

Contribution of electronic and social media in the development of Pashto literature

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Abstract

Electronic or social media are the important tools of the new age and technology, which have spread their shadow all over the world in a very short period of time. They have fans in every part of the world. The people were paying attention. Through electronic media, a lot of information is available in a short period of time. With the help of this electronic and social media, millions of books, articles, writings and information are published and millions of readers and information seekers benefit from it. Before there was no electronic media, there were very few developments in life. Public access to information was lacking. The people were unaware of the new world and did not know the technology, but when the world was overshadowed by technology and the demands of the people increased, the technology also advanced. It can be said that electronic media and especially social media have played an important role in the development of literature and are still playing it. Islamic, cultural, literary, social, political and all topics related to other areas of life are collected and presented to people in electronic media.

Keywords: Electronic, Social, Literature, Technology, Facebook, YouTube, Twitter.

Introduction

As the world began to take steps towards progress, every day opened up to new developments. If we talk about the role of print media in the development of literature, then it comes to electronic media and compared to print media, electronic media has given a lot to literature. With the advent of radio or audio media, people's thirst increased so much that they heard a lot in a very short time. Radio shows, dramas, literary and cultural broadcasts and poems were delivered to the remote areas of the world. This was the time when radio had not become public and there was only one radio station in Afghanistan, which was also the property of the state, but in the twenty-first century, the burden of the audio media became so heavy that dozens of radio stations were established in each province, and the voice of each province became ugly. In addition to religious and social broadcasts, local radio stations have turned to literary, cultural and poetry broadcasts. He took full part in publishing novels, short stories, dramas, parables, literary pieces, poems and other literary materials. With the help of these radio broadcasts, the young generation in remote areas also turned to literature and also to study or study.

There was further progress in the field of technology and electronic media, visual media or television was brought to the field, what the radio broadcasted in sounds, along with the sound of television broadcasts were also broadcasted in pictures. Dramas, serials, films, religious And literary publications, on the value of reading books, interviews with people about literary books and informing people about the past process and culture of literature, further progress was made and the people of our regions from all over the world. Informed about the evolution, but people were not satisfied with this, in the development of electronic media, many social media such

as: Facebook, YouTube, Instagram, Telegram, Talk Talk, Twitter, Chat GPT, Space, Vlogs... and many other developments were made and spread their wings over the world like a falcon spreading its wings on its prey. Conquered the whole world, paved the way for new developments. On the basis of this social electronic media, the path of development was paved for the young generation, the speed of dissemination in the field of literature came, and literary debates, bands and cultural meetings were started in online or electronic formats and from literature and especially Pashto. The people of the world became aware of literature, and it promoted literature.

Electronic or social media is a new tool for the new era, in this way, people of every society and culture in every part of the world publish small and large writings, small illustrative videos, literary and cultural information.

When life progresses, the world moves along with it and people are exposed to new things, a good example of which is electronic and social media, in which every part of life is involved. Many young people work in this field. Pashto literature has the benefit of including writings and videos, allegorical pieces and other excellent literary topics. Pashtun culture embraces every form and form and remains recorded.

These new modern devices have had their positive and negative effects on literature, some young people use them positively and it is beneficial to the society, but there are some young men and women who insult and insult others in the same way and make people angry. Bad rejection says that this is a negative effect. The reason for this is that there is no one to control and manage electronic or social media properly, so it can be said that electronic and especially social media have played a very important role in the development of literature and still do. Contributes to growth.

Importance of the research

The importance and seriousness of this research is that no one has worked on this topic regularly. This is an interesting topic. And its effects on literature and society, all these topics have been investigated. be safe

Objectives of the research

The objectives of this research are how we can talk about our society from the development of electronic and social media and understand the correct actions. The rural and folk literature, which is disappearing, should be recorded and published with the help of these tools, so that more people in the world will know about it. Another goal is to do more work in this field. It is necessary to be able to introduce many new things to Pashto literature in this way in the future.

Research Questions

- What media are electronic?
- Do electronic and social media have a role in the development of literature?
- What is the need for the creation of electronic and social media?

Research method and procedure

The format of this article is video, internet and library. Descriptive, explanatory and analytical methods have been used.

Introduction to electronic and electronic media

In this section of the topic, we will first give a brief introduction to electronic and social media, which type of media can be called electronic and social media.

Any media or tool that is used in the process of electronic communication such as radio, television, telephone, Facebook, Talk Talk, YouTube, Instagram, Telegram... and other such tools are called electronic and social media. Electronic media conveys information to listeners and readers with the help of electric waves. Electronic social media is a two-way technology that facilitates the creation and sharing of information, ideas, tastes, and other forms of expression through virtual communities and networks.

Users or employees of social or electronic media prepare and publish their information, posts, comments, electronic images and videos and other materials online. (6)

Users usually access social media services through Internet applications or download services that enable social media activity on their mobile devices (such as smartphones and tablets). When users come across these e-services, they take advantage of them and think about other improvements.

Also, electronic or social media can be used to document memories and memories, to learn and explore different things, to advertise oneself, and to create blogs, audio files, videos, and games related sites. Used to build partnerships with development (8)

Some of the most popular electronic and social media websites with more than 100 million registered users are:) And there are many other electronic and social media that play an important role in the development of literature.

Due to the dramatic development of the Internet, digital media or digital rhetoric can be used to represent or identify a culture. Investigating

how rhetoric is situated in the digital environment has become a new and important research process for many scholars (4).

A brief introduction to some electronic media

For a better explanation of the discussion, we will briefly introduce some electronic and social media, and if necessary, we will also discuss the literary growth and development in each section. These electronic and social media are as follows.

1. Radio

Radio is a communication technology that transmits audio signals over long distances using radio waves. Radio converts sound waves into electrical signals and delivers them to people. Broadcasting news, music, literature and art is a means of transmission. The traditional form of radio has now changed to electronic or technology, which has some types such as: satellite radio and Internet radio. Radio is an effective tool in electronic media that transmits sounds. In addition to literature, it conveys information about every part of life to the people. Radio broadcast areas are wide and can be heard in any place (car, house, cell, high and deep). Radio broadcasts through sound system. (1:115)

2. Television (TV)

Television is an electronic or electronic visual media, through which, along with sounds, images also reach the audience. Television relies on animated videos. With the advent of television, the number of radio listeners decreased and most people turned to television. Stopped this pictorial electronic media became popular.

Television, which is an electronic social media, changed from its original state and entered the Internet network, which further developed it.

Currently, there are different types of television such as: Internet television (IPTV), which with the help of the Internet, it has viewers all over the world. The other type is web television (web TV) that opens accounts on video sharing sites like YouTube or creates its own website. The effect is also great. Another type is smart TV. With the expansion of technology and television broadcasts, the forms of televisions have also changed. Smart TV or three-dimensional televisions have also been created, which is also a technology and Good news for electronic media. (2:186)

3. YouTube

It is an internet page through which video lovers can watch movies, dramas or hand-made short visual clips for free and share them with their friends. . This site was created on February 14, 2005 by three young people, one of whom was Javed Karim from Bangladesh, in San Berno, California, through the Internet. Sold to Google's global network. YouTube broadcasts in approximately 76 languages, has nearly 1,000 employees, and has more than a billion viewers per day. (2)

4. Facebook

This internet website, which was created by Mark Zuckerberg and his three colleagues in 2004, is considered to be one of the world's social media platforms. In the beginning, it was designed only to meet the educational needs of Harvard University students, but gradually it made its way to other universities as well. But except for North Korea, today in every region of the world where the Internet is available, there will be fans and users of Facebook. Its headquarters is located in San Francisco, California, and the number of official and contract employees exceeds twenty thousand. All

kinds of writings and discussions are done on Facebook, which has played an important role in the development of literature. (2)

5. Twitter

Considered one of the most important branches of social media, it started its activity on the Internet in March 2006 in San Francisco by Jack Dorsey and his three colleagues. In a very short time, the number of fans exceeded two hundred million. Today, it has branches in 25 countries and publishes all information or messages that do not exceed 280 words for free. Twitter is one of the important media through which the world's powerful political leaders and artistic figures announce their policies and developments. (2)

6. LinkedIn

Another social media that was created by Microsoft in 2003 in California. Usually educated and professional people share their work experience, autobiography and some characteristics of their personality with big companies in order to find a suitable job for themselves within the framework of professional skills. 590 million people in the world use it, only 154 million of them are Americans. (2)

7. Instagram

In October 2010, two talented engineers were hired by Facebook to create a new website for sharing and publishing photos and videos through smart phones. In a short period of time, this system was created and in the last eight years, the total number of pictures sent through this media has exceeded one billion, and every day about 110 million participants send personal pictures and short films to each other.

8. Pinterest

This image media is designed as an imaginary board that fans can share pictures and videos among themselves, but the condition is that the participants must register and become a member in advance. This website has been operating in California since 2010. On average, 1.3 million people visit it every day, 70% of them are women and 30% are men. (3)

9. Snapchat

Seven years ago, three students from Stanford University in the San Francisco area created this website and in a very short period of time, it has expanded in 22 languages of the world for free. This program has two features, the first is that the recipient of the message has only 60 seconds to view it and then it automatically disappears from the scene, and the second is that this site always uses yellow.

10. Flickr

Flicker is a program and website for sharing pictures, videos and image messages through the Internet, which was piloted in Vancouver, Canada in 2004 and regularly operated again in March 2008 in San Francisco. Started in the city. Today, more than five billion photos and short videos have been saved in the archive of this site and in a short period of time, they have covered the world. Why should it be said that it can only be used through smart phones, BlackBerry and Windows. (7)

11. Talk Talk

Talk Talk is an application in which employees can create small videos and send them to their friends in the virtual world. Talk Talk is mostly about cooking, dancing, jokes, or some of everyday life. Small scenes are made into videos. First, these videos are recorded or recorded, and then the instrument or music is added. TikTok employees can buy likes and

comments just like Instagram. It is worth mentioning that the TikTok application is made in China and dominates the world.

Currently, TikTok is the most popular program or program in the world. It has attracted the attention of many people in the Internet world. Till now, TikTok has 80 million users in the United States and 800 million users worldwide. It has many employees and fans. This is the case that most of the people of China are not included in this number. It has tripled. The Tik Talk program started operating in 2016, which compared to Instagram and Snapchat, has attracted the attention of the advertising segment of the global market. This is the reason.

That has attracted the attention of many famous activists and social celebrities in the world, such as Jack Paul, Jimmy Fallon and Tony Hawk, and they have also become fans of Tiktok. According to the report of Apologia, Tiktok took over from Facebook in 2018. , YouTube, Snapchat and Instagram have been downloaded more. He bought it and integrated it into Tik-Talk. This was the reason why Tik-Talk became popular in America and the whole world. (5)

Although we have already discussed that Tik-Talk is a tool for young people's pleasure and many young people in the society use it to refine their taste. Besides all these words, the benefit of Pashto literature is that a person can convey his message to thousands of people in a few words. It would stay like that, or sometimes someone would stand in front of several people on the stage and listen to their words.

But now with the help of Tik-Talk, everyone can express their opinion and criticism to everyone very easily. Also, another advantage of Pashto literature is that, like drama, allegorical pieces and other genres, this part is

also It is flourishing and within a few seconds the message reaches its addressee. Also, the negative and positive sides of the society are also corrected in it. This section is rich, the language is very simple, fluent and common understanding. Anyone can take it to their own satisfaction. To sum it all up, with the creation of this new application, there has been a change in the youth, and the Pashto language has benefited in one way or another, because these videos are distributed all over the world. It is spread and people who do not know Pashto are also informed about it. We also present some other examples of Talk Talk.

12.ChatGPT

ChatGPT works like a robot in the field of electronic media. This robot is not like others, which provide services with the help of hands and feet, but it provides its services like a software. Chat GPT is a model of artificial intelligence, which can communicate like a human. Or it can also be called a chat robot, because it is able to exchange messages and chat with humans. did

The advantage of Chat GPT is that it has a lot of scientific and educational information. If you want to get information in any field of science, then this robot can help you share information. With the help of this application or software, more attention has been paid to literature and it provides a lot of information about literature. If any question is asked from Chat GPT, he gives his answer. There are many other artificial intelligences like this that play an important role in the development of literature. (11)

The effect of electronic and social media on Pashto literature

In 2000, during the administration of Hamid Karzai, the Afghan media experienced rapid growth and dozens of television channels were established

throughout the country. These television channels included Zayoon, Tolo, Ariana TV Network, Lamar, Shamshad and the state-run National Radio and Television. Along with this, more than 200 radio channels were also created, and until 2019, the number of media institutions in Afghanistan exceeded 1,800. All media outlets developed within the framework of Afghanistan's new laws, while there was self-censorship among journalists. There were penalties for insulting individuals as well as publishing content against Islamic principles. (10)

The Ministry of Information and Culture is responsible for monitoring electronic and social media in Afghanistan, which includes radio and television networks, digital media and print media. Electronic media mostly broadcast in Pashto and Dari, which are the official languages of Afghanistan. In 2019, it was reported that there are more than 107 television networks, 284 radio networks, more than a thousand print media and more than 1,800 print or online media organizations in Afghanistan. At the same time, the number of digital media is increasing with the help of Facebook, Instagram, Twitter, TikTok, YouTube and other online systems. Since Afghanistan is an Islamic country, certain restrictions will be imposed on some electronic and social media in order to prevent those broadcasts that are in conflict with the country and Islamic boundaries. Since 2021, such bans on electronic and social media have decreased, so as not to publish programs that conflict with the country's national interests and Islamic values, although restricting social media is a difficult task.

Afghanistan's first television network was established in Kabul in the 1970s with financial assistance from Japan. At that time, the press had independence from the government in its writings and statements, but it was instructed to pay attention to government interests, constitutional monarchy,

Islam and public order in its publications. While journalism in Afghanistan flourished from the 1950s to the 1970s, its activities were still limited. (9)

The media that helps in the political, economic, security, social relations, literature, culture, culture and language of the society, development and growth. Pashto language literature is also not unaffected by it. In the past decade and a half, the influence of the media on literature is very clear, radio, television, YouTube, Facebook, Twitter... and other electronic and social media have done what I I call it a revolution in Pashto literature.

If you look at it, many translations are done at the moment. From other languages to Pashto, or from Pashto to other languages, the media plays a major role in these translations. A translator finds a book with the help of a website and an electronic library and downloads it to his computer, then reads it and translates it.

Similarly, radios have also had a profound impact on literature. For the past few years, there have been literary programs on almost every radio, in which writers, poets, linguists and writers are guests and share their experiences with the audience.

A good example is Azadi Radio (Freedom Radio Magazine), which was led by Ustad Asadullah Ghazanfar, then by the great poet Waman Niazi and now by other collaborators. Many writers and writers have benefited from this publication or are buying it. Because this publication, like the literature encyclopedia, discussed issues that were important to great writers and was also a training address for new writers.

In addition to this, the literary program of BBC Radio (Paluzhe) which Mr. Mustafa Salik took forward. He also had a great contribution in the

development of literature, and he also learned about the experiences of great writers, and now it is time to write something.

Or BBC Radio's New House and New Life drama, which is a part of literature, is very interesting and is similar to the situation and rural life of Afghanistan.

In addition, many articles on literature were published in magazines, researches were conducted, researches were conducted on some poets of the middle period such as Khushal Khattak and some others, which were published again and again in radio literary magazines and programs. In addition to the above broadcasts, radios at the local level also played a role in the development of literature, such as Maram Radio, Sharq radio television, Nangrahar radio television and Safa Radio in Nangrahar. Similar radio stations and literary programs have been presented in many other provinces.

Many literary programs have been recorded on television, some programs have been prepared about literature, and great writers are still guests on television and give suggestions, advice, and suggestions for the development of writing, literature, and language.

Some televisions have a special focus on literary, artistic and cultural broadcasts.

Websites are the addresses where you can find a lot of content about literature today. Now, every writer who writes an article, book, pamphlet or writing inevitably publishes it on a website, Rohi, tolafghan , BBC, Pajhwak, Weblogs...) and bought some other websites, which publish writers' writings, articles and books. Fortunately, now many books of Pashto literature are

available online Social media can be found, thanks to this technology, Pashto language and literature reached many parts of the world.

So it can be said that all electronic and social media have an important role in the development of literature and its benefits cannot be ignored.

Over the years, the means of presenting literature has evolved with the availability of new technology. One of the most important developments in the last hundred years is electronic media. This is the electronic media, which presented literature not only as a bound book but also in the form of sounds and videos. This is the electronic media, which informs us about all kinds of literary developments in the world, printed literary books and other fields. If you want to get a new printed book, you can definitely check it in one of the electronic libraries, which is a good example of the development of literature.

If these electronic media were available hundreds of years ago, then today we would be able to talk better than our ancient literature and history. We would have properly protected the information and works of "Salu wagmi and God's love, the memory of Amir Karur" and other similar works. Everything would be safe in electronic and social media. It is the advantage of this electronic media that the development of today's literature will be inherited by the next generation.

Social media has many advantages and disadvantages. Its benefits are many, but we will talk about them briefly here. Social media or electronic media provide viewers, listeners and readers with a lot of new information in the field of literature. Many new and old materials can be seen, heard and read through this media. In the past, a book would be published with great difficulty and people would face many difficulties. Its accuracy was not

known. It was not possible for everyone to get a book, but with the advent of this electronic media, this task became very easy. can get.

Electronic media or social media has become like a big river. You can buy anything you want from him. When the sound media was created, people's literary thirst was quenched through sound. Literary, cultural and cultural broadcasts have been started in various audio media. People in remote areas of the country also got access to it. Novels, short stories, narratives and poems were published through these audio media, which were used by people in remote areas of the country. He greatly benefited literature and encouraged the youth to write.

But when the visual media came into existence, literature became even more useful. Writers, writers and poets became popular in television programs, they conveyed a lot to their people in the form of images, people developed a love for reading books, young writers were encouraged to write and convey to the people in an image form. This was also the benefit of electronic and social media. With the passage of time, electronic media has extended its roots and merged with social media. Facebook was created, people participated in it in a big way. Information in religious, literary, cultural, social, political, economic, health... and other fields reached the people. Every young man wanted to write something and present it to the people.

The fight with Facebook blocked YouTube and prevented people from accessing a lot of other information. In the form of videos, YouTube will help you to get the information you want about any development and growth in the world. Also, Instagram, Telegram, Twitter, Talk Talk, Messenger, Facebook... and dozens of other electronic and social media, which have greatly benefited and played an important role in the development and

growth of literature. But one of the benefits of social media is that it has brought writers and poets closer together. They can easily communicate with each other. Some time ago, a Facebook group related to cricket and literary issues was created. There were many discussions that could not be held in a literature faculty class. The good thing was that everyone could have their say at any time. I have been to many literary gatherings where certain people speak, but in the sense that they are the leaders and have the priority to speak, there is no other time for everyone to speak.

The benefits of electronic and social media are many, discussing them here will tire the readers, so we will stop here. Everything in every part of life has advantages and disadvantages, sometimes it will be more beneficial and sometimes it will be harmful. Since we talked about the benefits of electronic and social media, now we will write a few words about the disadvantages. One of the negative effects of social networks may be that the time and motivation for a good and thorough study seems like the sun dries up a flower. It often happens that the time of reading a book is taken away from the man. The time for reading or studying is reduced. Although social or electronic media can also be a good study tool or a good data collection tool, it distracts the reader from studying a physical book. That people read quickly, encouraged the writers and wrote so much that some of them even lost their way. In the past, their writings were published with their names. But this media also helped that anyone can write and anyone can read.

Another disadvantage is that it darkens the color of social life. Come with the people and the darsha has decreased. Gatherings in literary and cultural gatherings have decreased, the young generation has become so immersed in electronic or social media that they have been banned from many activities, but despite all this, electronic and social media are still very

useful for spreading Daab. He became and informed each other about every language and nation of the world. He made the Pashto language public, added it to Google, and people in the East and the West came to know that the Pashto language and literature also have a lot. Worth reading. But another problem, which is very serious in my opinion, is that no one here feels the responsibility of the conversation. They will be silent. Because they don't accept the responsibility of their words, they usually write such issues that harm themselves or others. It also dissolves in water. In any case, despite the advantages and disadvantages of electronic and social media, if they are used well, then the benefits are great. It is a Pashto abbreviation that says:

There is nothing wrong with red sauce

The sin is in the girl, which is broken

Conclusion

The title of this article or writing is (the role of electronic and social media in the development of literature) Human life has entered such a stage since the 11th century, that it has increased its interest in every new phenomenon. Man turned towards modernity and development day by day. There were changes in every part of life, along with all other parts, language and literature were also shared in this field and there was a need to move forward. Ever since electronic and social media have entered human life, progress has been made in every field. There are thousands of literary books, articles, novels, short stories, poems, divans, prose writings, dramas, allegorical pieces and the scenes also reached people's ears through the same media, People felt that they should take advantage of the new technology and get what they cannot get in person from the market with the help of this electronic and social media. Literary publications are presented with the help of Facebook, audio books can be obtained on YouTube, thousands of small

and large illustrations, literary and linguistic books, articles and magazines can be found on Talk Talk and other electronic and social media. With the new age and new technology, languages have also developed and literature is also progressing. There are hundreds of other such electronic software's, which are used for grammar correction, and information is obtained from them, so it can be said briefly that electronic and social media have an important role in the development of literature, and their benefits are increasing day by day, and people He takes advantage of it.

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