

DIGITAL WRITING

& REMIX CULTURE

What does it mean to “remix”?

Remixing is the practice of re-purposing and re-using texts that others have created – such as images, videos, sounds, and words – to invent something new. The term “remix” has recently gained currency in our culture because of emerging digital technologies, which have made it easy for composers to appropriate and re-use others’ creative works. In fact, remix is a common practice among professional artists in our culture (just think about Jay Z and Kanye West’s recent album, 2011), and thanks to easy-to-use technologies, it’s one you likely perform in your own literate practices on a daily basis. But hold on! If you’re thinking, “Remix has been around long before my time,” then you’re right! Individuals have been using others’ work to create their own long before the emergence of digital technologies.



LOOKING FOR STUFF TO REMIX?



Visit creativecommons.org to find (literally) millions of visual, aural, and written texts that artists have provided for others to use in their own work free of charge.

Are there legal concerns?

Yes. Because of copyright and intellectual property laws, there are legal and ethical concerns when remixing. To make sure your remix practices are lawful and ethical, you should know and understand the creative commons licenses and restrictions and be familiar with “fair use” rights:

Learn about Creative Commons:

- <https://creativecommons.org/licenses/>

Learn about Fair Use:

- <http://fairuse.stanford.edu/>

Looking for examples of remixed work for inspiration?



From "A Video about Remix"

Check out the *Journal of Undergraduate Multimedia Projects'* issue on remix and memes:

<http://jump.dwrl.utexas.edu/old/v1.2>



Altered image by Ben McCorkle

Play around with this project, which addresses the viral spread of Shepard Fairey's now well-known "Hope" poster:

<http://harlotofthearts.org/index.php/harlot/article/view/29/18>



CC image: commons.wikimedia

Explore the hilariously entertaining website, *Know Your Meme*, which offers examples of remix projects and promises hours of laughs:

<http://knowyourmeme.com/>



CC image: Jonathan McIntosh

Read about "culture jamming," a form of remix with political intentions:

<http://www.urbandictionary.com/define.php?term=culture+jamming>