

Abstract

New media have become an essential element of our everyday lives. They are also a platform for digital art. Through them, readers can encounter so-called 'electronic literature' as a developing cultural form, allowing to some extent, the mutual influencing of media and genres. Firstly, all electronic literature needs to be consistently differentiated from electronic books, similarly the conversion of classical, analogue works into a digital form. This thesis deals with the definition of this specific area of literature, its reflection, including its historical anchoring. This work is necessarily based on an interdisciplinary approach, it draws on concepts from literary theory, however electronic literature cannot be viewed through its paradigms alone, as traditional definition frameworks and concepts cannot be fully applied in the new media environment. There is also emphasis upon media studies' theory, specifically studies of new media. Concurrently, the work deals with a specific form of narrative, the so-called 'interactive narrative', which is not found solely in the works of electronic literature, but it also has a wide scope. The final section presents the results of the author's research focused on readers' response to selected works of electronic literature with an interactive narrative, the reading experience and expectations of the generation of so-called 'digital natives'.