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The Rise of Electronic Literature

We know that electronic literature is transforming the landscape of media. People are replacing their library cards and newspaper subscriptions in exchange for internet and social media.

 [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 societies interactions with media? Has this transformation to E-literature occurred because of the ease of access to technology?

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 social media posts memes or gifs.

[Insert piece on millennials and instant gratification]

Studies have shown that millennials more than any other generation have a longing for instant gratification. Appealing to this strong desire to be quickly stimulated, shorter pieces of literature with quick and amusing stories or tag lines have gasped readers interest. Millennials spend over 3 hours online per day scrolling through social media. 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 because of their ease of sharing and humorous aspects. 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 now been 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. The days of reading books or long newspaper articles to gather information are gone. Now people can quickly go online and gather information in a matter of seconds.

The convenience of electronic access to information has done wonders for everyday human life and entertainment. The world has progressed into a digital age and for better or worse literature is transitioning along with it.