

Meme Analysis

DEFINITION OF MEMES

The term meme was coined by sociobiologist Richard Dawkins in his book "The Selfish Gene" (1976), as part of a theory of how non-genetic information is transmitted from individual to individual and from generation to generation. For Dawkins, memes are not just metaphorical constructs for traditional concepts such as ideas, theories, traditions, etc.; they are as real as genes. Memes are to the mind what genes are to the body.

Danesi, M. (2019). Memes and the future of pop culture. Brill Research Perspectives in Popular Culture, 1(1), 1-81.

Memes are amateur media artifacts that are remixed and distributed by various participants in social media networks.

Milner, R. (2012). The world made meme: Discourse and identity in participatory media (Doctoral dissertation, University of Kansas)

Just like inside jokes, memes are both universal and specific; they allow for creative play on the basis of established phrases, images and videos.

Milner, R. (2017). The world made meme: Public conversations and participatory media (Information society series). Cambridge, Massachusetts: The MIT Press.

THE MEME ANALYSIS

1. Try to describe the content and presentation of the meme in your own words.

2. What is your first impression when you see the meme? What message could the meme contain?

3. Discuss the following questions within your group:

- Who could have developed the meme and with what goal?
- Who would share the meme and why would someone do that?
- What audience is this meme aimed at?
- What topic does the meme address?
- What logical train of thought does the meme represent?
- What emotions does the meme appeal to?
- In what environment would you come across this meme?
- What media could be used to spread this meme?
- What size, shape, language and images are used in the meme?
- Why might these details be relevant to the meme's message?
- How might these details of the meme affect its audience?

4. How would you describe the message of the meme after your analysis?

5. Who would agree with the meme and spread it?

6. Who would disagree with the meme?

7. How would someone who agrees or disagrees with the meme change the meme before it is shared further?

EXAMPLES OF MEMES



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Me: “So are you excited about
the EU elections?”

Friend:



EXAMPLES OF MEMES



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