significant are online libraries that have their constant readers. The most renowned ones are such: «Chytyvo» (with free Ukrainian literature), «Ukrainian center» (con-

tains multi-genre and multi-theme literature), «UkrLib» (the collection of classic works), «Bukvoid» (new works of fiction), «BIBLOS» (literature in diverse themes), «EXLIBRIS» (the collection of historical, fiction and journalistic literature), «Info-Library.com» (electronic library of course books).

The other projects are electronic resources «Lib.Ru», «Proza.com.ua» and «Poetry.uazone.net» that allow writers to state about themselves on the Internet. But for it, they have to take some kind of examination to check the quality of compositions.

It is known that last time several Ukrainian editions and periodic issues have begun to publish the texts in the boundary of «online literature». Amongst the most important publications are «Eight. Female net prose», «The anthology of Ukrainian self-publication. 2000 – 2004» (the edition «Bukva I Tsyfra»), «Digital Romanticism» (PLC «Gamazyn»). According to the words of publishers and co-writers, called books are reprint of already come out texts on individual generally accessible sites, blogs and forums.

In 2008 on the Forum of publishers there was «The first hypertext reading», which has become bright proof of online literature existence as an aesthetic phenomenon and the component of the modern cultural world.

Conclusions. So, there should be done several generalizations as the results of our studies.

Internet-literature is a new phenomenon of globalized modern society. Its appearance can be observed as the reaction to the crisis of traditional literature, which is a core of discussions now.

Online literature has positive, as well as negative, features. This process is not static, it, accompanied by «the World Network», is developing continuously, the last of which offers new forms during the whole time. For example, nowadays there are discussions about cyberture that changes Internet-literature.

However, in our opinion, computer literature won't be able to replace a traditional one entirely.

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