TENDENCIES OF MODERNIZATION IN 21ST CENTURY LITERATURE

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Annotation: This article analyzes the modernization of 21st-century literature based on contemporary linguistic, semiotic, and cultural-humanitarian approaches. In the context of globalization, it examines linguocultural phenomena, intertextual interactions, the factors influencing the development of national and transnational literature, as well as the transformation of language in intercultural communication. The study focuses on linguistic-semiotic innovations in modern literary processes, code-switching, lexical and stylistic changes, and issues of cultural identity. Additionally, the impact of digital culture on literature, linguistic models formed by artificial intelligence, and new means of expression are explored. This article aims to identify current literary trends by investigating the intrinsic connection between different languages and cultures from both linguistic and literary perspectives.

Keywords:21st-century literature, language and culture integration, linguacultural, semiotic phenomena, intertextual influence, linguistic-semiotic innovations, code-switching, intercultural communication, digital linguistics, postmodernism, globalization and language, artificial intelligence and literature.

Language, culture, and literature are the fundamental components of human cognition, developing in an inseparable relationship with one another. Language serves as a tool for human thought, culture shapes the system of national memory and values, while literature stands as the most vivid expression of this process. Through literature, national identity is manifested, cultural codes are preserved, and they are transmitted to future generations. Therefore, analyzing literary processes requires careful consideration of linguistic and cultural factors.

In the modern world, globalization, technological advancements, and intercultural communication have intensified the interplay between language, culture, and literature. The blending of linguistic codes, intertextual influence, the evolution of transnational literature, and the integration of digital culture into literary processes have become pressing issues of our time. Hence, this article explores the impact of language and culture on contemporary literature through linguocultural and semiotic approaches.

1. Linguacultural and Literature: The Reflection of Language and Culture in Literary Works.

It is well known that the intrinsic connection between language, culture, and literature is analyzed within the framework of linguoculturology. This field examines the relationship between language and culture, focusing on how they are reflected in literary texts. Linguist V. A. Maslova highlights this by stating, "Literary works are among the most vivid expressions of national culture, transmitting cultural values from generation to generation through language".

Literary works encapsulate a nation's cultural codes, traditions, mentality, and historical experiences. For example, in Uzbek literature, Alisher Navoi's works vividly portray Eastern

cultural values, Turkic-Persian linguistic influences, and Sufi thought. His Khamsa (Quintet) reflects Eastern philosophy, worldview, moral principles, love, and intellectual freedom, showcasing the cultural-aesthetic outlook of the people through literary language. Additionally, Navoi's poetry integrates Arabic and Persian elements with the expressive potential of the Turkic language, significantly expanding its cultural and poetic functions.

In Russian literature, Fyodor Dostoevsky's works are deeply connected to Orthodox culture, Russian national mentality, and moral philosophy, while Leo Tolstoy's novels explore the relationships between different social classes in Russia, along with religious and ethical dilemmas. In Crime and Punishment, Dostoevsky linguistically expresses Russian religious beliefs, Orthodox moral values, and the idea of spiritual redemption with great depth. Similarly, English literature, particularly William Shakespeare's works, embodies the metaphorical richness of the language and Renaissance cultural values. His plays reflect the social, moral, and political realities of his time, utilizing complex linguistic structures in monologues and dialogues to offer profound psychological analysis. In Hamlet, themes of doubt, conscience, and moral conflict are conveyed through powerful linguistic devices, making them strikingly expressive.

In contemporary times, linguacultural processes have become even more complex due to globalization. National literatures increasingly influence each other, giving rise to new stylistic trends, including transnational literature. Many late 20th and early 21st-century works prominently feature themes of national identity and transnational cultural interactions. Notable examples include the novels of Nigerian writer Chimamanda Ngozi Adichie, Japanese author Haruki Murakami, and Turkish novelist Orhan Pamuk, which exhibit a synthesis of multiple cultures, making them significant from a linguacultural perspective.

Moreover, modern mass culture and technological advancements have profoundly influenced the linguacultural dimension of literature. Digital and virtual literature is evolving, transforming the ways language and culture are expressed. Particularly, the expansion of intercultural communication via the internet is gradually eroding linguistic and cultural boundaries, reshaping literary expression in unprecedented ways.

2. Intertextual Influence and Transnational Literature.

Since the second half of the 20th century, intertextual connections in literature have intensified. This concept, introduced by the French scholar Julia Kristeva, refers to the relationship between literary texts and their interaction with other texts. Intertextuality signifies the dialogue between texts, creating new layers of meaning and enabling a multi-dimensional interpretation of literary works. This idea is also linked to the theory of polyphonic texts proposed by the Russian philosopher and literary theorist Mikhail Bakhtin, which analyzes the deepening intertextual dialogues within literature.

Transnational literature, on the other hand, is a literary movement that reflects the interaction between different cultures and can be considered a product of globalization. For example, in the novels of Turkish writer Orhan Pamuk, the fusion of Turkish and Western cultures is evident. His novel My Name is Red explores the contrast between Eastern miniature art and Western realism, illustrating how literature serves as a medium for integrating artistic, aesthetic, and historical perspectives. Similarly, the works of Kyrgyz writer Chingiz Aitmatov vividly depict the integration of Kyrgyz and Russian cultures. His novel The Day Lasts More Than a Hundred Years presents a confrontation between Kyrgyz traditional culture and Soviet ideology, making it a complex subject for comparative literary and linguistic analysis. His novella Farewell, Gulsary! employs mythological elements to bridge ancient cultural traditions with modern viewpoints. In Japanese literature, the works of Haruki Murakami merge Japanese

and Western cultural elements. Murakami incorporates Western music and philosophy while preserving traditional Japanese aesthetics, addressing universal existential dilemmas. His novel Kafka on the Shore combines Japanese mythology, Buddhist philosophy, and Western postmodernism, making Murakami's literary style a unique representation of Japanese cultural identity within the context of globalized literature. Furthermore, contemporary transnational literature is represented by authors such as Chimamanda Ngozi Adichie, Bengali-American writer Jhumpa Lahiri, and British novelist Kazuo Ishiguro, all of whom explore the impact of cultural interactions in literature, introducing new stylistic trends and themes. Ishiguro's novel The Remains of the Day reflects a synthesis of British aristocratic traditions and Japanese aesthetic sensibilities, while Lahiri's works, written in English, portray the experience of the Indian diaspora, highlighting cultural displacement and assimilation.

The phenomenon of transnational literature is not only important for writers but also for readers. It allows readers to transcend their cultural boundaries, gaining insight into the lifestyles, values, and historical experiences of other nations. At the same time, intertextual relationships enrich literature by enabling new interpretations of texts and expanding their semantic depth.

In the modern literary landscape, intertextual interactions and transnational influences are shaping a global cultural environment, extending beyond the confines of national literatures. The interconnectedness of texts, the blending of cultural elements, and the increasing prominence of transnational narratives have become an integral part of contemporary literature, making it more intricate and diverse. Today, with the rapid expansion of digital culture and the internet, these processes are accelerating, offering limitless opportunities for a new generation of writers and readers.

3. Code-Switching and Linguosemiotic Innovations.

In contemporary literature, linguistic code-switching is a widespread phenomenon, particularly noticeable in the works of multilingual writers. For example, in the works of Nigerian poet and literary critic Chinua Achebe and renowned British writer Salman Rushdie, English is used in combination with local languages. In Achebe's novel Things Fall Apart, elements of the Igbo language are embedded in the English text, contributing to the preservation of indigenous culture. Similarly, in Rushdie's Midnight's Children, words and phrases from Hindi and Urdu are integrated into the English narrative, creating linguistic harmony and enhancing the novel's intertextual nature.

Code-switching is not limited to prose but is also observed in poetry. For instance, in the works of American writer Junot Díaz, English and Spanish are interwoven, reflecting the multilingual reality of Latin American immigrants. Code-switching plays a significant role in postcolonial literature as well. Kenyan writer and playwright Ngũgĩ wa Thiong'o initially wrote in English but later transitioned to his native Gikuyu language, striving to strengthen the role of indigenous languages in literary discourse.

Russian linguist S.G.Ter-Minasova writes: "As intercultural connections intensify in modern literature, the mutual influence of languages is becoming increasingly evident in literary texts". In addition, the increasing prevalence of new lexical units, stylistic innovations, and postmodernist techniques in literary texts is noteworthy. In postmodernist literature, code-switching has evolved into a distinctive artistic style, adding multilayered and intertextual depth to narratives. Moreover, with the advancement of digital literature and internet culture, new linguosemiotic innovations are emerging. For instance, in fan fiction created by readers on social media, multiple languages are often used, and elements such as emojis and internet slang are gradually entering literary texts, shaping new linguistic trends. Japanese writer Sayaka Murata,

in her novel Convenience Store Woman, illustrates how modern technologies and advertising language function as a unique code within the literary text.

The emergence of code-switching, linguosemiotic innovations, and new literary styles highlights the evolution of contemporary literature under globalization. These changes not only influence writers' creative techniques but also impact readers' perception of texts. In the future, linguistic code-switching and semiotic approaches are expected to play an even more significant role in literature, as linguistic interactions continue to deepen in the process of globalization.

In conclusion, the intrinsic link between linguoculturology and literature is particularly evident in literary texts. The literature of each nation serves as a primary source reflecting its cultural identity, possessing both linguistic and spiritual significance. In the coming years, the influence of linguoculturology on artistic literature is expected to expand further, giving rise to new scholarly directions.

4. Digital Culture and the Influence of Artificial Intelligence on Literature

It can be said that digital technologies are currently revolutionizing the literary process. Electronic literature, interactive novels, and stories generated by artificial intelligence have become an integral part of today's literary landscape. French philosopher and literary critic Roland Barthes once remarked: "A text is an open system that is recreated by the reader". The ability of modern chatbots and GPT models to generate narratives confirms the validity of this idea. Electronic literature (e-literature) is now developing as an independent genre. Here, the reader does not merely consume the text but interacts with it in a dynamic way. For instance, works in the genre of hypertext fiction allow readers to choose their own narrative paths, determining how the story unfolds. Writers such as Mark Amerika and Shelley Jackson are among the leading figures in electronic literature, challenging traditional storytelling structures and making the reader's participation an essential element of the narrative.

Additionally, the creation of literary texts by artificial intelligence is becoming increasingly prevalent. The application of OpenAI's GPT-3 and GPT-4 models in literary experiments has sparked significant discussions. In Japan, a novel titled The Day a Computer Writes a Novel was co-authored by artificial intelligence in 2016 and even participated in literary competitions. This suggests that artificial intelligence may contribute to literature alongside human authors in the future.

Another crucial aspect of digital literature is the integration of virtual reality (VR) and augmented reality (AR) technologies into the reading experience. In VR literature, readers do not simply engage with the text but become active participants in the story itself. These experimental techniques are particularly popular in genres such as science fiction and cyberpunk. Furthermore, social media and digital platforms (such as Wattpad and Medium) are reshaping the literary landscape. Young writers are no longer dependent on traditional publishing houses; instead, they can directly reach their audiences, leading to the democratization of the literary process. Thus, artificial intelligence and digital technologies are playing an increasingly significant role in shaping the literary world. In the future, these technologies may elevate the creative process to new levels, foster deeper interactive engagement between readers and texts, and transform literary traditions. The next phase of literature may be defined by creative collaboration between humans and artificial intelligence.

To conclude and therefore, the modernization of literature in the 21st century is accelerating under the influence of globalization and technological progress. Key phenomena such as linguacultural transformations, intertextual connections, transnational literature, and code-switching are shaping contemporary literary discourse. Looking ahead, artificial

intelligence, digital innovations, and linguistic advancements are likely to propel literature into an entirely new era.

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