

Emerging Trends in Hindi Poetry on New Media

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ABSTRACT

New Media is one of the most buzzing words in academic departments specially in departments of Media and Mass Communication. Hindi Poets have also started capitalising the power of New Media in respect of its reach and its quality of interaction between poets and their Audience. New Media is getting something new in its features, applications and platforms. So is the arena of Hindi Poetry. Hindi Poetry is witnessing some of the unseen and unexpected trends since it has come on New Media and started utilising one or more of the features of New Media. Hindi Poetry is developing in respect of number of poets, number of poems, number of poetry videos, number of readers, number of listeners, number of Audience and number of feedback as well as number of interactions. On New Media, reach of Hindi Poems has increased much higher than the traditional media. There are Thousands of Hindi Poetry Videos on Youtube.com which have been watched by more than lakh Audience. Real time Interaction among the poet and Audience has been made possible by New Media. A poet may get real time instant feedback from his reader, listener and Audience sitting thousands of kilometres away. Modification in pre-published poem, freedom of expression, a free and easily available platform for creativity, hike in the number of Audience of Hindi Poetry, reach of Hindi Poetry into interior areas as well as in other countries, violation of Copy-Rights, Tempering with the poems and attribution to the different poets, rise of budding writers, preference for reading and writing short poems, avoiding the reading of large poems, feedback on poems considering the name of the poem instead of poem itself, poems on the topics which are considered 'taboo' in traditional media, vulgarity in Hindi Poems, declining standard of Hindi Poems, grammatical and spelling mistakes in Hindi Poems, publishing Hindi Poems in other scripts along with Devanagari etc. are some of the aspects which have been studied in this paper - "Emerging trends in Hindi Poetry on New Media"

Key Words: Media, Social Media, New Media, Hindi, Poetry, Trends

Introduction

We are living in the age of information explosion in closing years of second decade of 21st century. This age also witnesses the of info-attack and info-war. Now a large-scale war can be fought only with the weapon of information and for today's citizens specially students,

academics and Journalists it's imperative to learn the skills to use this information-weapon efficiently to succeed in their endeavour. Further, it depends on them as how they would like to use this skill –to serve the society and nation or to serve their own interests.¹

New Media which comprises all the applications and platforms on internet enabled devices like computer, laptop, tablet, mobile etc., is the buzz around in academic departments of humanities and social sciences specially in depts of media and mass communication. Facebook, Twitter, WhatsApp, Google+, WeChat, Snapchat, LinkedIn are the most widely used new media platforms.

Brian Neese Defines Ne Media as “Digital technologies that take advantage of computers and the Internet have led to products and services that provide information or entertainment. Social media, blogs, video games and online news outlets are typically referred to as “new media.”

Robert Logan writes in his book *Understanding New Media*. New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.”

Professor and new media theorist Lev Manovich describes new media as being native to computers or relying on computers for distribution: websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations.²

Examples of New Media

The phrase new media is in relation to "old" media forms, such as print newspapers and magazines, that are static representations of text and graphics. New media includes websites, blogs, streaming audio and video, chat rooms, email, online communities, social media and sharing platforms, mobile apps, Web advertising, DVD and CD-ROM media, virtual reality environments, integration of digital data with the telephone, such as Internet telephony, digital cameras.³

Most of the writers and poets who are tech savvy have capitalized this platform of communication to reach their Audience at large scale rapidly that too in comparatively much lesser cost and effort than traditional media.

Literature on this new media has been witnessing new trends. In this paper we will study the “Emerging trends in Hindi Poetry on New Media”.

Methodology :To study the “Emerging trends in Hindi Poetry on New Media” survey methodology was chosen. Questionnaire based on the hypotheses was created and uploaded online. 450 responses were collected from the users of New Media applications and platforms.

About Respondents of the survey

Gender :Out of total 450 respondents 32.83% were female and 67.17% were male.

Age Group :These 450 respondents who use one or more platforms of new media were from different age groups as given below :-

| Age Group (in Years) | Percentage of Respondents |
|----------------------|---------------------------|
| 18-25 | 38.63 % |
| 25-40 | 36.05 % |
| 40-50 | 17.60 % |
| 50-60 | 5.15 % |
| 60-70 | 1.72 % |
| 70+ | 0.86 % |

Profession :These 450 respondents belong to different professions as can be seen in the table below:-

| Profession | Percentage of Respondents |
|--|---------------------------|
| Students | 40.57 % |
| Teachers | 18.16 % |
| Engineers | 6.13 % |
| Administrative Officers | 5.90 % |
| Journalists | 4.72 % |
| Writers and poets | 3.3 |
| Home Makers | 2.36 |
| Soldiers | 2.36 |
| Business man/woman | 2.12 |
| Poet | |
| Others like farmers, politicians, bankers, doctors | Rest of them |

About 40% respondents were students, around 18% teachers, about 6% Engineers and Administrative officers each, around 9% comprises Journalists, Writers and poets.

Frequency of the Usage of New Media

More than 82% respondents use one or more new media platforms on daily basis. Around 6% of them use new media platform once in a week. And remaining use the new media platform once in a month of on need basis.

Favourite online place

Google News is the choice of more than 37% respondents followed by Facebook with more than 21%. A large number of respondents have expressed their like for the websites of major Hindi News Portals like DainikJagran, about 4.5% Hindustan and Amar Ujala both around 3%, Webdunia, Navbharat Times and Patrika, each around 2% and Tribune and Prabhat Khabar, 0.5% each.

Emerging Trends in Hindi Poetry on New Media

To find out the “Emerging Trends in Hindi Poetry on New Media”. Online literature was studied intensively to observe the emerging trends in Hindi Poetry on different platforms of New Media like literature-based websites, Facebook pages of Hindi Poets, Facebook Groups related to Hindi Poems, Hindi Poem based blogs and few groups of WhatsApp. In case of WhatsApp only those groups are available for study in which the author of this paper is member. This is the limitation of studying WhatsApp Groups.

A questionnaire based on hypothesis was also prepared and put on New Media itself. The link (<https://eSurv.org?u=NewMediaPhdSurvey>) of the aforesaid online questionnaire was sent through email, Facebook messenger and WhatsApp. Link was also shared on Facebook wall of the author of his paper and on the walls of some other friends and well-wishers. Author of this paper visited campuses of Universities and colleges as well for data collection. Personal Interviews of renowned writers, poets, journalists, academics and literature lovers were also conducted to find out their opinion on the same. Some interviews were taken face-to-face while some on phone call. Some interviews taken by sending the questionnaire through email as well. Following trends have emerged based on the basis of adoption of above-mentioned methodology of data collection: -

1. Effects of New Media platform on Hindi Poetry

There is no doubt that New Media has affected every walk of the life. Does it have any effect on Hindi Poetry? – this was the question asked to the respondents. 88 % of them responded positively while around 6% of them negatively. Around 6% respondents were not sure of any effect of new media on Hindi Poetry.

2. Dependency on Editors has decreased

Now a days any Poet/Poetess who has primary knowledge of using internet and some of its new media platforms like Facebook, twitter, WhatsApp etc., can post his/her poems in a fraction of seconds to the whole world. Gone are the days when one had to be absolute dependent on the wish and discretion of the Editor of some paper or magazine to get his/her poem published. Respondents were asked if the dependency on Editors for publication has decreased due to emergence of new media platforms. About 80% of them responded affirmatively. Around 13% were not agree with this notion. Around 7% expressed their inability to give any confirmed response to this question.

3. Interest in Hindi Poetry among new generation has increased

Anyone interested in Hindi Poetry can easily read poetry, listen poetry or watch poetry videos available in abundance on new media. Platforms like Youtube.com have given an excellent opportunity to watch poetry videos, Kavi Sammelans and Mushairas (poetry Concerts). About 85% respondents were agree that new generation has begun liking Hindi Poetry due to its easy availability through New Media. Around 8% respondents believe that there has been no effect of new media in increasing the popularity of Hindi Poetry among new generation.

4. Popularity and reach of Hindi Poetry in other countries has increased

Now Hindi Poetry is not limited to few Hindi-Heartland States of Northern India like Uttar Pradesh, Bihar, Jharkhand, Uttarakhand, Haryana, Delhi etc. Hindi Poetry is being liked by people across all the states. Hindi songs – poems with rhythm and music are being listened all over India.

Writer of this paper has worked in north east and south India for more than 7 years and is the witness of this fact. Hindi Kavi Sammelans and Mushairas (poetry Concerts) are organized in almost all Indian States as well as in many countries. Due to its abundant availability on New

Media, Hindi Poetry is being liked by those as well who didn't like it in the age of traditional media.

Around 80% respondents agree that popularity and reach of Hindi Poetry has increased manifolds due to its availability on New Media Platforms like Hindi Literature Websites, Blogs, Facebook and WhatsApp etc. around 7% respondent do not agree with the notion and around 14% expressed their inability to say anything decisively in this regard.

5. Increased violation of Copyright

Hindi Literature, along with the Literature of other languages, is being published on New Media in very large volume and that too without any gatekeeping in most of the cases. No declaration is required for its originality as is still required in traditional media. Anyone can publish anything. This has led to the trend of copyright issues in large number. Writer of this paper has himself found that many of his popular poetic couplets have been published on Facebook and circulated on Whatsapp by others with their names.

When the response of this question was studied, it revealed around 77% respondents feel that issue of violation of copyright has increased in Hindi Poetry on New Media. Around 8% say that there is no such issue of issue of violation of copyright in Hindi Poetry on New Media. And remaining 15% couldn't say anything decisively on this issue.

On the question if they have been the victim of Copyright, more than 20% respondents responded positively and remaining negatively.

6. Modification and pre-published Poems and re-publishing on New Media

Many Hindi Poems are re-published on New Media with some modification. Such poems have been already published either in traditional media or on New Media. More than 86% respondents agree with trend while only 4% disagree with this. Around 10% couldn't say anything decisively.

7. Attributing own poems to some famous poet

Many poets write poems and attribute those poems to some famous poet while publishing them on New Media. This is done with two possible targets – first, to make their poems popular; second, to propagate any idea attributing to famous name.

Around 74% respondents responded positively to this while 10% think that there is no such tendency. Around 16% couldn't say anything decisively.

8. Readers on Tendency of not reading full poem

New Media do not read the full poem specially the long ones. This question was asked in the survey. Around 82% of the respondents agree that this is the emerging trend while only around 7% didn't agree to this. Around 11% couldn't say anything decisively.

9. Giving Feedback on poems without reading it fully?

Around 45% of the respondents agree that they give feedback or their opinion to on poems without reading them fully, especially if the poems are long while 55% said they didn't do so.

10. Increase in writing short poems

As the Audience on New Media is always in hurry and most of them do not read the large literary item including poem. This has led Hindi Poets to write short poems – two liners, four liners are in the trend. 88% of the respondents agree that this is the emerging trend while only around 4% didn't agree to this. Around 8% couldn't say anything decisively.

11. Writing poems on issues considered 'Taboo' in Traditional Media and increase in Vulgarity

As far as the tendency of writing on issues so far considered 'Taboo' is concerned 82% respondents agree that this tendency is being observed while around 6% do not believe that this tendency is there. Around 12% couldn't say anything decisively.

On the question of increase in Vulgarity in Hindi Poems, 75% respondents agree that there is the existence of this tendency of increase vulgarity in Hindi Poems on New Media comparing to Traditional Media while around 13% do not believe that this tendency is there. Around 12% couldn't say anything decisively.

12. Decline in Quality of Hindi Poems and grammatical errors

Anyone and everyone can write and publish poem on New Media Platforms. Same is the case with Hindi Poems on New Media. Lack of Gatekeeping in publishing on New Media has led every poem to get chance of being published on New Media. Everyone may not be good in language and the rules of poems. This may have some effect on the quality of Hindi Poems.

Around 59% respondents believe that quality of Hindi Poems on New Media is declining while around 29% respondents don't. Around 12% respondents couldn't say anything decisively on this.

As far there is concern of grammatical errors in Hindi poems on New Media, around 88% respondents responded positively. Lack of knowledge of Hindi Grammar may be one the reasons along with the lack of adaption of technology properly and the tendency of rushing to publish poem as early as possible. Only 5% respondents responded negatively on this notion while 7% couldn't say anything decisively on this.

13. Facility of Publication of Hindi Poems in scripts other than Devanagari and its effect

This is a unique feature provided by the New Media platforms. A Hindi Poet can publish his poem in Roman, Arabic, Gurumukhi or any other scripts along with Devanagari script. Using more than one script enable the readers to read the poem in the script he or she is more familiar with. Apart from this it also makes him/her little more familiar with other scripts if he/she desires so.

49% of respondents said that publishing Hindi Poems in more than one script facilitate readers. 30% respondent said that this helps to learn new script. Around 15% respondent said this makes no difference while around 6% respondents believe this is the wastage of time.

14. Quick Feedback helps the poet to understand his/her readers and their choice

No other media offers the facility of feedback as quick as New Media does. A poet starts getting feedback in minutes, sometimes in seconds of publishing the poem on New Media. This quick feedback helps Hindi Poets to understand their readers. Sometimes, a Poet has to do some modifications to his already published poem on New Media on the basis of feedback of his readers. This also help a Poet to write poems as per the choice of his readers so that he may get maximum positive feedback which makes him happy and satisfied. There may be such Poets as well who may not go as per the choice of their readers but most of the Poets prefer to write Poems according to the feedback of their readers.

Around 91% respondents agreed on the notion that quick feedback on Hindi Poems on New Media helps Poets/Poetesses to understand their reader. Around 4% responded negatively to this notion. About 4% respondents couldn't say anything decisively.

15. Increased Reach of Poets to their Audience and increased Communication among Poets and Readers

Prior to the age of New Media, it was comparatively very difficult to establish and sustain communication among people. But after the emergence of New Media has paved the way for quicker, easier and cheaper mode of communication. Most important factor in communication through New Media is its quickness.

A Poet can reach thousands of his readers living in different parts of the world instantly. He starts getting hundreds of feedbacks in just few minutes. A poetry video put on Youtube.com on 5th April 2018 by renowned poet Dr. Kumar Vishwas has been viewed by around 90 Lakhs Audience till date. 55 Thousand Audience have liked this poetry video and more than 1500 have commented on the same.⁴ Another video put on youtube.com on 31st Jan. 2018 by Dr Kumar Vishwas has crossed more than 3.5 Lakhs views in just one day. More than 13000 Audience have liked it and more than 800 have commented on the same.⁵ There are thousands of Hindi Poetry videos on Youtube.com which have been watched by more than 10 Lakh Audience.⁶

This increased reach and easier as well as quicker way of communication has led to increase in communication among poets and their Audience. Around 91% respondents agree with the notion that New Media has helped to increase communication among Poets and their Audience. Around 4% only didn't agree with this notion while about 5% couldn't say anything decisively on the same.

Limitations of the Study

A lot is being written and published on New Media. The author of this paper may have left many important websites, blogs and facebook pages due to unawareness about them.

Sample size of the survey was 450 only. It is possible, if sample size increases there may be some change in the trends emerged in this study.

Conclusion

The study has resulted in establishing the fact that New Media has given much wider reach to Hindi Poets and Hindi Poem which was beyond imagination in Traditional Media. The freedom of expression and publishing on New Media, on one side, has given platform to one and all to

reach to their audience without any gatekeeping. On other hand, it has also led to lot of mistakes in Poems published on New Media.

Publication without gatekeeping has also led to cases of Copy-right violation in large number. Hindi Poems written by unknown or lesser know Poets are attributed to famous poet to get wider sharing and circulation.

Readers on New Media give feedback on Hindi Poems without reading it fully. Many times, feedback is given considering the name of the Poet only.

One of the most important trends in Hindi Poetry on New Media is its wide reach across the world, instant feedback and real time interaction among Poets and their Audience.

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Personal Interviews

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