



About Us : <http://www.theuniversejournal.com/aboutus.php>

Submission : <http://www.theuniversejournal.com/submission.php>

Contact Us: http://www.theuniversejournal.com/contact_us.php

Archive: <http://www.theuniversejournal.com/archive.php>

Editorial Board: <https://www.theuniversejournal.com/edboard.php>

Bupinder Singh
MA(Eng)
J&K, India

“How Instagram, Facebook, YouTube and Other social media platforms are influencing new age poets.”

The new age technology is a boon and a bane to the intellectual development of the literary aspirants. A number of new young wannabe poets and writers start their journey from the social media garnering a number of followers and fan base, inspired by likes and shares and hearts, a few comments from fellow aspirants. The trade of likes and share without even reading out the whole content is hindering the production of quality literature in these writers.

The modern day trend of scrolling and not reading the content, stopping over at aesthetically pleasing image-based literary creations, has led to a considerable decline in the production of quality literature but on the other hand produced a vast number of people, adding writer, poet, journalist to their social handles. Everyone wants to be a writer, poet, spoken word artist and so on. It has become the new fad, the new cool.

As *T.S.Eliot* impresses upon the impersonality of poetry in an individual, and separation of self from writing, the social media poets tend to become the otherwise diving into nihilism and pessimism of first order. Being influenced by

the ones influenced by them, the cycle ends into poorer and poorer literature creation on social media platform. The other instrumental and decisive destructive thing is the 'becoming famous' in terms of social media followers. The one-liner poets, writing anything and labelling it as poetry are on the rise and the aspirants are accepting them as their role models. One famous example is the rise of *RupiKour*, an Instagram writer who turned into a celebrity and has sold over million copies of her books and is on a world tour for her book reading and is a pop-culture hit.

The lack of reading is another factor, as *G.M.Trevelyan* says 'education... has produced a vast population able to read but unable to distinguish what is worth reading'. The availability of everything under the sun labelled as poetry has created an utter confusion about the real poetry. 'Break an essay into irregular lines and you can pass it off as a poem, is the modern mantra of writing poetry. The age old system of prosody, metre, rhythm, rhyme, has evaporated into the thin air. This is the fall of blank verse and of free verse. More and more poets who don't know the basic metre and structure of poetry are becoming bestsellers.

The classics have gone under the covers and hardly a new social media poet has heard of any poets other than Wordsworth, Milton, Keats and Yeats. It is said that to write good it is extremely important that you read good. You reap what you sow, and you write what you know. The ignorance towards the actual poetry and the rise of social influencers passing of quotes and one-liners as poetry is further widening the gap between a literary aspirant and first class literature. The grub street writing is again in the fashion.

That said, Social media platform has become a ticket to fame, in the way compromising on quality and promoting poor quality literature creation.