Research Paper

Harry Potter And The Magic Of Technology An Exploration Of The Role Of Technology In The Making Of A Global Phenomenon

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ABSTRACT: *British author J.K.Rowling's Harry Potter series is a global literary phenomenon with the books having sold more than 450 million copies. This was followed by a blockbuster movie series which has grossed over $10 billion worldwide. Today, Harry Potter is a brand worth billions, consisting apart from the books and movies also of theme parks, merchandise and so on. The fandom surrounding Harry Potter is unprecedented and has led to phrases such as-'Pottermania' , ' the Harry Potter phenomenon' , ' Potterheads' etc…*
Considering that Harry Potter happened around the same time as the internet boom and was chiefly aimed at tech-savvy millennials; the paper wishes to explore the role of modern day technology in the creation, dispersion and response to Harry Potter. The paper attempts to bring to light, the contribution of technology in the making of the unique, global literary and commercial phenomenon called Harry Potter.
KEY WORDS:*Contemporary Fantasy Fiction, Global Literary Phenomenon, Harry Potter, Harry Potter Fandom, Harry Potter Phenomenon,J.K.Rowling, Pottermania**, Wizarding World of Harry Potter*

"Any sufficiently advanced technology is indistinguishable from magic." - **Arthur C. Clarke**

I.   INTRODUCTION

The Harry Potter Series
The Harry Potter series by British author J.K.Rowling tell the tale of orphan boy wizard Harry and his trysts with archenemy Lord Voldemort.
The series mainly consists of seven novels published between 1997 and 2008 during the growing years of the Millenial generation with its increasing familiarity with media, communication and technology. These were times when the western world especially was on the brink of a technological revolution thanks to the internet boom.

An eighth installment, in the form of a play co-authored by Rowling, Jack Thorne and John Tiffany was also released in 2016. These apart, Rowling has written a total of six companion books to the main seven novels. In addition, she has published over a hundred stories and commentaries regarding characters and ideas in the novels thus further expanding, 'the Wizarding World of Harry Potter' as it is known today.

The series may be categorised as belonging to the Fantasy genre, a kind of fiction that is widely considered the dominant literary form of the 20th century that continues to predominate in the current century as well. This hugely acclaimed and popular children's fantasy has often been singularly credited with getting children back to books and has also enjoyed a huge followingamong teenagers and young adults.

This being the case, the Harry Potter books altogether, have thus far sold over 450 million copies worldwide and still counting.

Given their humungous popularity, the books were eventually converted into a blockbuster movie franchise consisting of nine movies thus far. The movie franchise has till date grossed over $10 billion world over, creating a record of sorts.

Today, Harry Potter is a brand worth billions that also consists of theme parks, merchandise, videogames and so on.

No doubt the Harry Potter books owe their success chiefly to the literary genius of the author. But the unique, unprecedented phenomenon of Harry Potter is also a product of its times.

The creation, dispersion and response to Harry Potter no doubt owes quite a bit to technology that was previously unavailable to books and authors.

And it is this role of technology in the making of the unique, global literary and commercial phenomenon called Harry Potter that the paper wishes to explore.

II. LIMITATIONS OF THE PAPER

The topic of the paper clearly elicits more of an online research rather than an offline one.

A Google search for Harry Potter, yields a mind-boggling 12, 50, 00, 000 results. An online quest for Harry Potter websites, fan fiction, art, memes etc… produces similar results in a minimum of 7-8 figures within a second.

Also, Rowling continues to write about the Wizarding World of Harry Potter, movies too are in the offing, representations of Harry Potter in the media by the press, by fans is a constantly growing, evolving occurrence.

Clearly, Harry Potter is an ever expanding universe in itself and most likely can never be covered in its entirety.

Especially within the scope of a single paper, only an overview may be provided.

Also, the Harry Potter books have been translated from English to around 68 languages with the movies too having been dubbed or subtitled to cater to different linguistic denominations.The response to Harry Potter has been unanimously positive all over the world. Given this, Harry Potter inspired fan sites, fan fiction, memes, gifs etc..spanseveral languages.

However, in keeping with the limited scopehere in, this paper shall predominantly cover responses in English although several major sites related to Harry Potter both official and fan-made are also available in at least a few other languages such as Spanish, French, German, Chinese etc..

Fan art on the other hand, which is not bound by language shall be explored from across different countries and cultures.

III. OBJECTIVES OF THE PAPER

The paper wishes to explore the role of modern technology in the creation and or dispersion of the primary Harry Potter products that is, firstly the books, followed by the movies, games, merchandise, theme parks etc..

The paper also wishes to study the role of technology vis-à-vis the nature and scale of response to Harry Potter.

Lastly, the paper wishes to throw light on how the above mentioned aspects collide to redefine the equations between the author and the reader, the creators and the consumers leading ultimately to a revolution and redefinition of the world of literature and pop culture.

IV. THE ROLE OF TECHNOLOGY AND THE HARRY POTTER PRODUCTS

This section shall attempt to explain the role of technology in the creation and dispersal of the Harry Potter products starting from the books and proceeding towards films, merchandise, theme parks etc..
Apart from these, this section shall also explore other avenues of official communication through the medium of technology.
An exploration of each of these aspects is presented below one by one:

1.1 E-books and Audio Books

Technology has changed the way people consume books. Today, people prefer the ease of having a lengthy book in its e-version or as an audio file over their phones, tablets, Kindles or laptops. Also, e-books and audio books may be purchased online within a matter of a few minutes. Those who wish to be spared of the trouble of going to a store may order books online or access them on online libraries. E-books and audio books also enable consumers to try a free sample within the convenience of where they are, how they are almost immediately.

The Harry Potter books have time and again enjoyed the fanfare of midnight releases with hoards of children queuing up at book stores to get their copy.

But the publishers also cater to people who prefer otherwise and the books are thus available for purchase online as well as in e-book and audio book form.

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In fact, Rowling's latest offering, a set of three companion books to the main series which contained stories she had previously released on Pottermore –the official Harry Potter website was published only as e-books available for purchase exclusively on Pottermore.

1.2 Movies

No doubt the Harry Potter films were proposed to be made owing to the literary success of the books as well as other aspects. But the continued success of the Harry Potter movies which are today a franchise worth billions owe significantly to the latest visual effects technology without which making a fantasy film with imaginary creatures and supernatural phenomenon is next to impossible.

Quite a few of the Harry Potter films have been nominated and have won awards for their stunning visual effects.

1.3 The Play

Harry Potter and the Cursed Child-The eighth instalment of the Harry Potter series which unlike the previous novels was released in July 2016 as the script of a play enacted in the Palace Theatre, London. The play has received unprecedented response with shows pre-booked months in advance. The ticket prices too have escalated from 30 pounds to 3000 pounds.

Other aspects apart, reviewers have almost unanimously praised the fantasy play for its video, light and sound effects the likes of which have never been witnessed in theatre thus far. This is certainly a feat possible only thanks to technology and the endeavour is amply rewarded by receiving several nominations and awards in the above mentioned categories.

1.4 Pottermore-The Official Worldwide Digital Site of J.K.Rowling's Harry Potter and the Wizarding World

Pottermore is the official worldwide digital site of J.K.Rowling's Harry Potter and the Wizarding World.

The site which was first launched on 31 Jul. 2011 by J.K. Rowling in partnership with Sony offered a unique interactive reading and other virtual Wizarding World experiences using movement illustrations. Users could collect magical items-such as a Gold Galleon or a potion ingredient available during the reading which they may exchange or gift to other members virtually.

Users would also be sorted into one of the four houses at Hogwarts based on their answers to a series of questions. They may also shop at the virtual Diagon Alley-buy their wands, wizard's robes or a pet from the magical menagerie.

Users could also brew potions and practice spell casting or de-gnome the garden; all of which would fetch them points that would help their House win the House cup.

The site was available in different languages such as English, French, Spanish and Chinese and a couple of others.

However, on 22 September 2015, having concluded the relationship with Sony, a new Pottermore site owned exclusively by Rowling was launched.

Most of the existent site was replaced, with the most important feature of the new site being the publication of hitherto unreleased writing by Rowling. Till date, the author has published more than 100 such texts thereby leading to a continual development of the Harry Potter story.

Another significant development is that the e-commerce section of the site is now the only place where one can purchase Harry Potter and related e- books by the author. This includes an e-book compilation of Rowling's extended writings which she had previously published on the site. The books are-Short Stories from Hogwarts of Power, Politics and Pesky Poltergeists, Short Stories from Hogwarts of Heroism, Hardship and Dangerous Hobbies and Hogwarts: An Incomplete and Unreliable Guide.

The site also offers news and articles. Interactive features include wand selection, sorting quiz into one of the houses of Hogwarts as well asIlvermorny School of Magic, America. There is also a quiz which will determine your Patronus(guardian animal spirit). Several new quizzes to test one's knowledge about Harry Potter have also been added recently.

The site is also connected to fans through Facebook, Instagram, Twitter, Tumblr and Google+.

All in all, by integrating new writing, social networking and e-commerce, Pottemore is and promises to be at the core of the Harry Potter story as well as brand.

1.5 J. K.Rowling's Official Site

Rowling's official website is designed to resemble the author's actual wooden desk at which she writes her books and is thus pleasantly strewn with her personal belongings which may be found there.

The site offers a virtual platform for the author to share latest news regarding herself and her writing. Readers may also access Rowling's personal opinions which she shares on the site apart from which she also answers certain frequently asked questions.

The site contains a link to Rowling's twitter feed through which she interacts with her zillion fans. The site also offers contact information regarding the author for enquiries and other official purposes and otherwise.

It also lists links of charitable trusts including Rowling's own-Lumos and Volant as well as other such organisations she is involved with. It also provides a brief write-up regarding Rowling's mystery writings under the pseudonym Robert Galbraith while providing a link to her exclusive official website of the same name for more information. It also contains links to the official sites of publishing and media houses such as-Bloomsbury, Scholastic, Warner Bros etc… with which she is associated by way of her work.

The site also contains a brief biopic, overview of her books and official portrait of the author as a media kit.

1.6 The Harry Potter-Book Publishers and Movie Producers
Scholastic and others

The American publisher of the Harry Potter books contains interactive pages dedicated to the series where the books may be purchased or one may read an overview of the book or listen to an audio version of a book chapter. The Scholastic pages dedicated to Harry Potter also offers a glossary, pronunciation guide, polls and trivia challenges. Other interesting, interactive features include games such as –Transfiguration, Brewing potions, Wizard's Duel, Repelling a Dementor etc…
Other official sites include-the Bloomsbury, Warner Bros. which also offer interesting interactive features. The Universal Studios site offers detailed information about Harry Potter attractions vis-à-vis rides, attractions, shows etc…

1.7 Harry Potter Merchandise

Harry Potter official merchandise by Warner Bros. as well as goods produced otherwise is available for purchase on several online shopping portals all over the world India included.
A wide range of numerous products such as–Harry Potter clothing-costumes, jewellery, stationery, home décor, kitchenware, toys and games and collectibles may be purchased.
Choices include-Harry Potter t-shirts, scarves, mugs, mobile covers, key chains, posters and collectibles like-figures and statues and replicas of Hogwarts.

V. THE ROLE OF TECHNOLOGY IN THE RESPONSE TO HARRY POTTER

This section endeavours to bring out the role of technology in the creation and dispersal of responses to a pop phenomenon such as Harry Potter. The responses are as follows:

1.8 Memes

Memes are captioned images or photographs mostly meant to be funny although they may also convey other sentiments or even intellectual, philosophical ideas. These small expressions are significant not only for their content but also due to the fact that they are widely circulated on online social networking sites across the globe thus becoming a worldwide phenomenon. Memes are also important as a mode of expression exclusive to the current internet generation.

Pop culture such as popular fiction, movies, television series, video games etc..are known to have inspired several thousands of memes.

A search for Harry Potter memes elicits about 1, 44, 00,000results within 0.49 seconds.

They range from hilarious memes that capture peculiarities of characters such as Snape's grumpy nature, Dumbledore's long, white beard, his homosexual orientation, Voldemort'snoseless visage to puns on the name Sirius to famous dialogues. There are also sentimental memes about orphan Harry, the death of Fred Weasley and Snape's eternal love for Lily. Memes with sexual innuendos, political statements are also present as well as ones comparing Harry Potter to other fantasy works like Twilight, Game of Thrones etc...Memes connecting the series with specific cultural references too are present.

All in all, they are testimony to the creatively inspiring nature of the series, the wide spread love and affection for it and above all speak of how widely familiar Harry Potter truly is.

1.9 Gifs

Gif stands graphic interchange format while '.gif' also happens to be the extension name of video files of the variety.
In simple words though, a Gif is an animated video clip that spanning a couple of seconds, playing repeatedly unless stopped thus creating a mostly humourous, creative piece of expression.

Like memes, gifs are modern, cultural representations that owe their existence and wide, global circulation to technology and the internet.

Like memes, pop culture has inspired several thousands of memes.

A search for Harry Potter Gifs produces about 37,00,000 results within 0.28 seconds.

They range from characters dancing to pop songs to those in which they are seemingly mouthing dialogues from elsewhere thus creating a hilarious effect. Gifs of scenes from Harry Potter movies with funny captions too are present as are those with beautiful animated effects.

1.10Fan Fiction

A search for Harry Potter fan fiction produces about 18,30,000 results in 0.47 seconds.

Technology and internet have created platforms like blogs, social networking sites and websites which enable fans to express the inspiration they derive from their favourite works and widely circulate them for others to read without the constraint of copyright laws.

It is clearly easy to feel lost in the heaps of fan fiction inspired by the Harry Potter series.

But there are several fan fiction sites and archives which have duly catalogued these stories allowing readers to easily explore and make their pick.

Readers may leave their comments for the writers as well as participate in forums where their works are discussed.

Some notable sites are-Dark Lord Potter an archive of darker and more mature Harry Potter fan fiction. Hawthorne and Vine is exclusively dedicated to stories about Draco and Hermione while Sink Into Your Eyes is exclusively devoted to stories about Harry and Ginny. HPFF is another site which presents moderated fan fiction that is child friendly.

1.11Fan Art

Thousands of images of Harry Potter inspired paintings and digital art created by fans may be seen in personal social networking, micro blogging and photo sharing sites as well as fan sites. These art works which depict characters and scenes from the series are a wonderful amalgam of Rowling's creativity inspiring the creativity in her fans. The fan art includes beautiful wallpapers for phones, computers etc..

1.12Tattoos

A search for Harry Potter tattoos yield approximately 1,05,00,000 results within 0.46 seconds.

These are images of tattoos on persons which have been uploaded on various social networking sites such as Facebook and Instagram.

HP themed tattoos run into hundreds of designs with the popular ones being of - characters such as Harry and friends, Dobby, Hedwig, Hagrid and Snape. The Deathly Hallows symbol, the Hogwarts crest and the round spectacles and lightning bolt scar synonymous with Harry are also widely preferred.

Rowling's words from the books such as, 'Always', 'Mischief Managed', 'I solemnly swear I am up to no good' and 'Until the very end' are also hugely favoured for tattoos as well as spells like, 'Lumos' and 'ExpectoPatronum' accompanied by an image of Snape'spatronus-the silver doe.

Some fans also choose to ink Voldemort's sinister Dark Mark on their arms in typical Death Eater fashion.

Dumbledore's quotes such as, 'Happiness can be found in the darkest of places if only one remembers to turn on the light', 'The ones we love never truly leave us' and 'It does not do to dwell in dreams and forget to live' are also popular tattoo choices ofPotterheads.

Perhaps the most touching tattoo tribute to Harry Potter are the words, 'It's real for us' inked on loyal Pottermaniacs.

1.13Fan Films

The visual medium and multimedia is one that the millennial generation is all too familiar and comfortable with. Thus it is no wonder when Potterheads use the medium of cinema to channelise their own ideas and inspirations regarding their favourite boy wizard and his world. The films are freely available on Youtube and are unofficial films that are not authorised by either Rowling or the producers of the official Harry Potter films-Warner Bros.

The movies range in length anywhere between 8-10 minutes to over an hour. While some of them cinematically represent plots from the books not shown in the official films; others have original plots inspired by the Harry Potter stories and characters. A number of films have been made regarding Harry's deceased parents and also their gang of friends-the Marauders. Another thread that seems to have caught the fancy of movie making fans is the story of Dumbledore and Grindelwald. Voldemort too is another character who has inspired a number of movies from the HP fandom.

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Below are details of some of the Harry Potter fan made films**.**
5.6.1 Voldemort: Origins of The Heir
Released in January 2018, Voldemort: Origins of the Heir is one of the latest Harry Potter fan films. It is a crowd-funded, unofficial, fan movie that was released freely on Youtube. The 52-minute film is directed by Italian-GianmariaPezzato and also consists of an Italian starcast. Harry Potter fans raised a total of 15,000 Euros for the making of the film.
The plot traces the early years of Harry Potter villain-Voldemort and his rise to power as he goes on to become one of the most feared dark wizards of all times.
The film was praised for its high quality special effects and has thus far garnered 14,036,113 views since its release.

Some of the other films are:
5.6.2 Son of the Moon-Released 30Apr. 2018, 95,408 views- the film traces the early years of Hogwarts Professor and werewolf-Lupin and his role in the First Wizarding War.
5.6.3 Mischief Managed-Released 11 Feb.2017, 4,90,005 views-Set during Valentine's day, the film traces the budding romance between Harry's parents during their years as students in Hogwarts.
5.6.4 Lily Evans and the Eleventh Hour-Released 1 Sept. 2017, 125,300 views, The film is the first of a trilogy centered around Harry's mother-Lily Evans and his father-James Potter as young adults at Hogwarts. The plot also features their group of friends, chiefly-the Marauders.
5.6.5 Lily Evans and the Stroke of Midnight-Released 31 Oct. 2017, 90,197 views
5.6.6 Lily Evans and the Moment of Truth-26 Mar. 2018, 20,934 views
5.6.7 Dumbledore and Grindelwald-Released 3 Dec.2013, 8,533,581 views, the film is a cinematic version of the tussle between Dumbledore and Grindelwald which ultimately results in Ariana's death and a permanent rift between the two friends. The main highlight of the film is its impressive visual effects during the fight sequences between the wizards.
5.6.8 The Omen Chronicles-Released 12 Nov. 2013, 2552817 views
5.6.9 Le Maitre De La Mort-Released 31 Oct.2016, 1686334 views. A French film, it is a cinematic representation of Voldemort's earlier years as he makes Horcruxes and rises to power.
5.6.10 Severus Snape and the Marauders-Released 1 Mar. 2016, 4497592 views
5.6.11 Harry Potter and Ten Years Later-Released 7 Oct. 2012, 38, 70,32 views, Perhaps the only HP fan film in the adult comedy genre, it humorously traces the lives of Harry and Ginny and Ron and Hermione, a decade after the death of Voldemort.
5.6.12 1977 Hogsmeade-Released 7 Jul.2017, 88638 views

5.7 Fan Sites
An online search for Harry Potter fan sites produces about 1, 22, 00,000results in 0.42 seconds.
These are a great platform for fans from all over the world to revel in their common interest.
Some of the well-known fan sites are as follows:
5.7.1   Wikia
Founded in 2004, Wikia is currently known as Fandom powered by Wikia. It is an online hosting service dedicated to pop culture in which users can publish texts about popular books, films, games and other art. They are basically online encyclopedias of pop culture where information about a particular topic is available in greater detail than on Wikipedia. Wikia content is informal and entertaining and includes YouTube videos and other imported material.
         It is a free service that derives income from advertising and selling content which the users have posted under copyleft license. Wikia currently boasts of over eight million files in 188 languages.
Wikia contains about 14, 810 entries, many running into several pages dedicated to Harry Potter. In existence since 2005, it is perhaps one of the earliest topics to be covered on Wikia. The content includes writing, photos, videos, images, forums (the Harry Potter forum is aptly titled-the Wizengamot) and chat rooms pertaining to Harry Potter books and films. It is one of the most active pages on Wikia with content being posted and edited almost by the hour.
5.7.2   Mugglenet
         Derived from the word, 'Muggle' which means non-magical folk in Harry Potter, Mugglenet- is the website for non-magical folk obsessed with magic. It goes by the tagline-'The World's Number One Harry Potter Site' and was founded in 1999 by twelve-year-old Potter fan-Emerson Spratz.
The site which is a winner of the- 'Fan Site Award' by Rowling herself, covers extensive information about the author, Harry Potter books, movies, video games, music and merchandise and is linked to Rowling's official

site and Pottermore. It also provides information regarding Potter related events and places in our own world such as-studio tours, theme parks, exhibitions, plays and charity which fans may involve in.

Interesting features on the site include, onsite publications-The Daily Prophet and the Quibbler, clearly inspired by the wizarding newspaper and magazine in the Harry Potter series. These contain event reports, interviews, blog posts and reviews of the movies and merchandise and giveaways among other things.

The site also includes-polls, list of upcoming events, daily quote and an extensive list of name origins. There is also a pronunciation guide, 'did you know', book mistakes, odd facts, anagram list, potter history, analysis and theories as well as death clues regarding characters.

Mugglenet also offers much coveted free internships which boasts of landing Potter fans into top universities of the world.

5.7.3   Leaky Cauldron

Named after the pub which also contains the gateway to the wizarding world in the Harry Potter series, the Leaky Cauldron was started in 2000 by former a NYC reporter and author. Like Mugglenet, it is author-approved while also being associated with Warner bros. It is one of the oldest and most extensive Potter archives with links to the Harry Potter Lexicon site and Accio Quote site.

Its most interesting feature includes-Potter crafts, a page which offers fans craft ideas to make Harry Potter themed attires, jewellery, interior decorations, food and party themes and games. Potterheads may learn to make Luna's radish earrings, 'Weasley is Our King' t-shirt, a phoenix dream catcher or create an enchanted ceiling for their bedroom. The food section is a veritable treasure house where you can learn to brew Butterbeer and Firewhisky, bake doxy biscuits, pixie treats, Hagrid's treacle fudge and also learn to make Pumpkin pasties and Professor Slughorn's Crystallised Pineapple. Party games include-Horcrux Hunt, Wizard's Duel, Tea Leaf Reading and Trevor's Toad Hop etc…

Leaky Cauldron also hosts-Leaky Con-one of the most popular annual Harry Potter fan conventions.

5.7.4   The Harry Potter Lexicon

Unlike other fan sites, the Lexicon focuses exclusively on the Harry Potter and companion texts written by Rowling. Created by school librarian Steve Vander Ark, it is an encyclopedia of Harry Potter books that offers well-catalogued information regarding its characters, locations, magical spells, potions and creatures. It also contains essays discussing various aspects of the book all of which is available in English, French and Spanish.

The Lexicon is such a comprehensive and reliable compendium of HP facts that Rowling herself has confessed to referring to the site to verify facts about her writing! No doubt it is also a winner of her Fan Site Award.

The Lexicon holds the distinction of being the first to create a timeline of events in the Harry Potter world which was later adopted by Warner Bros. to include in their HP film DVDs.

In 2007, Rowling and Warner Bros. filed a lawsuit to halt the publication of the Lexicon in book form by Vander Ark and RDR Books. The following year, the case was ruled in Rowling's favour with the judge stating that this was due to the fact that the proposed book by Vander Ark depended too heavily on the original work of Rowling.

5.8 Harry Potter Miscellaneous Online

Online social networking, micro blogging and image sharing sites like Facebook, Instagram, Tumblr, Flickr etc..haveseveral hundreds of images of Harry Potter inspired cakes, weddings, room décor and even nail art displayed and circulated, augmenting the presence of Harry Potter in the virtual world. One can even find HP inspired painted sneakers and wine glasses. There are also Harry Potter inspired fonts and music videos.

VI. OBSERVATIONS

- Technology in the form of visual effects in the Harry Potter movies as well as in the form of a play in Harry Potter and the Cursed Child has redefined the genre of visual fantasy.
- The same may be said regarding interactive websites, animated gifs, memes and fan art which have truly transformed visual fantasy, taking it to another level altogether.
- Technology has changed the way the reader and writer connect. Today, it is as simple as sending a message over Twitter, Email or liking or leaving a comment over Facebook, a blog or website.
- With technology, especially the internet boom, interaction among fans too has revolutionised. People with common interests from different parts of the world can connect with ease on social networking, micro blogging, and photo sharing sites as well as through websites and blogs. Due to technology, greater numbers of people can interact more frequently and easily thus creating a stronger sense of community among people with common interests like Harry Potter.

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- A more active and visible virtual community of fans is encouraging and beneficial to the authors and publishers etc...
- Unlike earlier, when it was the author or artist who predominantly contributed to pop culture, today the follower of such works, the fan too is able to actively contribute to pop culture more than ever by the creation and wide circulation of fan sites, memes, gifs, digital fan art, posting fan fiction, participation in online discussions and forums etc….
- Given the wide reach and huge scale of fan activities, over virtual platforms created by technology, these actions no longer remain mere expressions of admiration for a work of art. They have created new means of employment and income generation such as online web hosting, content writing, professional blogging and vloging etc..
- Such active and large scale buzz and activity regarding a work of popular fiction also provides immense fodder to regular purveyors of pop culture like television channels and glossy magazines as well as to their new breed of counterparts in the virtual world.
- The above mentioned premises lead to increased commerce especially e-commerce, e-advertising, e-marketing causing an upward monetary swing.
- On the negative side, with so much available in terms of consumption of pop culture and easy access due to gadgets and technology, people may succumb to online addictions and unhealthy obsessions and this may lead to a detachment from reality. One must take care to have a balanced approach viewing fantasy as a mirror that reflects reality.
- Also, the lines between the creator and the consumer is blurred as each draws inspiration from the other. This will in turn lead to a re-look at what entails copyright infringement.

VII.CONCLUSION

The Harry Potter books by J.K.Rowling are a great literary work but it is also true that it owes much of its phenomenal, unique, first of its kind success to the technological revolution of the late 20th century and the internet boom of the early 21st century.

The year 2017 marked the 20th anniversary of this literary phenomenon and Pottermania shows no signs of diminishing. Harry Potter continues to enjoy widespread public visibility and adulation despite the last novel of the series being released a good decade ago. The books are pure magic no doubt but the magic is also kept alive thanks to the movie adaptations, merchandise, online extended publications, theme parks and the continued interest displayed regarding Harry Potter on various online platforms.

Yet another film in the series-Fantastic Beasts: The Crimes of Grindelwald is set to release in Nov. 2018 and promises stunning visual effects as its prequel. Rowling continues to interact with her wide fan base through writings on her her online site and her Twitter handle.

Eg: Recently, a teacher in Kashmir, India tweeted an essay written about Rowling by one of her students, a first generation English learner. Moved by the girl's writing Rowling sent all the students autographed copies of the books as well as memorabilia as a token of encouragement. The news became a sensation all over the world.

Clearly, such things would not have been possible at an earlier time, the present and the future looks bright for writers and artists of promise and their consumers.

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