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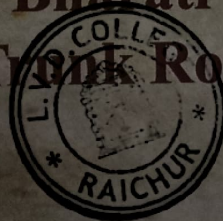
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## LITERATURE, CULTURE AND MEDIA: STATUS OF LITERATURE

By Dr. Ekeshwari Rathod, Asst.Profg. of English, L.V.D. College, Raichur.

### Abstract:

Literature is an art that uses language as a means to shape an image to reflect social life and express the author's thoughts and feelings originated from human productive labor. The first appeared was oral literature usually divides literature into four categories: poetry, fiction, prose, and drama.

Culture is a social phenomenon and it is the product of long - term creation. At the same time, it is also a historical phenomenon. It is the accumulation of social history. Culture refers to the history, geography, customs, traditions, way of life, literature and art, behavioral norms, modes of thinking and values of a country or nation. It includes material culture, institutional culture and psychological culture.

The internal structure of culture includes the following levels: material culture, institutional culture, behavioral culture, and mentality culture. The cultural layer of matter is the sum of the material production activities and products of human beings. It is a tangible cultural thing with material entities. The institutional culture layer is a variety of social behavior norms established by humans social practice.

The behavioral culture layer is a behavior pattern that is commonly used in inter-personal communication in the form of etiquette, folklore, and custom. Mentality culture is a subjective factor such as values, aesthetic tastes, and thinking patterns gestated by human beings in social awareness activities. It is equivalent to the concepts commonly referred to as spiritual culture and social awareness. This is the core of culture.

**Key word:** Relationship between literature, culture and media, need for cultural criticism, literacy genre and culture ideology, literature, modernity, culture.

### Introduction:

Culture is transmitted to new generations through education but is known and learned by others cultures through art and literature. Literature allows us to transmit the profound meanings of a determinate culture, its stereotype, and archetypes and collective in conscience creating the possibility of social change through a critic that is able to act into the subliminal world of emotions. Ethical emotions and ethical feelings are new matters of study that deserve to be centre of researches and specialized scientific studies. Literatures as well as fine arts are considered to be unsurpassed and paramount expression of civilizations, often they become the means of evaluating the internal power structures, internal value system and worth of particular society and culture. Gotshak has remarked that the literature and art contribute to an indispensable foundation of feeling or social

