Role of Visual Media in Promotion of Literary Works in the Post Modern World

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ABSTRACT

This paper examines the role of visual media in promoting selected literary works in the postmodern world. With the rise of social media and other digital platforms, visual media has become an essential tool for authors, publishers, and book marketers to reach out to their target audience and generate interest in their literary works. The paper analyzes the practical examples of the use of visual media in promoting literary works, such as book trailers and social media platforms. Additionally, the paper discusses potential drawbacks to the use of visual media in promoting literary works, including oversimplification of the content of a book and creating unrealistic expectations among readers. Over time and with advancements in technology, the concept of literacy has evolved from a focus on individual reading and writing abilities to a broader emphasis on social transformation. Through a critical analysis of the use of visual media in promoting literary works, this paper offers insights into the complex and multifaceted role of visual media in promoting the literary works in the postmodern world.

Keywords: visual media, postmodern world, digital platforms, book trailers, social transformation, target audience

I. INTRODUCTION

Over the time and with advancements in technology, the concept of literacy has evolved from a focus on individual reading and writing abilities to a broader emphasis on social transformation. In the past, literacy was viewed as a means for personal growth, but in the 21st century, it is recognized as a result of social and cultural interaction. This interaction and transformation was the result of broadcasting the knowledge. With the advent of technology, literacy evolved from books into images and then came the upsurge of Visual Media. Visual media became an apt tool to reach the wider audience beyond traditional readers. Visual media provided a platform for marginalized voices and underrepresented communities in the literary world. Visual media delivered itself as a valuable tool for authors to connect with their readers and promote their work in a more personal way. By using video and social media, authors created a more direct and authentic connections with their readers, which helped them to build a loyal fan base and increase the book's popularity. It helped to expand the reach of the book, create excitement and engagement around the work, showcase diverse voices, and proposed a platform for authors to connect with their readers in a more personal way.

Thus, as collective intelligence has become prevalent in our networked society, literacy is no longer solely an individual occurrence, but rather an outcome of the participatory socio-cultural engagement.

The main aim of this paper is to evaluate the role of visual media in the postmodern world and its role in the promotion of literary works. The objective is to identify the benefits of visual media in literary works, to analyze the associated challenges of visual media while incorporating it into the literary work and to determine the technique of utilizing visual media in literary works, and also studies the effectiveness of visual media in literary works.

In the postmodern world, visual media plays a significant role in shaping culture, society, and politics. With the advent of new technologies and the internet, visual media has become more accessible and widespread than ever before. It is now a ubiquitous part of our daily lives, from social media platforms to television screens and billboards. Visual media has the power to influence public opinion and shape our perceptions of reality (Pardede, 2020).

Visual media can also introduce literary works to a wider audience, particularly those who may not be inclined to read books. This can be especially important for works that are considered classics or are written in a style that may not be accessible to all readers. It is also worth noting that visual media adaptations of literary works are often seen as separate works

in their own right, rather than simply a translation of the original text. This can lead to interesting discussions around the relationship between the two works, as well as provide an opportunity for new interpretations and perspectives.
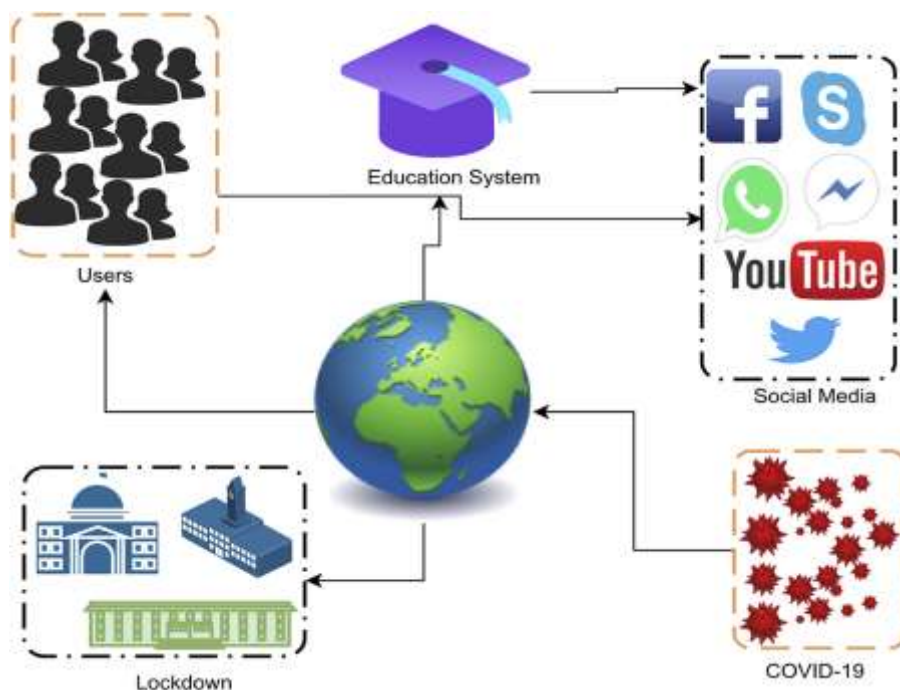

Figure 1: Visual media's impacts on Knowledge Acquisition and Dissemination
(Source: Khan *et al*. 2021)

Visual media has become an increasingly popular tool for promoting literary works. By adapting books into films, TV shows, or other visual media, publishers can reach new audiences and create a more immersive experience for fans. However, the impact of visual media on the promotion of literary works is complex and multifaceted, and it is important to critically evaluate both the benefits and limitations of this approach.

Visual media has a significant impact on literary works in different domains. Firstly, the rise of visual media has led to a shift in the way people consume and engage with literature (Pearce *et al*. 2019). Today's readers are often more visually oriented, and they expect books and other literary works to be more visually engaging. As a result, many authors are incorporating visual elements into their works, such as illustrations, graphics, and photographs. These visual elements can help to enhance the reader's understanding of the text and make the reading experience more immersive and engaging.

Visual media has had a significant impact on the promotion of literary works. One of the key benefits of visual media is that it can reach a wider audience than a book alone. Films and TV shows can attract viewers who may not have read the book and can generate interest in the original work. This can lead to increased sales of the book and can help to establish the author as a popular and successful writer. Another impact of visual media on the promotion of literary works is that it can bring the world of the book to life. For example, the *"Harry Potter"* films brought the wizarding world to life and helped fans to visualize the characters and settings in a way that they may not have been able to do by reading the book alone. This can create a deeper connection between the reader and the work, which can lead to increased engagement and interest in the book. Visual media can also help to create a sense of community around a literary work. For example, fans of *"The Lord of the Rings"* can come together to discuss the films and books, share fan theories, and attend events. This can help to build a sense of community around the work and can create a loyal fanbase.

Visual media can also impact literary works by providing inspiration for authors. Many authors draw inspiration from movies, TV shows, and other visual media when creating their own works (Kanik *et al*. 2019). Similarly, visual media can influence the themes and topics that authors choose to write about. Moreover, visual media can also serve as a platform for promoting literary works. Book trailers, for example, are short videos that are used to promote books and generate interest among readers. Similarly, social media platforms such as Instagram and Twitter can be used to promote literary works and connect with readers.

II.   LITERATURE GAP

While visual media can have a positive impact on the promotion of literary works, it is not without its limitations. One limitation is that the visual adaptation may not accurately represent the original work. For example, the "Hunger Games" films were criticized for not accurately depicting the violence and social commentary of the books. Another limitation is that visual media can overshadow the original work. For example, the "Harry Potter" films are often more well-known than the books and can overshadow the literary source material.

III.   DISCUSSION

From a literature point of view, one could argue that visual media are not always effective in representing literary works. This is because literature is a medium that relies on language, and therefore, it can be difficult to translate the nuances of language onto a visual medium (Pattiwael, 2019). Additionally, literature often relies on the reader's imagination to fill in the gaps, whereas visual media leave little to the imagination. Visual media can sometimes misrepresent the book or its themes and create false expectations for the reader. The use of visual media in promoting books is becoming increasingly common, which may make it harder for books to stand out from the crowd. Over-reliance on visual media may lead to neglecting other forms of promotion such as reviews, author interviews, and literary events, which can also be effective in promoting literary works. Visual media may be prone to technical difficulties such as slow loading times or compatibility issues, which may hinder its effectiveness as a promotional tool.

On the other hand, visual media can also enhance literary works by bringing them to life in a way that allows viewers to experience the story in a new and immersive way. For example, a well-made film adaptation can capture the tone and mood of a novel, as well as provide viewers with a visual representation of the setting and characters that can be difficult to convey through text alone. One of the primary benefits of using visual media to promote literary works is that it can expand the audience for the work. For example, a 2012 study by the Book Industry Study Group found that 55% of moviegoers who saw a film based on a book were inspired to read the book, and that 84% of those readers were satisfied with their reading experience (BISG, 2012). Similarly, a 2019 study by Penguin Random House found that book sales for a particular title increased by an average of 39% after the release of a film adaptation (Hawley, 2021). This suggests that visual media can be an effective way to introduce new readers to a literary work and generate interest in the book.
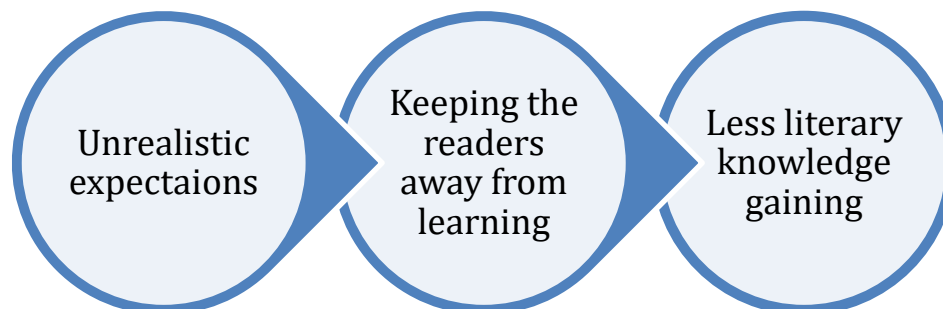
Figure 2: Actual Impacts of visual media on literary works
(Source: Self-developed)

When the book fails to live up to the hype generated by the marketing campaign. Visual media has had a significant impact on the promotion of literary works. While it can help to reach a wider audience and create a deeper connection between the reader and the work, it is not without its limitations. Authors and publishers must consider these limitations when deciding whether to promote their work through visual media. Once called media, but in the present world has its own identity like the augmented reality (AR), virtual reality (VR), and 3D printing which have become info-graphics.

IV.   CONCLUSION

In conclusion, visual media has a significant impact on literary works, from the way they are consumed and created to the way they are promoted and shared. As visual media continues to evolve and shape our culture, it will undoubtedly continue to impact the world of literature in new and exciting ways. While visual media can be a powerful tool for promoting literary works, it is important to use it in a responsible and thoughtful manner. By using visually engaging graphics and videos, authors and publishers can generate interest and excitement around their books. However, they must also be careful not to oversimplify the content of the book or create unrealistic expectations among readers. Finally, visual media can provide a valuable tool for authors to connect with their readers and promote their work in a more personal way. By using video and social media, authors can create a more direct and authentic connections with their readers, which can help to build a loyal fan base and increase the book's popularity. In conclusion, visual media can play a significant role in promoting literary works in the post-modern world. It can help to expand the reach of the book, create excitement and engagement around the work, showcase diverse voices, and provide a platform for authors to connect with their readers in a more personal way.

Overall, visual media can be a valuable and effective tool in promoting literary works, but it is important to use it in a strategic and thoughtful way that takes into account its merits and demerits. By using visual media, it can create a more immersive and interactive experience for their listeners and followers to store bulk information, sense out the content with greater accuracy and overall improve the communication skills and boost literacy.

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