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The Rise of Electronic Literature

Has the ease of access to electronic literature caused people to abandon traditional print literature?

[Use Intro to stop the presses video]

Newspaper revenue has declined by over five billion dollars in the last eight years and based on research the trend is only set to continue.

In the past year alone the consumption of print media has declines 10 percent

In simple terms E-literature or electronic literature is any piece of literature that is consumed on a digital device

[Introduction audio on E-literature]

[Overlay busy ambient noise] With today’s busy go, go, go culture many people now are giving up reading longer pieces of literature such as nonfiction pieces, newspapers or novels in favor of shorter memes, gifs or videos.

[Insert piece on millennials and instant gratification]

Studies have shown that millennials more than any other generation previously have a longing for instant gratification. With the strong desire to be quickly stimulated shorter pieces of literature with quick and amusing stories or tag lines have gasped readers interest.

[Meme intro in 101 facts about memes :44]

Richard Dawkins first coined the term meme in 1976.

Memes specifically have gained a large amount of traction in the past couple years. Memes are pictures that include a cation that offers both background to the picture as well as an element of culture or human behavior

Millennials spend over 3 hours online per day. Many of that time is spent scrolling through social media and it has made a massive impact on the dissemination of e-literature and especially memes.

Memes have struck up such a wide audience that the word meme has been now Googled more than Jesus.

Taking a break from memes for a minute, blogging and social media postings have also created a means of storytelling and disseminating information without long drawn out written text.

[What is a blog segment]

Viewers of blogs and social media postings are able to read stories and information conveniently on websites that is short and easy to grasp. For example, one might be looking for the best ways to cook a turkey for Thanksgiving. Instead of rummaging through a cookbook one could simply search and find an online posting of simple instructions.

One way that blog and social media postings have transformed modern culture is through reviews. With the evolution of e-literature it is very easy to search for fascinating information about opportunities to travel abroad or vacation destinations in quick easy to use forms such as reviews from other travelers or website information.

Blogs and social media postings have made gathering information easier

To conclude, the rise in popularity of electronic literature has done wonders for human convenience and entertainment, but for better or worse has left written literature in the dust.

Technology has also contributed to shorter attention spans and the need for instant gratification.

Only further research will be able to tell which cause has mainly contributed to this cultural shift.