Memes in Digital Culture

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出版者:The MIT Press

出版时间:2013-10-4

装帧:Paperback

isbn:9780262525435

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.

作者介绍:

Limor Shifman (Ph.D., 2005) is a tenured Senior Lecturer (US Associate Professor) at the Department of Communication and Journalism, The Hebrew University of Jerusalem, Israel, and a former research fellow at the Oxford Internet Institute, University of Oxford, UK. She specializes in new media, popular culture and the social construction of humor. Among the phenomena she studied are online humor and gender, the global spread and translation of online 'joke memes', and the evolution of new forms of Web-based humor. At the Hebrew University, Dr. Shifman teaches courses on Mass communication theory, popular culture and the Internet, political satire in the digital age and Internet-based humor.

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标签

传播学

文化研究

communication

互联网

科普

社会学

学术

迷因

评论

膜蛤素材能再多点可能会更饱满

这本书最大的贡献就在于将迷因这个概念基于互联网的环境，再次定义了什么是"互联网迷因"。相比起之前Hawkins还有susan Blackmore
对于迷因过于笼统模糊的定义，本书内的重新定义对于当下来说更确切也更符合全球化的互联网文化现象。

简单易懂

大概是这领域诞生时间太短的缘故，书的前半部分花了很多篇幅厘清概念定义。

姚明脸，绿青蛙，艾ww的腿枪...时间的卡车已经碾压了一代青年们两个来回，曾经弄潮儿们的暗语也都留在了网络愈发深刻的皱纹里。

邏輯蠻清晰的，但是內容不夠豐滿。關於話語抵抗的部分內容，最近一篇關於社運的論文有參考到。

关于Meme的著作中比较好的，梳理了Meme理论发展以来的道路，兼顾科普的可读性与学术脉络的清晰。就是篇幅所限，没法对各地区的案例进一步展开。

梳理了meme的结构，一些定义和概念还是比较有价值的，但是似乎没有对Dawkins的最初定义进行拓展，meme的延续性基本没有得到解释。

从 Meme
的角度解释了各种当代网络上的文化现象，简单易懂，很适合迷因概念初接触者的阅读。

看到方可成老师会员通讯的推荐，寒假读完了这本书，对于梳理互联网迷因（Internet meme）领域的研究，是一本很好的工具书，它最大的好处能提供有条理的分析框架。案例的理解可能有些吃力，我们对西方社会的meme了解实在是太少了，主要还是文化环境不一样……说白了就是有些梗get不到。

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书评

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