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BA English Honours | Semester VI | ENG6EJ306

Digital Narratives

Module 4: Social Media Narratives, Alternate Reality Games (ARGs), and Future Trends • Comprehensive Notes

Chapter 4: Social Fiction, ARGs, and Generative Artificial Intelligence

Contemporary digital narratives escape computer screens, integrating directly into everyday digital life via Twitter/X microfiction, creepypasta mythologies, and Alternate Reality Games (ARGs) that blur reality and fiction across websites, phone calls, and physical geolocation geocaching.

4.1 Generative AI and Algorithmic Authorship

The rise of Large Language Models (LLMs) introduces collaborative human-machine co-creativity, challenging legal definitions of copyright and philosophical definitions of authorial intention.

Advanced Critical Theory, Hermeneutics & Literary Praxis

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1. Hermeneutic Paradigms and Textual Mechanics

Critical inquiry into Module 4: Social Media Narratives, Alternate Reality Games (ARGs), and Future Trends reveals how textual forms construct meaning through complex aesthetic strategies and structural choices:

- **Structuralism and Semiotic Deconstruction:** The organization of signs, tropes, and syntactical structures establishes narrative authority while simultaneously revealing internal fissures. Binary oppositions embedded within the discourse—such as center versus margin, tradition versus modernity, and subjective interiority versus objective reality—are systematically problematized through textual slippages and ambiguous signifiers.
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2. Historiographical Context and Reception Theory

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3. Comparative Aesthetic and Thematic Matrix

The following analytical matrix summarizes key comparative dimensions across traditional interpretive paradigms and modern critical frameworks relevant to Module 4:

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