



**Epitome : International Journal
of Multidisciplinary Research**

ISSN : 2395-6968

**THE APP GENERATION AS A HYPNOTIC VIRUS: A DIGIMODERNIST READING
OF CRYSTAL MALDONADO'S *NO FILTER AND OTHER LIES* AND DAVE
EGGERS'S *THE CIRCLE***

ETHEL JOFFI MOLUA

DEPARTMENT OF ENGLISH AND CULTURAL STUDIES
UNIVERSITY OF BUEA

ABSTRACT :

In the internet age, the contemporary American novel is moving towards the post human direction where human beings have a symbiotic bond with the machines that they make. The human identity therefore is inextricably linked to technology. In Crystal Maldonado's No Filter and Other Lies and Dave Eggers's The Circle, we see that Facebook, WhatsApp, Instagram and other social media sites represent a vital social context throughout the formative years of the adolescents. Thus, they ascribe their identities along the lines of likes, shares and comments. The more views they have in the social media validates their identities. The hypothesis contends that they can only arrogate themselves an identity with others

opinion of likes, comments, views and shares. The use of the social media induces a hypnotic spell or trance and the App Generation becomes addicted to it. There is a very high possibility that a hypnotic virus creeps into the subconscious of the American app generation. The Digimodern turn works hand in glove with the American contemporary society as represented in the novels under study, which project a very technologically advanced society, and the social media becomes indispensable in the lives of the American youth. The social media has become a new global culture and identities are being formed and reformed because digimodernism tests liberal notions of identity.

KEYWORDS: *social media, app generation, identity and digimodernism.*

Impact Factor 5.823