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Can the Left Learn to Meme?

The Electric Meme

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The Routledge Companion to the Future of Marketing

The Quirks of Digital Culture
Thought Contagion
Art Platforms and Cultural Production on the Internet
The Meme Machine
The Social Media Reader
Memes in Digital Culture
The Memeing of Mark Fisher
Memes in Digital Culture
Ask a Manager
Understanding Beliefs
Meme Life
Discourses of (De)Legitimization
The Dialectic of Digital Culture
The SAGE Handbook of Social Media

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CURTIS SAVAGE

This Is Why We Can't Have Nice Things
John Benjamins Publishing Company
Presents an analysis of social media,
discussing how a technology which was
once heralded as democratic, has evolved
into one which promotes elitism and
inequality and provides companies with
the means of invading privacy in search of
profits.

Approaches to Internet Pragmatics

John Hunt Publishing
From the creator of the popular website
Ask a Manager and New York's work-
advice columnist comes a witty, practical
guide to 200 difficult professional
conversations—featuring all-new advice!
There's a reason Alison Green has been
called "the Dear Abby of the work world."
Ten years as a workplace-advice columnist
have taught her that people avoid
awkward conversations in the office
because they simply don't know what to
say. Thankfully, Green does—and in this
incredibly helpful book, she tackles the

tough discussions you may need to have
during your career. You'll learn what to
say when • coworkers push their work on
you—then take credit for it • you
accidentally trash-talk someone in an
email then hit "reply all" • you're being
micromanaged—or not being managed at
all • you catch a colleague in a lie • your
boss seems unhappy with your work •
your cubemate's loud speakerphone is
making you homicidal • you got drunk at
the holiday party Praise for Ask a Manager
"A must-read for anyone who works . . .
[Alison Green's] advice boils down to the

idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

Status Update Penguin
Interdisciplinary perspectives on cultural

evolution that reject meme theory in favor of a complex understanding of dynamic change over time How do cultures change? In recent decades, the concept of the meme, posited as a basic unit of culture analogous to the gene, has been central to debates about cultural transformation. Despite the appeal of meme theory, its simplification of complex interactions and other inadequacies as an explanatory framework raise more questions about cultural evolution than it answers. In *Beyond the Meme*, William C. Wimsatt and Alan C. Love assemble interdisciplinary perspectives on cultural evolution, providing a nuanced understanding of it as a process in which dynamic structures interact on different scales of size and time. By focusing on the full range of evolutionary processes across distinct contexts, from rice farming to scientific reasoning, this volume demonstrates how a thick understanding of change in culture emerges from multiple disciplinary vantage points, each of which is required to understand cultural evolution in all its complexity. The editors provide an extensive introductory essay to contextualize the volume, and Wimsatt

contributes a separate chapter that systematically organizes the conceptual geography of cultural processes and phenomena. Any adequate account of the transmission, elaboration, and evolution of culture must, this volume argues, recognize the central roles that cognitive and social development play in cultural change and the complex interplay of technological, organizational, and institutional structures needed to enable and coordinate these processes.

Contributors: Marshall Abrams, U of Alabama at Birmingham; Claes Andersson, Chalmers U of Technology; Mark A. Bedau, Reed College; James A. Evans, U of Chicago; Jacob G. Foster, U of California, Los Angeles; Michel Janssen, U of Minnesota; Sabina Leonelli, U of Exeter; Massimo Maiocchi, U of Chicago; Joseph D. Martin, U of Cambridge; Salikoko S. Mufwene, U of Chicago; Nancy J. Nersessian, Georgia Institute of Technology and Harvard U; Paul E. Smaldino, U of California, Merced; Anton Törnberg, U of Gothenburg; Petter Törnberg, U of Amsterdam; Gilbert B. Tostevin, U of Minnesota.

Twenty-First Century Celebrity

Springer Nature

The world is in the midst of a social media paradigm. Once viewed as trivial and peripheral, social media platforms like Twitter, Facebook and WeChat have become an important part of the information and communication infrastructure of society. They are bound up with business and politics as well as everyday life, work, and personal relationships. This international Handbook addresses the most significant research themes, methodological approaches and debates in the study of social media. It contains substantial chapters written especially for this book by leading scholars from a range of disciplinary perspectives, covering everything from computational social science to sexual self-expression. Part 1: Histories And Pre-Histories Part 2: Approaches And Methods Part 3: Platforms, Technologies And Business Models Part 4: Cultures And Practices Part 5: Social And Economic Domains
The Complete Idiot's Guide to Memes
Emerald Group Publishing
This book provides a solid, encompassing definition of Internet memes, exploring both the common features of memes

around the globe and their particular regional traits. It identifies and explains the roles that these viral texts play in Internet communication: cultural, social and political implications; significance for self-representation and identity formation; promotion of alternative opinion or trending interpretation; and subversive and resistant power in relation to professional media, propaganda, and traditional and digital political campaigning. It also offers unique comparative case studies of Internet memes in Russia and the United States.
Meme Ballantine Books
This open access book is the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 28th Annual International eTourism Conference, which assembles the latest research presented at the ENTER21@yourplace virtual conference January 19–22, 2021. This book advances the current knowledge base of information and communication technologies and tourism in the areas of social media and sharing economy, technology including AI-driven technologies, research related to destination management and innovations,

COVID-19 repercussions, and others. Readers will find a wealth of state-of-the-art insights, ideas, and case studies on how information and communication technologies can be applied in travel and tourism as we encounter new opportunities and challenges in an unpredictable world.

The World Made Meme SAGE

Humans are extraordinary creatures, with the unique ability among animals to imitate and so copy from one another ideas, habits, skills, behaviours, inventions, songs, and stories. These are all memes, a term first coined by Richard Dawkins in 1976 in his book *The Selfish Gene*. Memes, like genes, are replicators, and this enthralling book is an investigation of whether this link between genes and memes can lead to important discoveries about the nature of the inner self. Confronting the deepest questions about our inner selves, with all our emotions, memories, beliefs, and decisions, Susan Blackmore makes a compelling case for the theory that the inner self is merely an illusion created by the memes for the sake of replication.

The Discursive Power of Memes in

Digital Culture Emerald Group Publishing
The ways of memes. Memes are "viruses of the mind"—symbols, ideas, or practices that are transmitted through speech, gestures, and rituals. Understanding how symbols like the peace sign or ad slogans like "Where's the beef?" or viral videos become part of our common culture has become a primary focus of sales and marketing companies across the globe. The Complete Idiot's Guide® to Memes explains how memes work, how they spread, and what memes tell us about how we make sense of our world. • First book to cover all types of memes, including viral memes in the digital age • Features the Most Influential Memes in History and the Ten Biggest Internet Memes

Structures of Participation in Digital Culture MIT Press

Narration can be conceptualized as conveying two or more events (or an event with a situation) that are logically interrelated and take place over time and have a consistent topic. The concept includes every storytelling text. The advertisement is one of the text types that includes a story, and the phenomenon

conceptualized as advertising narration has gained new dimensions with the widespread use of digital media. The Handbook of Research on Narrative Advertising is an essential reference source that investigates fundamental marketing concepts and addresses the new dimensions of advertising with the universal use of digital media. Featuring research on topics such as branding, mobile marketing, and consumer engagement, business professionals, copywriters, students, and practitioners will find this text useful in furthering their research exposure to evolutionary techniques in advertising.

Digital Cultures Routledge
Science need not be dull and bogged down by jargon, as Richard Dawkins proves in this entertaining look at evolution. The themes he takes up are the concepts of altruistic and selfish behaviour; the genetical definition of selfish interest; the evolution of aggressive behaviour; kinship theory; sex ratio theory; reciprocal altruism; deceit; and the natural selection of sex differences. 'Should be read, can be read by almost anyone. It describes with great skill a new face of the theory of

evolution.' W.D. Hamilton, *Science Beyond the Meme* MIT Press
Taking in an array of cultural references from the contemporary art world, to cat memes, *Stranger Things*, the Kardashian-Jenners, *Mad Men*, *Run the Jewels*, and video gaming, *Can the Left Learn to Meme?* argues that there is positivity in millennial-era cultural production. Utilising Adorno's unswerving yet understated hope in spite of the odds, Mike Watson embraces the abstraction of the new media landscape as millennials refuse to surrender to cynicism, by out-weirding even the world at large. They pose a radical alternative to the right wing approach of Steve Bannon and the conservative psychology of Jordan Peterson. Here, the cultural elitism of the art world is contrasted with the anything-goes approach of millennial culture. The left avant-garde dream of an art-for-all is with us, though you won't find it in museums. It is time the left learned to meme, challenging conventions along the way.

Commercial Communication in the Digital Age NYU Press

This volume provides a comprehensive

analysis of the ways in which digital communication facilitate and inform discourses of legitimization and delegitimization in contemporary participatory cultures. The book draws on multiple theoretical traditions from critical discourse analysis to allow for a greater critical engagement of the ways in which values are either justified or criticized on social media platforms across a variety of social milieus, including the personal, political, religious, corporate, and commercial. The volume highlights data from across ten national contexts and a range of online platforms to demonstrate how these discursive practices manifest themselves differently across a range of settings. Taken together, the seventeen chapters in this book offer a more informed understanding of how these discursive spaces help us to interpret the manner in which digital communication can be used to legitimize or delegitimize, making this book an ideal resource for students and scholars in discourse analysis, sociolinguistics, new media, and media production.

Information and Communication Technologies in Tourism 2021 U of

Minnesota Press

Fans of Douglas Hofstadter, Daniel BenNET, and Richard Dawkins (as well as science buffs and readers of Wired Magazine) will revel in Aaron Lynch's groundbreaking examination of memetics--the new study of how ideas and beliefs spread. What characterizes a meme is its capacity for displacing rival ideas and beliefs in an evolutionary drama that determines and changes the way people think. Exactly how do ideas spread, and what are the factors that make them genuine thought contagions? Why, for instance, do some beliefs spread throughout society, while others dwindle to extinction? What drives those intensely held beliefs that spawn ideological and political debates such as views on abortion and opinions about sex and sexuality? By drawing on examples from everyday life, Lynch develops a conceptual basis for understanding memetics. Memes evolve by natural selection in a process similar to that of Genes in evolutionary biology. What makes an idea a potent meme is how effectively it out-propagates other ideas. In memetic evolution, the "fittest ideas" are not always the truest or the most

helpful, but the ones best at self replication. Thus, crash diets spread not because of lasting benefit, but by alternating episodes of dramatic weight loss and slow regain. Each sudden thinning provokes onlookers to ask, "How did you do it?" thereby manipulating them to experiment with the diet and in turn, spread it again. The faster the pounds return, the more often these people enter that disseminating phase, all of which favors outbreaks of the most pathogenic diets. Like a software virus traveling on the Internet or a flu strain passing through a city, thought contagions proliferate by programming for their own propagation. Lynch argues that certain beliefs spread like viruses and evolve like microbes, as mutant strains vie for more adherents and more hosts. In its most revolutionary aspect, memetics asks not how people accumulate ideas, but how ideas accumulate people. Readers of this intriguing theory will be amazed to discover that many popular beliefs about family, sex, politics, religion, health, and war have succeeded by their "fitness" as thought contagions.

Digital Icons John Hunt Publishing

This book offers critical perspectives on the digital 'iconic', exploring how the notion of the iconic is re-appropriated and re-made online, and the consequences for humanity and society. Examining cross-cultural case studies of iconic images in digital spaces, the author offers original and critical analyses, theories and perspectives on the notion of the 'iconic', and on its movement, re-appropriation and meaning making on digital platforms. A carefully curated selection of case studies illustrates topics such as phantom memory; martyrdom; denigration and pornographic recoding; digital games as simulacra; and memes as 'artification'. Situating the notion of the iconic firmly within contemporary cultures, the author takes a thematic approach to investigate the iconic as an unstable and unfinished phenomenon online as it travels through platforms temporally and spatially. The book will be an important resource for academics and students in the areas of media and communications, digital culture, cultural studies, visual communication, visual culture, journalism studies and digital humanities.

The Selfish Gene Simon and Schuster

Taking "Gangnam Style" seriously: what Internet memes can tell us about digital culture. In December 2012, the exuberant video "Gangnam Style" became the first YouTube clip to be viewed more than one billion times. Thousands of its viewers responded by creating and posting their own variations of the video—"Mitt Romney Style," "NASA Johnson Style," "Egyptian Style," and many others. "Gangnam Style" (and its attendant parodies, imitations, and derivations) is one of the most famous examples of an Internet meme: a piece of digital content that spreads quickly around the web in various iterations and becomes a shared cultural experience. In this book, Limor Shifman investigates Internet memes and what they tell us about digital culture. Shifman discusses a series of well-known Internet memes—including "Leave Britney Alone," the pepper-spraying cop, LOLCats, Scumbag Steve, and Occupy Wall Street's "We Are the 99 Percent." She offers a novel definition of Internet memes: digital content units with common characteristics, created with awareness of each other, and circulated, imitated, and transformed via the Internet by many users. She differentiates memes from

virals; analyzes what makes memes and virals successful; describes popular meme genres; discusses memes as new modes of political participation in democratic and nondemocratic regimes; and examines memes as agents of globalization. Memes, Shifman argues, encapsulate some of the most fundamental aspects of the Internet in general and of the participatory Web 2.0 culture in particular. Internet memes may be entertaining, but in this book Limor Shifman makes a compelling argument for taking them seriously.

The Four-Dimensional Human: Ways of Being in the Digital World punctum books Media Studies.

Communicating with Memes Yale University Press

Internet-mediated communication is pervasive nowadays, in an age in which many people shy away from physical settings and often rely, instead, on social media and messaging apps for their everyday communicative needs. Since pragmatics deals with communication in context and how more gets communicated than is said (or typed), applications of this linguistic perspective to internet communication, under the umbrella label

of internet pragmatics, are not only welcome, but necessary. The volume covers straightforward applications of pragmatic phenomena to internet interactions, as happens with speech acts and contextualization, and internet-specific kinds of communication such as the one taking place on WhatsApp, WeChat and Twitter. This collection also addresses the role of emoticons and emoji in typed-text dialogues and the importance of “physical place” in internet interactions (exhibiting an interplay of online-offline environments), as is the case in the role of place in locative media and in broader place-related communication, as in migration.

Internet Memes and Society MIT Press

The first collection to address the collective transformation happening in response to the rise of social media With the rise of web 2.0 and social media platforms taking over vast tracts of territory on the internet, the media landscape has shifted drastically in the past 20 years, transforming previously stable relationships between media creators and consumers. The Social Media Reader is the first collection to address the

collective transformation with pieces on social media, peer production, copyright politics, and other aspects of contemporary internet culture from all the major thinkers in the field. Culling a broad range and incorporating different styles of scholarship from foundational pieces and published articles to unpublished pieces, journalistic accounts, personal narratives from blogs, and whitepapers, The Social Media Reader promises to be an essential text, with contributions from Lawrence Lessig, Henry Jenkins, Clay Shirky, Tim O'Reilly, Chris Anderson, Yochai Benkler, danah boyd, and Fred von Loehmann, to name a few. It covers a wide-ranging topical terrain, much like the internet itself, with particular emphasis on collaboration and sharing, the politics of social media and social networking, Free Culture and copyright politics, and labor and ownership. Theorizing new models of collaboration, identity, commerce, copyright, ownership, and labor, these essays outline possibilities for cultural democracy that arise when the formerly passive audience becomes active cultural creators, while warning of the dystopian potential of new forms of surveillance and

control.

Memes to Movements MIT Press

The Frankfurt School meets Fisher in this critique of capitalism incorporating memes, mental illness and psychedelia into a proposed counterculture. Spring 2020 to 2021 was the year that did not take place. We witnessed a depression, not economically speaking, but in the psychological sense: A clinical depression of and by society itself. This depression was brought about not just by Covid isolation, but by the digital economy, fueled by social media and the meme. In the aftermath, this book revisits the main Frankfurt School theorists, Adorno, Horkheimer, Benjamin and Marcuse, who worked in the shadow of World War Two, during the rise of the culture industry. In examining their thoughts and drawing parallels with Fisher's Capitalist Realism, The Memeing of Mark Fisher aims to render the Frankfurt School as an incisive theoretical toolbox for the post-Covid digital age. Taking in the phenomena of QAnon, twitch streaming, and memes it argues that the dichotomy between culture and political praxis is a false one. Finally, as more people have access to the

means for theoretical and cultural broadcasting, it is urged that the online left uses that access to build a real life cultural and political movement.

Handbook of Research on Narrative Advertising Routledge

This book explores the quirks of digital culture. Through a series of short punchy chapters, it uses these quirks as

momentary glimpses into the hidden dynamics of our swirling, highly mediated and often unfathomable cultural experiences.