**Prospectus**

1. Book description

The book examines the influence of social media on modern Arabic literature from 1995 until today, from three perspectives: content, form and structure, and language.

The book is comprised of four chapters:

Chapter 1 discusses the influence of social media on literary content and shows the extent to which these media have become ingrained in our lives as societies and as people. The chapter provides various examples of literary genres (poetry and prose) that describe the changes that have transpired in Arab society in the shadow of social media from the perspectives of different Arabic authors.

Chapter 2 examines literary genres published on various social media and shows how these media influence these genres in terms of form and structure. In other words, the chapter shows the changes that have transpired in these literary genres as a result of the transition from print to digital publication online.

Chapter 3 discusses the influence of digital publishing and social media on the language of a literary text. The chapter gives examples of various texts mentioned in the previous two chapters, by means of which it points to the appearance of new words, terms, and styles of expression in modern literature.

Chapter 4 summarizes the new literary phenomena examined in the previous chapters and assesses their disadvantages and advantages, and ultimately attempts to form a vision of the process of development of Arabic literature in the digital age.

**The book’s uniqueness**:

1. This is the first book to distinguish between two kinds of literature in their relation to social media:
2. Social media literature: this is literature whose content deals with social media and its impact on social life. The book suggests a new term, “social media literature,” which is similar to other terms that reflect the content of literature, such as “war literature,” “prison literature,” “Intifada literature,” etc.
3. Literature in social media: this is literature published on various social media platforms, with no relation to its content.
4. The book attempts to describe the literary phenomenon in its affinity to social media as broadly as possible, devoting an entire chapter to each aspect (content, form and structure, and language) on the one hand, and discussing as many texts as possible, on the other.
5. In contrast to most studies, which adopt an analytic approach, this book adopts a theoretical approach, because its goal is to point to the phenomenon rather than to analyze it. This approach allows me to discuss the phenomenon as comprehensively as possible and gives readers and critics a panoramic view of the changes that have transpired in literature in the digital age.
6. The book will serve as a basic resource for many scholars in the field of literature generally, and specifically in Arabic literature, who are interested in the study of literature in the digital age. It can serve as a basis for comparative studies in this field.
7. In contrast to many studies, the book tracks new literary phenomena on several social networks: YouTube, Facebook, Instagram, and Twitter.
8. The book’s topic is innovative and contemporary in the field of literary criticism in general and Arabic literature in particular.

**Why am I qualified to write it?**

My specialty as a researcher is in digital literature. My research has been considered groundbreaking, as the only researcher in this field in Israel, and among the first in the Arab world. My doctorate received a prize from the Israel Internet Association in 2011.

Most of my publications have dealt with digital literature. In addition to various articles, I have published three books in this field in Arabic:

*The Influence of the Internet on the Forms of Modern Literature and Its Reception* (2011), a book based on my dissertation

*Artistic and Literary Interaction in Digital Poetry, “The Bogaz Tree” as an Example* (2015), written in collaboration with Dr. Aida Nasrallah

*A Thousand and One Likes: A Collection of Literary Texts on the Digital Age and the Internet* (2020)

In addition, I am a member of the international Electronic Literature Organization (ELO), with which I organized international conferences, as detailed in my CV. Likewise, I was selected by the Arab Thought Foundation, alongside well-known scholars from the Arab world, to write a chapter in a volume on the Arab world and the digital revolution, as part of the twelfth Arab report on cultural development. The volume was published in 2020.

1. Target audience

The book’s target audience is first and foremost scholars of literature in various fields, such as Arabic literature, global literature, comparative literature, etc. Likewise, it can be used as a source for graduate students and undergraduates in these fields.

1. Similar books

In the Arab world, as in the Western world, a great deal of scholarship, including many books, addresses digital literature, that is, literature that uses technological techniques. This literature represents a small percentage of the literature published on social media. Not enough scholarship has been written on literature appearing on social media in the world in general and the Arab world, in particular. One book was published in 2018 in Arabic, by the Jordanian scholar Ibrahim Milham, *The Theory of Digital Literature on Social Media*, by the publisher New World of Books, however, as reflected in the title, the book focuses only on digital literature about social media. A second book that deals with this topic is *Politics and Digital Literature in the Middle East*, published in English by Nele Lenze in 2019 by Palgrave Macmillan, which focuses on a socio-political reading of literary texts published on the Internet.

Another book in English is *Literature and Social Media*, by Thomas Brown, published in 2020 by Routledge. The book emphasizes the influence of social media on the way literature is read and disseminated and shows the advantages of social media in preserving classical literature and presenting it in a creative and innovative way. The book considers only Western literature, and some of its examples have not yet occurred in Arabic literature.

Based on the above, it is clear that my book will be the first to attempt to describe the changes that have transpired in Arabic literature in the transition from print to social media. It thus seeks to serve as a basis for the development of further scholarship in this field.

1. A list of courses in which the book can be used as a text or supplementary text:

The history of modern Arabic literature

The development of the modern Arabic novel

The development of modern Arabic poetry

Digital literature

Media and literary discourse

Literature from stone engraving to multimedia

Culture in the digital age

Literature as digital art

Literature and globalization

Literature in the posthuman age

1. No part of the manuscript has been previously published.
2. The length of the manuscript:
3. Number of words: 71082
4. Number of pages: 285 (in 12-point type on double-spaced 8 1/2" by 11" pages)
5. Tables: 4
6. Photographs: 17
7. The manuscript is complete.
8. Names of scholars in this field:

* Tarek El-Ariss: Professor of Middle Eastern Studies, Dartmouth College, [Tarek.El-Ariss@dartmouth.edu](mailto:Tarek.El-Ariss@dartmouth.edu)
* Zalbidea Paniagua, Maya: Assistant Professor of Literature, University of Madrid, [mpzalbid@ucm.es](mailto:mpzalbid@ucm.es)
* Ahmad Z. Rahahleh, Professor at Al-Balqa' Applied University, [rahahleh@bau.edu.jo](mailto:rahahleh@bau.edu.jo)
* Leonardo Flores: Professor and Chair of the English Department at Appalachian State University, [leo@eliterature.org](mailto:leo@eliterature.org)

1. The book is not under consideration by other publishers.