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The Rise of Electronic Literature

We know that electronic communication is reshaping the world of print.

[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 declined 10 percent, But how has the shift to electronic media reshaped our understanding of literature?

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, essays 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 have a longing for instant gratification. Apealing to this strong desire to be quickly stimulated, shorter pieces of literature with quick and amusing stories or tag lines have gasped readers interest. Is it possible that this activity is replacing engagements we once had with literature.

[Meme intro in 101 facts about memes :44]

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

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

Blogging and social media postings have also created a means of storytelling and disseminating information that may be replacing familiar engagements with literature.

[What is a blog segment]

Viewers of blogs and social media postings seek stories and information 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

The convenience of electronic access to information has done wonders for human convenience and entertainment, and for better or worse literature is also being swept into this evolution.