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In the 21st century, globalization has had a significant impact on literature in terms of both technological, thematic and aesthetic aspects. Modern literature is not limited to national and regional borders, but has become a platform for the expression of various cultures and social problems on the global stage. It is possible to emphasize that in the modern era of ongoing globalization, the role of literature is not only entertaining and aesthetic, but also an important tool in the formation of intercultural dialogue and social consciousness.

Literature in the 21st century is developing under the influence of rapidly changing social, cultural and technological conditions. Globalization, digitalization, multiculturalism and modern reader demands are fundamentally changing the themes, genres and styles of literature. The rapid change in literary trends leads to the emergence of new stylistic forms both in the creative strategies of authors and in the perception of readers.

Rapidly developing technology is characterized as an era of globalization and intercultural interactions. These processes have had a profound impact not only on the economic, political and social spheres, but also on literature. As a result of globalization, cultures from different regions of the world are interacting more closely with each other, as a result of which the themes, genres and ways of dissemination of literature are changing fundamentally.

Globalization has brought to literature, first of all, a diversity of subjects. Modern writers no longer deal only with national and regional problems, but also with global issues - migration, emigration, ecological crises, global justice and human rights. For example, authors such as Chimamanda Ngozi Adichie, Haruki Murakami and Elena Ferrante illuminate in their works the new challenges faced by individuals and societies in a globalized world.

Keywords: world literature, globalization, modern literature, digitalization, multicultural values, etc.

World literature is a broad field that encompasses the written and oral literary heritage of various peoples, and is an expression of human thought, culture and emotions. It does not consist only of the literature of a particular country or people, but unites the literary creativity of all mankind and plays an important role in the formation of global cultural relations. The concept of world literature encompasses both classical works and literary examples of the modern era and has gone through various stages throughout its historical development.

When summarizing the history of literary development, the role of ancient oral literature - epics, myths and lyric poems - is great at the first stage. During this period, people used mainly oral style to convey their life experiences and culture. The emergence of written literature in ancient Mesopotamian, Egyptian, Indian and Chinese cultures is important in terms of preserving cultural heritage in the history of mankind and transmitting it to future generations.

In the Middle Ages, religious and spiritual themes dominated world literature. Religious texts and moral treatises were widespread in European, Asian and Middle Eastern literature, and epic poems and lyric poems also developed during this period. In the 13th–18th centuries, the ideas of humanism and the Enlightenment formed the main themes of literature, and the social position of man and personal freedom came to the fore.

In the 19th century, the industrial revolution and social changes brought new themes to literature. Genres such as realism, romanticism, and naturalism became the main directions of the literary process. In the 20th century, postmodernism, experimental literature, and global literary movements expanded the boundaries of

world literature and contributed to intercultural dialogue. In the modern era, technology, globalization, and digital media have accelerated the spread of literature and created opportunities for the emergence of new styles and genres (1).

Thus, world literature has been formed throughout its historical development in accordance with the changing needs of human thought, culture, and society, and has been distinguished by its unique characteristics in each era. It is not only satisfied with providing aesthetic pleasure, but also has significance as an indicator of the social, philosophical, and cultural development of humanity.

The 21st century is characterized by a period of rapidly developing technology, globalization, and intercultural interactions. These processes have had a profound impact not only on the economic, political, and social spheres, but also on literature. As a result of globalization, cultures from different regions of the world are interacting more closely with each other, as a result of which the themes, genres and ways of dissemination of literature are fundamentally changing.

Globalization has brought to literature, first of all, a diversity of topics. Modern writers no longer deal only with national and regional problems, but also with global issues - such as migration, emigration, environmental crises, global justice and human rights. For example, authors such as Chimamanda Ngozi Adichie, Haruki Murakami and Elena Ferrante illuminate in their works the new challenges that individuals and societies face in a globalized world.

On the other hand, globalization has also affected the methods of dissemination of literature. Thanks to digital media and the Internet, works reach a wider audience, and translation and distribution opportunities

are increasing. At the same time, new genres such as multimedia literature and interactive stories have emerged, which are closely related to the technological side of globalization. This makes literature not only a work to be read, but also a cultural product to be experienced.

Globalization also promotes intercultural dialogue in literature. Writers from different countries learn about each other's cultures, which leads to both the enrichment of literary styles and the expansion of reader perception. Postcolonial and feminist approaches to criticism have become even more relevant in the context of globalization, highlighting the polyphonic and multicultural nature of world literature.

In the 21st century, globalization has had a significant impact on literature from both a technological, thematic and aesthetic perspective. Modern literature is not limited to national and regional boundaries, but has become a platform for the expression of different cultures and social problems on the global stage (2). It can be emphasized that in the modern era of globalization, the role of literature is not only entertaining and aesthetic, but also an important tool for intercultural dialogue and the formation of social consciousness.

Literature in the 21st century is developing under the influence of rapidly changing social, cultural and technological conditions. Globalization, digitalization, multiculturalism and modern reader demands are fundamentally changing the themes, genres and styles of literature. The rapid change in literary trends leads to the emergence of new stylistic forms, both in the creative strategies of authors and in the perception of readers.

The main role in the change of literary trends belongs to the principles formed by literary movements such as postmodernism and post-postmodernism. In these movements, linear narrative structure, hero-centered approach and classical genre rules give way to experimental structures, metafiction, polyphony and intertextual approaches. As a result, authors invite the reader not only to follow the story, but also to analyze the text, to understand its different levels.

The emergence of new stylistic forms is also associated with the integration of technology into literature. Digital platforms, e-books, interactive stories and multimedia works expand the traditional boundaries of literature. Such works transform the reader from a passive receiver to an active participant and turn literature into an experienced phenomenon. At the same time, social media and online literary platforms allow authors to quickly publish their work and instantly connect with a global readership.

The rapid change of literary trends also affects the richness of the subject. Global issues such as social justice, gender equality, environmental problems, migration and globalization are among the main themes in contemporary literature. Under the influence of different cultures, new narrative techniques, poetic forms and dramaturgical structures are formed, which strengthens the polyphonic and multicultural character of literature.

Consequently, the rapidly changing trends of literature in the 21st century and the emergence of new stylistic forms both expand the possibilities of creativity

and strengthen the interactive relationship between the reader and the author. This process reveals literature not only as an aesthetic product, but also as a dynamic phenomenon in a social, cultural and technological context.

Since the second half of the 20th century, major changes have occurred in literature, and postmodern trends have come to the fore, in contrast to classical realist approaches. Postmodernism is an aesthetic movement in which certain rules, linear story structure and the concept of objective truth are questioned in literature. This trend has opened up new possibilities of experience and creativity for both the author and the reader (3).

The experimental novel is one of the main forms of postmodern literature. In this genre, authors experiment with traditional novel structures, moving away from the hero-centered plot line, using different perspectives, time jumps, and unconventional storytelling techniques. For example, James Joyce's *Ulysses* and Thomas Pynchon's *Gravity's Rainbow* are examples of experimental novels. In these works, the boundaries of language, plot, and structure are expanded, and the reader is a more active participant in constructing the story.

Metafiction, on the other hand, is a technique that expresses literature's own thinking. In metafiction, the author provides intratextual comments about the text, reveals the construction of the story, and invites the reader to accept the artificial structure of the story. This approach leads the reader to a more conscious perception of the difference between literary illusion and reality. Metafiction is also one of the critical elements of postmodernism, because it questions the boundaries of literature and traditional genre rules.

In modern world literature, postmodernism, the experimental novel, and metafiction complement each other. They present literature not only as a means of storytelling, but also as a means of thought, social, and cultural analysis. The influence of these trends and techniques is clearly visible in the works of authors as diverse as Salman Rushdie, Don DeLillo, Italo Calvino. They blur the boundaries between reader and author, making literature more dynamic, interactive, and multi-voiced.

As a result, postmodernism, the experimental novel, and metafiction mark a new stage in the development of world literature. These trends and techniques do not limit themselves to presenting literature as an aesthetic product alone, but also open up vast opportunities for intercultural dialogue, social awareness, and reader participation.

In the 21st century, literature has begun to move beyond the traditional book format and make extensive use of technology. Multimedia and digital literature are among the most striking examples of this process. This type of literature does not consist solely of written text; it combines visual elements, sound, animation, interactive graphics, and other multimedia components to provide the reader with a richer and more complex experience.

Multimedia literature emphasizes the interactive experience of the reader. The work is not just read, but

also felt and experienced in a reciprocal way. The technologies used in such works directly affect the plot, character development, and aesthetic impact of the story. For example, interactive stories, visual novels, and multimedia poetry invite the reader to participate as an active participant rather than a passive recipient.

Digital literature, on the other hand, encompasses literature distributed via the internet, e-books and online platforms. Blogs, online narratives, electronic literature journals and interactive writing projects are examples of digital literature. One of the advantages of digital literature is its global distribution capabilities; the author can instantly deliver his work to any point in the world. This strengthens intercultural dialogue in the era of globalization and makes it easier to reach different groups of readers(4).

Multimedia and digital literature also expands the boundaries of traditional genres. Classic genres such as poetry, drama and novels are no longer based solely on text; visual, audio and interactive elements complement the content of the work, enriching the reader's experience. This makes literature more dynamic, multi-voiced and relevant to the demands of the modern era.

As a result, multimedia and digital literature play an important role in the development of 21st century literature. It strengthens the interactive relationship between reader and author, turns literature not only as an aesthetic product but also as an experiential phenomenon and promotes intercultural dialogue in a globalized world.

In the 21st century, poetry and drama have begun to explore new aesthetic and stylistic possibilities, moving away from their traditional forms. In modern times, literature offers ample opportunities not only as a means of expressing stories and feelings, but also as a means of creating interactive relationships with readers and audiences. This process has created conditions for the introduction of new forms and styles into the development of poetry and drama.

New forms and styles in poetry are mainly related to increasing the flexibility and visual capabilities of language. Modern poets are creating new genres such as free verse, visual poetry, performative poetry, and multimedia poetry, breaking away from the rules of classical meter and rhyme. Visual poetry, for example, allows the reader to perceive the meaning of a poem not only from the words themselves, but also from their spatial organization and graphic structure. Performative poetry, on the other hand, enhances the aesthetic and emotional impact of poetry by involving the reader in the experience as an actor.

New forms and styles in dramaturgy, on the other hand, expand the classical structures of theater. Modern playwrights use, for example, non-linear plot, interactive stage, multimedia performance, and improvisation techniques. These approaches provide active interaction with the audience and change the traditional concept of the performance. The transition from literary text to the performance process leads to the emergence of both visual and emotional elements in dramaturgy.

The introduction of new forms and styles in contemporary poetry and dramaturgy is also important in terms of the expression of social and cultural issues.

Gender, race, migration and environmental issues are highlighted in contemporary poetry and dramaturgy (5). This process strengthens not only the aesthetic but also the social function of literature. Contemporary authors and directors, such as Sarah Kane, Caryl Churchill and Anne Carson, include both formal innovations and deep spiritual and social themes in their works.

Literature is not only an aesthetic and entertaining phenomenon in human society; it is also a social and cultural tool that plays an important role in the formation of human behavior and culture. It has the ability to influence a person's inner world, way of thinking, moral principles and social relations. Throughout history, literature has played an important role in the formation of both individual and collective behavior.

Through literature, people learn about different life experiences and cultures, perceive different perspectives and develop empathy skills. For example, novels, stories and dramas introduce the reader to different personalities and social environments, and allow them to understand their decisions, feelings and behaviors. This process strengthens a person's social consciousness and cultural identification.

Literature also plays an important role in the protection and transmission of the moral and ethical values of society. Classical and modern literary examples introduce people to values such as justice, compassion, conscience and human rights, and strengthen the normative framework of social behavior. In this regard, literature acts as a guarantor of both individual development and social balance.

Literature has an impact on the formation of culture both at the global and national levels. The literary heritage of different peoples conveys their language, history, customs and values to future generations. At the same time, modern world literature, under the influence of globalization, creates a dialogue between different cultures, creating conditions for understanding different social and cultural perspectives. This shapes the reader's attitude to both national and global culture.

The influence of literature on human behavior and the formation of culture has also expanded with the development of technology. Digital literature, interactive stories and multimedia poetry offer readers a more dynamic and participatory experience, making the process of studying culture and modeling social behavior more effective.

Literature is not only an aesthetic and entertaining art form; it is also an important tool for understanding different cultures. People get to know the lifestyle, traditions, values and way of thinking of other countries and peoples closely only through literature, and develop empathy and cultural sensitivity skills. This feature makes literature one of the main tools of global intercultural dialogue.

Literature introduces the unique characteristics of different cultures, introducing the reader to the worldview and social values of that culture. The images, events and symbols in novels, short stories, dramas and poetry reflect both historical and contemporary aspects of the culture. For example, Chinua Achebe's *Things Fall Apart* introduces Nigerian and Igbo

cultures, allowing the reader to become familiar with different social structures and traditions.

The role of literature in understanding different cultures is not limited to national borders. In the era of globalization, world literature allows readers to compare different cultures, see similarities and differences. Contemporary writers, such as Haruki Murakami and Elena Ferrante, present Japanese and Italian cultures to readers from different perspectives, strengthening their intercultural empathy and understanding.

Literature also plays an important role in eliminating cultural stereotypes and misconceptions. Works that present the lives of different peoples and societies through realistic and subjective experience create conditions for the development of intercultural dialogue and mutual respect in the reader. In this regard, literature is an effective tool in shaping both intercultural and social understanding.

In the digital era, there are factors that further expand the intercultural role of literature. E-books, online literary platforms, and multimedia works make it easier for readers to get acquainted with cultures from different corners of the world. This, in turn, accelerates the mutual understanding of different cultures in the era of globalization and enriches the reader's perception.

Consequently, literature is a key tool in shaping human behavior, developing social consciousness, and preserving cultural values. It supports both individual development and contributes to strengthening the cultural and social structure of society.

Literature plays a central role in understanding different cultures. It increases the reader's empathy and cultural sensitivity skills, eliminates stereotypes, and strengthens intercultural dialogue in a globalized world. In modern times, this impact has become broader and more diverse with the interactive and digital capabilities of literature.

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