



# STORY ANGLES: Viral Mythology

By Marie D. Jones and Larry Flaxman

- 1) Examine how ideas and information go viral today with the Internet and social networking and compare this with how it worked in the past, via storytelling, oral tradition, art and architecture as means of “mass communication.”
- 2) What are some of the theories about how knowledge was accessed and/or given to the ancients – from the Ancient Aliens theory that extraterrestrials helped us advance as a species, to the theories of memetics, genetic transmission and the “field of information” theory?
- 3) Why is the art of storytelling such a critical part of viral mythology and can you give examples of myths, legends, fables, nursery rhymes and fairy tales that may have truth and scientific knowledge encoded in them?