

Literariness in New Media

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Abstract: *Media is an influential system that is easily available to all. The whole world is sunk in an ocean called the media. These media influence people and give a spark to various methodologies. New media is considered to be a great influencer for literature. New media includes various platforms, but memes are always remarkable in it. Writers get various ideas and concepts through memes which help them to improve literature. Meme creators unknowingly pave the way to various literary ideas. Memes convey a message with a simple picture and with some precise wording that provide not only humor but also information. They influence the men of letters and make them contribute a lot to quality literature. Therefore, this present study will focus on how memes and other short media forms under the technological influence help in the improvisation of literature*

Keywords: Meme, grasping, creativity, literature, implementation, influence