

**Research Article****BRIDGING LITERATURE AND MEDIA: SUDHA MURTY'S IMPACT IN THE DIGITAL ERA****Dannana Sai Gayatri<sup>1</sup> and Dr. Gujju Chenna Reddy<sup>2</sup>**<sup>1</sup>Research Scholar, Department of English, Acharya Nagarjuna University<sup>2</sup>Professor, Department of English, Acharya Nagarjuna University**Corresponding Author: Dannana Sai Gayatri**

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**Abstract**

This paper focuses on the interplay between literature and media and the way there lies the works of Sudha Murty and their relevance within the digital age. With such broad readership as one of India's most well-read contemporary writers, Sudha Murty's fiction, which is socially realist in nature, has gained a new life in television adaptation, and online and virtual readership groups. The paper explores how her stories especially those touching upon familial relationships, gender roles, consumerism and education, have been recontextualized in popular media e.g. the television serial 'Dollar Bahu' and the digital medium e.g. e-book formats, web reviews and social networking sites discussions. Examining the translations and adaptations of the works by Sudha Murty, the paper suggests that the writer has a unique position in the tradition of literary reflection of social existence because her style and concerns remain approachable and socially relevant. The analysis shows that as the experience of the reading and the practice of the readership shifts to the new digital vectors, Sudha Murty actually becomes the author who is pushing the boundaries between the social realism of the traditional print culture and emergent digital narrative in the 21st century.

**Keywords:** Sudha Murty, Literature, Media, adaptations, Indian Writings in English.

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**1. Introduction:**

In the contemporary digital age, the intersection of literature and media has created a dynamic platform for storytelling that transcends traditional boundaries. This convergence allows literary works to reach broader audiences through various media channels, including film, television, podcasts, and digital publications. By adapting classic and modern literary texts into multimedia formats, creators can explore innovative ways to present narratives, evoke emotions, and engage with audiences. Bridging literature and media not only enhances the accessibility and appeal of literary works but also fosters a deeper understanding and appreciation of diverse cultures, ideas, and perspectives. This synergy between literature and media underscores the evolving nature of storytelling and its capacity to resonate in an increasingly interconnected world.

Sudha Murty was born on August 19, 1950, in Shiggaon, Karnataka, India. Sudha Murty broke new ground in her professional career by becoming the first female engineer at India's largest auto manufacturer, Tata Engineering and Locomotive Co. (TELCO). Her trailblazing career was marked by overcoming gender barriers in the engineering sector at a time when it was rare for women to enter this field.

Beyond her engineering accomplishments, Sudha Murty has made significant contributions to literature and social work. She has authored numerous books in English and Kannada, including novels, technical books, travelogues, short story collections, and children's books. Her writings frequently address themes of social justice, tradition, and human values.

"Social media is reducing social barriers. It connects people on the strength of human values, not identities." – Narendra Modi.

## **2. Literary Contributions:**

Sudha Murty's literary portfolio includes a diverse range of books such as *Wise and Otherwise*, *How I Taught My Grandmother to Read and Other Stories*, *The Day I Stopped Drinking Milk*, and *Three Thousand Stitches*. Her stories are known for their simplicity, deep moral insights, and relatability. She writes both fiction and non-fiction, making her works accessible to a wide audience, from children to adults. As the chairperson of the Infosys Foundation, Sudha Murty has played a pivotal role in social development projects across India. The Foundation focuses on initiatives in education, healthcare, rural development, and arts and culture. Her philanthropic efforts have led to the establishment of numerous libraries, schools, and hospitals, benefitting thousands of people, particularly in rural areas.

Sudha Murty's contributions to literature, philanthropy, and social change have made her a respected and beloved figure in India and beyond. Her work continues to inspire and educate, transcending the barriers of age, culture, and language. Through her literary works, digital presence, and philanthropic efforts, she has created a lasting legacy that impacts countless lives.

## **3. Digital Media Presence:**

Sudha Murty has embraced digital media to reach a broader audience. She is active on social media platforms where she shares insights, engages with her readers, and promotes her philanthropic activities. Her digital presence has amplified her influence and allowed her to connect with younger generations. Several of Sudha Murty's works have been adapted into films and television series. These adaptations bring her stories to a wider audience, translating her written narratives into visual storytelling.

"Social media is a modern method of communication." - Sudha Murty.

## **4. Notable Adaptations of Sudha Murty's Works:**

"Dollar Bahu", a television Series adapted From Dollar Bahu. This popular television series aired on Zee TV in the early 2000s. It explores the dynamics and aspirations of an Indian family dealing with the allure of wealth and the American dream, and how these affect relationships and values. "Pitruroon" a film adapted from Runa a kannada novel by Sudha Murty.

In addition to these completed adaptations, many of Sudha Murty's other works have significant potential for future adaptations given their rich narratives and compelling themes. Books such as *Grandma's Bag of Stories*, *The Serpent's Revenge*, and *The Magic Drum and Other Favourite Stories* are well-suited for children's films and animated series. A series named "Sudha Murty's Stories of Wit and Magic" was telecasted in Netflix. Through these adaptations, Sudha Murty's influence extends into visual media, allowing her messages and stories to resonate with an even wider audience and continue inspiring change and reflection across different forms of media.

Sudha Murty has recently ventured into digital media with the launch of her YouTube channel, 'Murty Media'. This channel is primarily focused on bringing her beloved children's stories to life through animation. The channel has reached one million subscriptions in very less time. The flagship series, 'Story Time with Sudha Amma', premiered on October 31, 2023, and features animated adaptations of her popular books, such as *Grandma's Bag of Stories* and *The Magic Drum and Other Favourite Stories*.

'Murty Media' partnered with 'Cosmos Maya', a prominent animation studio, to produce the series. The collaboration aims to make these stories accessible to a wider audience,

including those in remote areas, by providing content in six languages: English, Hindi, Telugu, Marathi, Tamil, and Kannada. Each episode of the series is around eleven to twelve minutes long, making it suitable for young viewers' attention spans.

The initiative reflects Sudha Murthy's commitment to education and entertainment, blending moral lessons with engaging storytelling. The series has received positive feedback for its vibrant animation and faithful representation of Murthy's narrative style. The YouTube channel has become a popular platform for children's content, leveraging the extensive reach of digital media to promote literacy and moral values among children.

## **5. Conclusion**

Through her literary works, digital innovations, and philanthropic endeavours, Sudha Murthy continues to educate, entertain, and enrich lives, proving that the power of stories transcends mediums and generations.

By blending traditional storytelling with modern media, Sudha Murthy bridges the past and the present, ensuring her narratives remain relevant and cherished by future generations. Her work exemplifies the enduring power of literature and its ability to adapt and thrive in the digital age. Moreover, adaptations of her works into television series like "Dollar Bahu" and potential film projects highlight the timeless appeal and universal themes of her stories. These adaptations not only extend her influence but also offer new dimensions to her storytelling.

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