

Literariness in New Media

M. Arul

II B. A. English

Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, India

arulmoses004@gmail.com

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

I. INTRODUCTION

Understanding the new media in this digital age is to understand society. In the first chapter of Eugenia Siapera's *Understanding New Media*, New Media is either used as a tool, "instrumentalism" or as "substantivism" or as a social constructivism. Instrumentalism denotes the neutrality of the technology in influencing the society and favors technology if it serves good and blames the users if it serves as a band end. Substantivism denotes how the society is shaped by technology more than society shapes it and also points out that the technology has some inherent values. In social constructivism we find that even technologies fail and therefore technological outcomes must be seen as "the products of a complex interplay of social, political, cultural, economic but also technological factors" (Siapera). The amalgamation of mediation and ideation in myriad formats like images, audios, videos etc characterize the new media. Memes is one such new media that can be used for the present discussion on improving literature.

Looking at the tremendous use of memes, people are curious to know whether memes is an entertaining factor that influences literature or does it help to develop literary devices. In what follows, I claim that meme as a genre that is popular in media may, in fact, serve as valuable keys for understanding broader dimensions of digital culture. This helps the writers to predict the current scenario and apply them in their literary works. Memetic communication acts as the pillar of support to the writers. The term memetic communication might seem redundant to people nowadays. The real value of this communication is definitely underrated. But, some unique writers will grasp ideas from memes and give us meaningful literary works. The best definition for memes is given by Dawkin in 2006. He says, "Meme is a self-replicating and evolving unit of culture. It is not only the evolving unit of culture but also of literature. Memes are funny and contagious units of cultural knowledge. This makes them an easy and fast way of sharing cultural information. Cultural information helps the writers to induce their view on the culture in their literary works. Therefore, memes unknowingly influence literature.

Memes and language are closely related to each other. Memes contribute to language development and, at the same time they are replicated and transmitted by means of language. Memetically speaking, language memes contribute to revealing how language gets spread and replicated. Since language and literature are interconnected, literature gets connected to the memes automatically. Memes help the writers to get new ideas. Both memes and literature are connected to each other because both represent the thoughts and feelings of a specific audience. The meme creators use pictures or videos with short captions whereas, the writers use literary devices and adaptations; both equally convey a message about the society or the culture. But literature adapts memes at times to get new ideas and forms. Memes help literature by giving ideas through its pictorial representations and short captions.

Memes not only give us humor but also information. The humor goes to the audience but the information is grasped by the literarians who reflect that information in their work.

IDEAS AND METHODOLOGIES

So far, the relationship between memes and literature was discussed. It is now proper to highlight the ideas and methodologies that can be used to grasp information from the memes. When a person looks at a meme, they will just take the humorous part and scroll the screen up. But only an efficient writer can grasp the valuable information from the meme. A meme can give cultural information, information on trending affairs – to attract the audience, spark the writer’s work and a title to the writer’s work. By watching an informative meme, a writer gets a spark to begin his/her literary work (the work can be a poem, prose, fiction or drama). Nowadays, literature is very common. Majority of people contribute to literature. The quantity of literature increases whereas the quality remains unreached. Only an efficient writer will identify the information in memes and also get influenced to write through them. Such writers can contribute to quality literature.

INFLUENCE OF MEMES TO LITERATURE

The influence of memetics on literature is huge. A meme can represent various things like, social issues, current affairs, politics, economical state and entertainment (Movies/TV). Memes will also comment on professions, state of a person/place and social evils. Memes will never attack a person/community directly but it sarcastically means them, which is similar to literature. Some similarities like this make literature to get influenced by memetics. Memetics can be said as the ‘Spark of Literature’ because it can be the reason for beginning a literary work. All the three key features of memes influence literature. The three key features of memes are - Copy – Fidelity, Fecundity, and Longevity.

The first key feature - Copy – Fidelity influences literature by making the writers convey the same information as conveyed in the meme.

The second feature - Fecundity influences literature by making the writers get new ideas and methodologies to express his/her view on a meme.

The third feature - Longevity influences literature by making the writers produce a work which stands for a long period of time as the meme.

The impact of memes on literature is extremely high but the sad part is only few know the real facts between memes and literature.

NEW FORM, NEW LITERATURE

As memes influence a lot of literature they stand as the birthplace of literature. Hence, a new form of literature is formed using memes. As we discussed before, memes gives information to the writer who reflects it in his/her works.

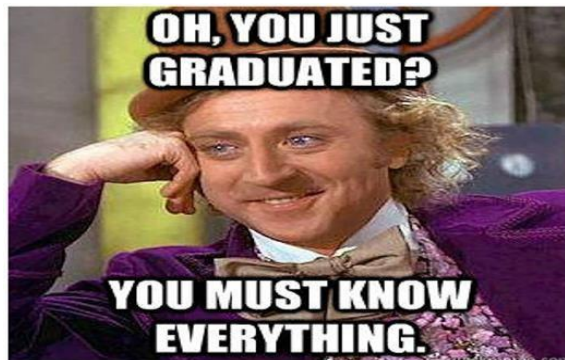


Figure 1: Meme published in new media.

The figure 1 is a meme published in the new media. The meme looks so simple and humoristic but it sarcastically questions the education system. Does an education system provide qualified graduates or just make them get their degree? This is the question discussed in this meme. And only a literarian can figure this information out and frame a

beautiful work. Look how a quatrain is written using the meme, “Oh you just graduated? You must know everything. If you're not truly educated then you know nothing!!!!”

Even though the meme and the quatrain are simple, it questions a big community and also gives information about the quality of education to the critics. This is a best example to depict, ‘Literature through memes.’ Let’s take another example.



Figure 2: Meme from media

By looking at figure 2, the information a person can receive is the endless growth of the internet. The question in the meme, ‘What time does the internet close?’ and the look of the grandma on her laptop depicts the endless use of the internet and also gives information on how the current society is. This information is enough for a writer to write an article about ‘Internet’. And this is how memes enlighten the ideas of the writer and develop literature.

II. CONCLUDING THOUGHTS: MEMES AND THE FUTURE LITERATURE

The future of literature is totally dependent on new media. And memes are playing a major role in it. The future literarians have to know the values of memes and use them accordingly. Memes are not only for humour but also for gathering information and applying them in literature. Meme creators unknowingly help and support the literarians by their humoristic memes. This study puts forth the need for the future generation to use memes in a good manner. In literature, memes should no longer be underrated. It should be used in the right manner and through this many valuable works will be contributed to literature. Therefore, literature is not only developed by the influence of journalism and interactions (nature/people/surrounding). It is also developed by the influence of new media platforms like memes.

This present study highlights the importance of technology, ideas and methodologies to use memes in a right way, the essence of literariness in memes, how a writer can produce qualified work through memes and most importantly how memes influence literary writers. This study may bring an impact on the men of letters to grasp information from memes. Memetics will also pave the way to new forms of literature and the critics can find new literature through memes.

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