

The Impacts of Social Media and Digital Environment on the Contemporary Arabic Literature: A Case Study About the Works of Ahlam Mosteghanemi

Authors : Zohreh Ghorbani Madavani, Masoumeh Mikaeili

Abstract : Social media, as one of the main tools in today's world, imposes deep impacts on human life, particularly in various cultural and literary areas. By providing platforms for direct communication between writers and audiences, these spaces have made great changes in the styles of literary works, writing, and publishing. The impacts of digital communication are very visible not only in the content of literary works but also in narrative structures, writing styles, and interaction of writers with audiences. Applying an analytical- descriptive approach, the present study investigates the impacts of internet communications and social media on the literary works of the Arab world and describes some instances of such impacts on the works of one of the most reputed contemporary Arab novelists, Ahlam Mosteghanemi. In this study, we specifically emphasize the changes in themes, narrative techniques, and writing styles of Mosteghanemi and investigate how she leverages digital environment facilities and potentials in creating works suited to her audiences' needs and expectations. This study indicates that social media has significantly helped the democratization of authorship and diversity in contemporary Arabic literature and has enabled writers to have more direct and interactive relationships.

Keywords : social media, digital impacts, narrative changes, writing style, contemporary literature, Ahlam Mosteghanemi

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