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On the internet, memes are more than just funny pictures or jokes. They make people think and start conversations. One meme that got a lot of attention in April 2025 was called “100 Men vs a Gorilla.” It asks a silly question: who would win in a fight between 100 unarmed men and one gorilla? At first, this sounds like just a joke, but the meme became very popular on social media like TikTok, X (which used to be called Twitter), Reddit, and YouTube. Even big influencers like MrBeast talked about it and made it even more popular. This essay will look at the “100 Men vs a Gorilla” meme as something important for studying how people argue and talk online. I will use ideas from old ways of studying arguments, like Aristotle’s ideas about rhetoric, and also new ideas about how people talk on the internet. I will show that even silly questions like this can turn into serious debates and help us learn about how people talk and think online.

The “100 Men vs a Gorilla” meme started as a question on the internet. A user on X tweeted about it, and within 24 hours it gained over 24 million impressions. The main idea is simple: could 100 regular, unarmed men beat a gorilla, which is much stronger and faster than a person? The meme spread quickly because people online, including famous YouTubers and TikTokers, asked their followers to share their thoughts. The meme is fun because it mixes humor with a real challenge, and it invites everyone to join in and share their own ideas. But this meme is not just

for laughs, It also connects to bigger ideas in our society. People are interested in strength, teamwork, and what groups of people can do together. The meme also shows how the internet is a place where people like to debate, share information, and build on each other's ideas. Because the meme gets so many people involved, it is a great example for studying how arguments and conversations happen online. To study this meme, we need to know what "rhetoric" means.

Rhetoric is an old word that means the art of persuasion, or how to get people to agree with you or see your point of view. Aristotle, a famous Greek thinker, said that good arguments use three things: logic (logos), trust or credibility (ethos), and emotion (pathos). On the internet, rhetoric is a little different because people use not just words, but also pictures, videos, and memes. Digital rhetoric is about how people use all these tools to share ideas and convince others online (Eyman 4). In this essay, I will use both old and new ideas about rhetoric to look at how this meme works. The "100 Men vs a Gorilla" meme is different from old-fashioned arguments because there is no single person talking. Instead, lots of people online, regular users, influencers, and content creators share and change the meme. Someone like MrBeast, who has a lot of followers, can make the meme even more popular by talking about it. The people who see the meme are anyone using the internet, from people who just laugh at it to those who spend time arguing about it. The meme has more than one purpose. It is funny and entertaining, but it also makes people think and argue. The internet is a fast-moving place where people like to share, remix, and debate ideas. Digital rhetoric is shaped by many different things, like culture, technology, and the way people use the internet (Reid 2024). This makes the meme more interesting and complex than it seems at first. Even though the meme is not a formal debate, it still follows a basic structure of argument. First, it introduces the question: can 100 men beat a gorilla? This is

like the introduction in a normal essay. Then, people give reasons and proof for their side. Some talk about how strong gorillas are, while others think about how the men could work together. People use facts, jokes, and even pretend strategies to support their ideas. There is no real answer to the question, and that is part of why the meme stays popular. People keep arguing and sharing new ideas, so the debate never really ends. This is common on the internet, where people like to keep conversations going by adding new jokes or points of view.

The meme uses all three of Aristotle's ways to persuade people. Ethos is about trust. People sometimes mention experts, like animal scientists or fitness trainers, to make their arguments sound more believable. On the internet, trust is built not just by experts, but by people sharing and liking posts. Pathos is about emotion, the meme is funny and silly, so it makes people laugh. But it also gets people excited and makes them want to join in the debate. Some people really care about their side, whether they think the gorilla would win or the men would win. Logos are about logic and reason. Some people use facts about gorillas, like how strong they are or how fast they can move. Others try to come up with plans for how the men could win. Even though many arguments are made as jokes, people still use logic to make their points. The meme uses some common ideas that people often use in arguments. These are called "topoi" or "commonplaces." Some of these are "strength in numbers" (the idea that a big group can beat a strong individual), "man versus nature" (humans against animals), and "brains versus brawn" (thinking versus strength). People who think the men would win say that teamwork and planning are important. People who think the gorilla would win say that nature and pure strength are hard to beat. Most of the debate in the meme is about what could happen in the future, which is called "deliberative rhetoric." Some people also use "epideictic rhetoric," which is about praising or making fun of the people or the gorilla in the story.

Looking at this meme shows that it is more than just a joke. It is a place where people talk about big ideas like strength, teamwork, and what makes a good argument. The meme shows how people on the internet like to join in, share ideas, and build on each other's thoughts. It also shows that arguments online are not always serious sometimes, they are playful and silly, but they still teach us about how people think and talk. The meme also shows that on the internet, everyone can join the conversation. There is no one speaker or audience, everyone is both. This is different from old ways of thinking about arguments, where one person talks and others listen. Online, people work together to create meaning (Reid 2024). Finally, the meme shows that things like trust, emotion, and logic work differently online. People use pictures, jokes, and comments to make their points. The meme stays popular because it is easy to share and keeps people talking.

Conclusion

My analysis of the "100 Men vs a Gorilla" meme shows that memes are not just funny pictures or jokes. They are important ways people share ideas, argue, and connect with others online. This meme shows how people use humor to have serious talks and think carefully about different ideas. It also shows that online conversations are open and always changing because many people join in. This means that talking and arguing on the internet is different from face-to-face talks; it is more flexible and includes many voices. Memes like this help us understand how people communicate and share opinions today, both on the internet and in real life.



Works Cited

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I did not use A.I. for this project.

The reason I chose not to use A.I. is because I wanted to make sure all the ideas and writing were my own. I believe it is important to learn and practice research and writing skills myself, without relying on a tool that could do the work for me. I also had concerns about academic honesty and wanted to avoid any risk of plagiarism, since A.I. tools can sometimes create text that is too close to things already published. Finally, I wanted to make sure that my work showed my own thinking and understanding, which is something A.I. cannot do. By doing the project myself, I feel more confident that the work is truly original and meets the standards of academic integrity.