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## The Future of Literature: Literature in the Future

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### Abstract

Creative writing today confronts an unprecedented transformation. With the proliferation of digital platforms such as E-zines, audiobooks, blogging, Instagram poetry, and smartphone-based reading ecosystems, literature no longer circulates within stable communicative frameworks. More radically, the emergence of AI-driven writing boards capable of generating stylistic hybrids on command unsettles the very premise of authorship. What was once attributed to imagination, memory, and lived experience can now be statistically simulated. The 'author' risks becoming a curator of prompts.

The familiar lament—"Where have all the readers gone?"—coexists paradoxically with vast industries devoted to search, retrieval, and algorithmic recommendation. In the Information Age, the challenge is no longer discovery but predictive precision: the 'right' expression delivered to the 'right' reader at the 'right' moment, increasingly determined by data analytics. Literature thus appears to have moved from the era of 'Need,' through the market-driven age of 'Want,' into a new phase of algorithmically generated desire.

By juxtaposing this condition with the ancient Indian distinction between Shruti (revelation) and Smriti (recollection), and with traditions of textual nesting and interpolation, this paper argues that AI authorship represents a radicalized, disembodied form of recollection—cultural memory without memory. If readers seek reverberation—a partial familiarity that allows them to "own" a story—AI now industrializes that familiarity at scale. The question is no longer whether machines can write, but whether algorithmic resonance will redefine creativity itself, preserving culture through simulation or replacing it through optimization.

**Keywords:** AI Interventions, Demand and Supply of Writing, Information Age, Linguistics, Literature, Readership, Writing Challenges

### Introduction

Creative writing in the twenty-first century stands at a decisive threshold. The emergence of digital platforms such as E-zines, audiobooks, blogging ecosystems, Instagram poetry, Kindle-based circulation, and smartphone-mediated reading has altered not merely the modes of distribution but the very structure of literary production and reception. Literature today travels through interfaces, algorithms, and data architectures that did not exist even two decades ago. The consequence is not simply technological acceleration; it is a transformation in the ecology of authorship, readership, and cultural memory.

For a long time, the anxiety surrounding literature was framed in terms of declining readership. Authors and publishers lamented the disappearance of the serious reader, the shrinking of attention spans of younger generation, and the erosion of print culture – both its artistry and technology. Yet this lament now coexists with an unprecedented expansion of reading infrastructures. Giant industries are now investing in developing tools for search, retrieval, recommendation,

and digital archiving. One can now easily locate a forgotten author, retrieve an obscure text, or generate stylistic imitations within seconds, although there is always an alarm bell of ethics ring in the background. The problem, therefore, is no longer the absence of access but the overabundance of possibility. Further, in the Information Age, the challenge lies in precision: identifying the 'right' direction, the 'right' quotation, the 'right' phrasing, and increasingly, the 'right' audience predicted in advance through algorithmic analytics. The audio-book versions of writings have made the texts more accessible, both, for differently abled population and for the readers with advanced age and limited vision.

Simultaneously, AI-driven writing systems have introduced a deeper disruption. What earlier required memory, experience, and craft can now be statistically simulated. A chatbot can be instructed to write in the combined styles of Baudelaire (being a modernist of decadence) and Mallarmé (being a symbolist of pure poetry). The AI tool can be ordered to generate poetry with end-rhyming, or even in a particular metre. It can churn out essays, or narratives that approximate tonal familiarity. The result may not be identical to lived authorship, and a conscientious reader can easily detect that. But it is often convincing enough to destabilize traditional distinctions between originality and imitation. In this context, the author risks becoming a curator of prompts, and creativity risks being redefined as the orchestration of generative systems. Of course, many will present a counterargument saying that like the AI tools of authorship, the editorial tools have also become sharpened enough to check the generativity quotient of a text. The question is no longer whether AI or any kind of machines can assist in writing; it is whether authorship itself is being contested. Are future generation writers being reconfigured into a collaborative or even subordinate position within algorithmic infrastructures? The answer to this and related questions will be important to understand the transformation. Is this transformation comparable to going from classical dance to medieval theatre into modern-day cinema?

This transformation must also be understood economically. For centuries, creative endeavour was linked to what might be called the response to our 'Need.' Literature, theatre, music, and art – all fulfilled existential, communal, and mnemonic functions. Even when patronage structures existed, writing was perceived as participating in the moral and imaginative life of society, and authors were given the status of sages who were otherwise generators of new knowledge systems. The twentieth century, marked by industrial expansion, global conflicts, and mass media, intensified another driver: 'Want.' Writing increasingly became embedded within market logics, bestseller mechanisms, and expansionist publishing strategies. The influence of mass marketing was such that the market also tried to push many languages with smaller readership or nascent writing tradition out of circulation. That gave rise to migration of many authors to those linguistic traditions where they could sell more, or have greater number of readers. In the present century, however, we witness a further shift. Desire itself is increasingly shaped, anticipated, and amplified through recommendation engines and predictive analytics. The familiar 'demand-and-supply' model now operates through data-driven feedback loops. Algorithms do not merely respond to reader preference; they actively structure and refine it. These changes have affected writing, music scores and film industry, all of them.

From a Digital Humanities perspective, this shift demands careful theoretical attention. Digital Humanities has foregrounded questions of textual digitization, distant reading, metadata architectures, and platform culture. Yet the deeper semiotic implications of algorithmic mediation for creativity and cultural preservation remain under-theorized. The linguists who championed syntactic theorisations and word formation theories have somehow felt shy in coming up with theories to explain this aspect of semiotics. When AI systems generate text by drawing upon vast corpora of digitized literature, they operate as engines of synthetic recollection. They compress cultural memory into probabilistic patterns. The outcome is not simple reproduction but scaled simulation—a form of cultural recall detached from embodied transmission. When one detaches this kind of writing from the contexts such authors as drivers of these tools share with their readers, the result is bizarre.

To understand the magnitude of this shift, it is instructive to look backward. In the ancient Indian tradition, texts were classified as Shrutī (meaning, 'that which is heard,' or revelation) and Smṛitī ('that which is remembered,' or recollection). The authority of Shrutī lay in its primitive and originary shape, often in sacred transmissions; Smṛitī functioned as interpretation, expansion, and clarification. Over centuries, texts accumulated layers through commentary, interpolation, and narrative nesting. Authorship was frequently collective, iterative, and embedded within tradition. Memory was no more a passive storage but was an active renewal.

The contemporary condition bears a curious resemblance to this layered textuality, yet with a decisive difference. AI systems also operate through recollection, but a recollection that is statistical rather than mnemonic, distributive rather than embodied. Where Smṛitī involved interpretive continuity within a living cultural matrix, algorithmic recollection extracts patterns from massive datasets and redeploys them without consciousness, intention, or situated memory. One might call this 'cultural recollection of memory without an actual memory component.' The continuity appears intact; the epistemic grounding is transformed.

At the level of reception, another phenomenon becomes crucial: reverberation (à la Jean Baudrillard) [1]. While 'resonance' refers to a surface-level, horizontal echoing of known or iterative themes, 'reverberation' is a vertical, deeper phenomenon that touches the reader's innermost being and transforms the thought processes of readers. In fact, readers have long sought a sense of partial familiarity, when they are exposed to any texts – literary or visual, a recognition that the story being told echoes their own experiences, memories, or expectations. Literature achieves affective force when

it resonates, when it creates a reverberation between text and reader. Traditional narrative strategies often began with the familiar and gradually moved toward estrangement, opening new imaginative vistas. Today, however, algorithms are increasingly capable of identifying and amplifying precisely those elements that maximize familiarity and engagement. Reverberation, once an aesthetic and cultural phenomenon, risks becoming an engineered outcome, which I think is the biggest danger.

This paper argues that literature has moved from memory-based reverberation to algorithmically mediated resonance. By bringing together media theory, political economy, Digital Humanities scholarship, and the South Asian distinction between Shrutī and Smṛitī, it proposes a semiotic framework for understanding the transformation of creativity in the age of artificial authorship. The stakes are not limited to market dynamics or technological novelty. They concern the future of cultural preservation itself: whether digital infrastructures will sustain layered, dialogic textuality or compress it into optimized patterns of consumption.

If literature once enabled societies to remember, imagine, and reinterpret themselves, we must now ask: when algorithms remember for us, who – or what – becomes the custodian of culture?

### **Writing and the New Challenges**

Teaching of languages and linguistics now cannot avoid looking at the field of literature. It could never do so, whether in Ancient Greece or in Ancient India. But with the introduction of E-Zines on the internet, or thanks to the Audiobooks as well as the story-telling platforms hitherto unheard of, such as Blogging, or Instagram (where we are flooded with 'Instapoetry' these days) and with the introduction of the smartphone with various Apps, the Kindle platform, or the Tablet, the Satellite and Cable-on-demand Television, creative writing has assumed a challenge that is unprecedented. Language analysis will also have to evolve or mould itself accordingly because these platforms and contexts must be taken into account when we look at the newer expression patterns, abbreviations, lexical coinages etc.

Add to that the market segmentation as well as algorithmic marketing, and you would notice that there are many game-changing happenings in the 21st Century that pose a rare challenge. With the rise of literacy figures all over the world, the demand for suitable reading materials has also increased manifold. The genres and books that disappeared once have begun making appearance again today.

"The old rainforests of culture have been cleared away, and literature, with its prehensile hands and brachiating arms, now reaches for heights it can no longer climb and stares into distances it can no longer see". - said R. Scott Bakker in his blog titled 'Three Pound Brain' [1].

Added to that has emerged the AI-driven or AI-based writing boards where one could order a ChatBot to write a report by mixing the styles of Shakespeare and Milton. What that result could be was not explored earlier but these are all new possibilities and challenges for both literary critics and linguists.

If one thinks about an 'Imaginary Dialogue,' we come across the possible scene such as this [2,3]:

- "Where have all the readers gone?" - Ask many authors. But more than the authors, it is the question asked by the publishers and Book Fair people.
- "Who has the time to read?" – Someone tries to answer in a weak voice, "Earlier, readers tried finding in writing what they did not find in classrooms or in the family - in life. But we don't depend on literature to find anything anymore."
- That's true, I sighed. Because there are whole giant industries that have come up on the art and science of finding – to find an address, or a long-lost friend, or even a forgotten author, we are used to google now. For smarter searchers, there are more apt engines now.
- "Wondering, in that case – has Literature become a luxury item now, no longer needed by the common man – who once had only authors to let their imagination run far and wide?"
- "Well, we could assign a new task to literature. It does not have to find and discover now – but it can still be of great help for the readers. It can dig out, stain, or in other words, it can do sorting ."

### **The Demand and Supply of Writing**

There is a 'Demand-and-Supply' aspect of creative endeavours of all kinds now. In fact, 'Need ' has been the driving force deciding on the nature of the economic connection of supply and demand earlier. Good writing, grand theatre, soothing music or great piece of art were all perceived as our 'need' in life. So writing and writers thrived on that until the 19th century. The 20th Century saw grand collapses, bloody wars and great betrayals, as also the industrial revolution. It is this industrial revolution that highlighted 'Want ' as the main economic driver.

Assuming that Writing turned into luxury goods, the consequence is that they must satisfy the requirements of the Age of Want now. The publishers would now be looking for expansion of their market bases by identifying the potential buyers in bulk. That would enable them to hit 'targets' they could never definitively define, for which they depended entirely on their 'hunches' than on any kind of analytics or hard data-base. Making and Unmaking of many big-time publishers and selling outlets could be explained based on this approach taken vis-à-vis Writing.

In an Information Age, the mechanism or ability to hit upon what is 'right' is the biggest challenge – the right quote, or the right direction, or the right step, including the right adjective and expression. Prior to this age, or just when the entertainment industry was taking up the case of making use of writing to kindle the spectators' imagination, the challenge was to locate or identify the 'want' – the gap. The assignment of the authors 'employed' by the newspaper houses or the movie moguls was to identify what common man 'lacks' in life – money, romance, show of opulence, or even the unknown and unholy connections and networks in the underworld, etc. - for which he is ready to spend time and money. The Pulp Fictions and the Best-Sellers thrived on this ability to supply those images.

### **The Algorithm of Selling and Buying**

The Suppliers and Buyers of books are like the Senders and Receivers in communication. The original Speakers of this communication in the matrix are the authors who revel on this possibility of less-than-stable connections between senders and receivers. So theoretically, the writer could always take a position that he 'writes for himself,' according to their whim and fancy, or according to what they perceive as gaps and wants. These authors thus believed that the uncertainties or the inefficiencies of the system would somehow allow them to 'find their reader.'

The buyers-receivers then often depended on the book-ads as well as favourable reviews to 'settle' for less than stable communicative relationships and so be more open to literary experiences by taking risks to buy/read new authors.

The Suppliers-Publishers, in collusion with magazines and newspapers, depended heavily on the manipulations to get favourable reviews for their books. The quotable quotes in the Guardian or in the Times Literary Supplement were fed back on the book covers to promote their books as best-sellers.

But during the last two decades, the likes of Amazon and Flipkart, and numerous other apps have changed the game by adding buttons like 'You might also like...' feature below a book and its summary to target buyers with some kind of preference parsing algorithms that 'helped' them with exactly what they want. These marketing algorithms are there to stay until someone comes up with smarter sales strategies on the web-platform.

### **Revelations and Recollections in Ancient India: Shruti and Smriti**

'Texts' in the ancient Indian tradition were classified Shruti (meaning 'that which is heard') – a number of Sanskrit texts regarded as 'revelation' and Smriti or, 'recollection' i.e. texts that are based on memory, or traditions, where the role of the latter has been to explain, interpret and clarify primary revelations, e.g. Puranas, Manu-Smriti, the Arthashastra of Kautilya and the Tantric treatises. Similar to Shruti and Smriti, the Buddhist Tibetan versions of Indian writings were also classified into Kanjur (bka'gyur - the commandments of Buddha) and Tanjur (bstan'gyur - doctrinal teaching given by subsequent teachers), including the Tibetan versions of the Sanskrit Nitisastras [4].

The multiple references and nesting techniques of Indian texts served as a strategy for later authors to gain entry and acceptance. It is a separate matter that both Greko-Roman and Indian tradition believed that writing or Kriti would lead people to shun dependence on their memory, or Smriti.

A question would then come up before us, and we cannot simply wish it away: Can Literature (or films or theatre, for that matter) be viewed as 'Manipulation'? Not that it has never happened. Not that none has thought about such a possibility.

In ancient India, the trend of writing as 'Someone else' was as common as expanding a known text and story. Numerous plays and fictions/upakhyanas have come out of the epics any way. Recall that there were thirteen Chandidasas and three Vidyapatis in the Medieval period in the Magadhan languages, Bangla and Maithili.

However, authors of later-day texts went on adding their writing to create multiple nesting in the already existing and acclaimed texts, as pointed out by in his *The Ramayana & Mahabharata* [5].

"The real Epic ends with the war and the funeral of the deceased warriors. Much of what follows in the original Sanscrit poem is either episodic or comparatively recent interpolation. The great and venerable warrior Bhishma, still lying on his death-bed, discourses for the instruction of the newly crowned Yudhishtir on various subjects like Duties of Kings, the Duties of the Four Castes, and the Four Stages of Life. He repeats the discourse of other saints, of Bhriku and Bharadwaja, of Manu and Brihaspati, of Vyasa and Suka, of Yajnavalkya and Janaka, of Narada and Narayana. He explains Sankhyaphilosophy and Yoga philosophy, and lays down laws of Marriage, the laws of Succession, the rules of Gifts, and the rules of Funeral Rites. He preaches the cult of Krishna, and narrates endless legends, tales, traditions, and myths about sages and saints, gods and mortal kings. All this is told in two Books containing about twenty-two thousand couplets, and forming nearly one-fourth of the entire Sanscrit Epic!"

### **Literature as Reverberations**

Traditionally, everybody agrees that teaching literature (especially Literature of English, or Literary Studies – such as Commonwealth Literature or Asian Studies, mediated through English is a challenging task. Because there has been a downpour of writings in English from so many continents and on so many devices and platforms, studying literature

in English poses some additional problems. There have been many recent suggestions as to how to overcome this challenge, as the one suggested by through what they call 'The Systematic Literature Review' (SLR) activity in what they call a PRISMA framework, where the SLR follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) [6]. To give them the credit due, they present us a graphical representation of the complete process of doing a systematic review and meta-analysis, including the search for relevant articles, the filtering of them based on certain criteria, and their quality assessment. They, however, narrow the problems down to only three factors: student-related challenges, teacher-related challenges, and external-related challenges. But the key gap and limitations in their approach is that we have not yet learned to focus on the new challenges of creativity which is elaborated here.

Traditionally, the teaching and study of literature—whether English literary studies, Commonwealth writing, or Asian literatures mediated through English—have been regarded as intellectually demanding because of the sheer diversity of texts, contexts, and interpretive traditions. In the present century, this challenge has intensified due to the proliferation of writing across platforms and devices. The difficulty is not merely quantitative; it is qualitative. We are confronted with a transformation in the very structure of literary experience.

The argument advanced here is that the enduring power of literature lies not merely in resonance but in reverberation. While the two terms may appear synonymous, they operate at different depths of experience. Resonance suggests a surface-level echo—a repetition of themes, motifs, or stylistic features that align with reader expectations. It is horizontal, iterative, and often predictable. Reverberation, by contrast, is vertical and transformative. It penetrates inward. It activates memory, disturbs settled perceptions, and alters the reader's cognitive and affective orientation. Where resonance confirms, reverberation unsettles and reconfigures.

The idea presented here is that the readers like to feel a reverberation as they read a text – a sort of partial familiarity with the story or narrative style to feel as if the story is 'owned' by them – it was their story being told by an author. Resonance that gets reverberated a la Bachelard would say that our texts must have the ability to evoke, suggest, or rekindle images, memories, and emotions – be an echo of them, so much so that the readers find a familiarity of sorts. This twin concept of resemblances and familiarity have been the features that have been heavily used in ancient Indian tradition. The way our stories end must leave the readers gasping for more or leave them with a desire or an imagination of the after world.

Similarly, the way a creative text begins in our tradition shows the strategies of foregrounding a familiar scene or an image evolving before our eyes. Often on, we can even 'smell' a story before it is fully revealed. The trick is then to act or move in the opposite direction to what the reader would expect, in a manner that would be shocking – as if to open a new vista or venue before her that she could never imagine. Taking from the familiar plane to the unfamiliar arena is the strategy we often used. Therefore, we need a more robust graphic-theoretical approach to map the newer kinds of creativity and bring that in to analyse the generation of texts and their impacts.

In classical literary traditions—including the South Asian narrative world—texts often begin with the familiar. A scene, a setting, a moral dilemma, or even a tonal register is introduced in such a way that the reader feels immediate recognition. This is not accidental. Familiarity provides the threshold of entry. Yet the narrative then gradually shifts direction. It moves from the known plane toward the unfamiliar arena. Estrangement, in Viktor Shklovsky's sense, becomes a technique of renewal. The familiar is defamiliarized; perception is slowed; consciousness is compelled to re-examine what it took for granted. It is in this movement—from recognition to disruption—that reverberation occurs.

Gaston Bachelard's reflections on poetic space suggest that images do not merely describe; they "reverberate" within the depths of being. The reader does not passively consume a metaphor; rather, the metaphor awakens latent memories and associations [7]. notion of the 'implied reader' similarly indicates that literary texts are structured to activate participation. Meaning emerges not from simple decoding but from the filling of gaps [8]. Reverberation, therefore, is not an ornamental effect. It is a semiotic event in which text and reader co-constitute each other.

One may formalize this process as a Reverberation Cycle:

- Familiar Frame – The text establishes recognizability.
- Recognition – The reader identifies parallels with personal or cultural memory.
- Estrangement – The narrative deviates from expectation.
- Internal Echo – The deviation triggers reflection and affective response.
- Reconfiguration – Memory and perception are subtly altered.
- Afterlife of Meaning – The text continues to echo beyond its closure.

In this model, literature functions not as information delivery but as cognitive transformation. Its purpose is not simply to satisfy desire but to expand imaginative capacity. The danger in the present digital environment lies in the growing substitution of reverberation by engineered resonance. Recommendation systems, predictive analytics, and engagement metrics operate by identifying patterns that maximize familiarity and minimize friction. Algorithms analyse past preferences, cluster readers into behavioural profiles, and generate outputs that are statistically aligned with prior engagement. AI-driven writing systems further intensify this tendency by producing stylistic approximations drawn from

massive corpora. What results is not estrangement but optimization? The unfamiliar is often filtered out as risk.

If reverberation depends upon the tension between recognition and rupture, algorithmic systems privilege recognition without rupture. They refine familiarity. They industrialize it. They convert the deeply layered phenomenon of cultural memory into a scalable dataset. In this sense, algorithmic resonance is a flattened echo: it reverberates on the surface without descending into depth.

The contrast becomes sharper when viewed in light of the Shruti–Smriti distinction discussed earlier. In ancient Indian epistemology, Shruti represented originary revelation, while Smriti constituted living recollection—interpretive continuity within a community. Smriti was not mechanical repetition; it was renewal through memory. Layers accumulated through commentary, interpolation, and narrative nesting. Each addition was embedded within a dialogic tradition. Memory was embodied, situated, and accountable.

AI systems, by contrast, enact a form of recollection detached from lived continuity. They extract statistical regularities from digitized corpora and redeploy them as generative probabilities. The output resembles memory but lacks mnemonic responsibility. It may echo cultural forms, but it does not inhabit them. This is why one might describe AI authorship as ‘cultural recollection without memory.’ It simulates reverberation while structurally privileging resonance.

This shift has significant implications for cultural preservation. Digital Humanities has rightly celebrated the possibilities of digitization, archival expansion, distant reading, and metadata analysis. Vast textual traditions that were once fragile or inaccessible can now be preserved, indexed, and studied at scale. However, preservation is not synonymous with replication. A culture survives not merely because its texts are stored but because they continue to reverberate—because they retain the capacity to provoke estrangement, renewal, and reinterpretation.

When algorithms optimize for engagement metrics – click-through rates, reading duration, emotional polarity, they risk privileging texts that confirm existing dispositions. Over time, such optimization may reduce the diversity of imaginative exposure. The reader is fed what aligns with prior taste, and deviation becomes statistically improbable. The reverberation cycle contracts into a feedback loop:

- Preference Data
- Predictive Output
- Familiar Engagement
- Behavioural Reinforcement
- Data Capture
- Refined Prediction

This Algorithmic Resonance Loop is efficient, profitable, and scalable. But it is not equivalent to the reverberative process that has historically sustained literary cultures.

The stakes, therefore, extend beyond authorship to pedagogy and preservation. If literature becomes primarily a vehicle for optimized familiarity, its transformative function diminishes. The task before scholars in Digital Humanities and literary studies is not to reject technological mediation but to theorize its semiotic consequences. We must ask whether digital infrastructures can be designed to sustain estrangement as well as familiarity, to encourage cognitive expansion rather than merely confirm behavioural patterns.

Reverberation, in this sense, becomes a normative principle. It reminds us that creativity involves risk, deviation, and depth. It affirms that cultural memory is not a database but a living process of reinterpretation. And it challenges us to ensure that the future of literature is not reduced to algorithmic simulation but remains capable of unsettling, renewing, and transforming the reader.

If resonance secures engagement, reverberation secures meaning. The future of literature may depend on whether digital systems can preserve that distinction, or whether optimization will quietly replace transformation.

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