



**THIS MEMES WAR!!!**

# Internet Meme Warfare

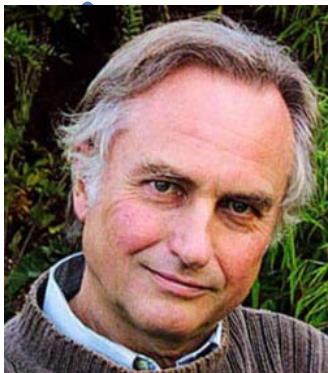
**: Political Propaganda, Commercial Ads & Copyright Lawsuits**

# **Multiful Purposes of Meme Production**

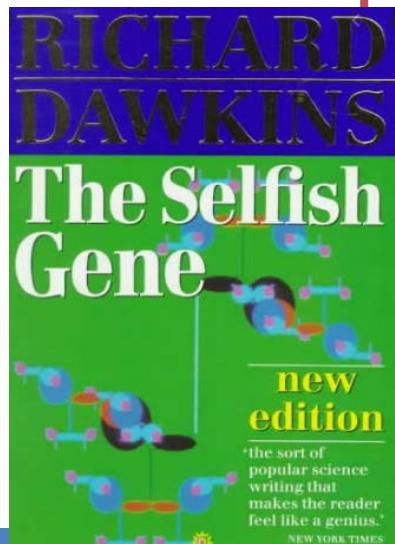
- **Cultural Communication** : Joke, fun images, surprise, wits, humor in subculture communities
- **Commercial Communication** : Products advertising, online marketing purpose (ex: Gucci, IKEA) → Going Viral
- **Civic Communication** : Memes as “Political Activism”
  - Social-media powered activism, Collective Actions
  - Democratic Subversion /Participatory Web 2.0
  - # OccupyWallStreet # BlackLivesMatter
- **Political Propaganda**
  - Weaponizing memes, Paid fake meme Production
  - 2016 Anti-Hillary Memes in Facebook Platform
  - In Case of Fake Meme, Disinformation?
- **Meme-related Copyright Lawsuits**
  - Popular Meme Account Sued For Copyright Infringement

- Dawkins: small cultural units of transmission, analogous to genes
- Shifman: fundamental of Internet participatory Web 2.0 culture

Richard Dawkins



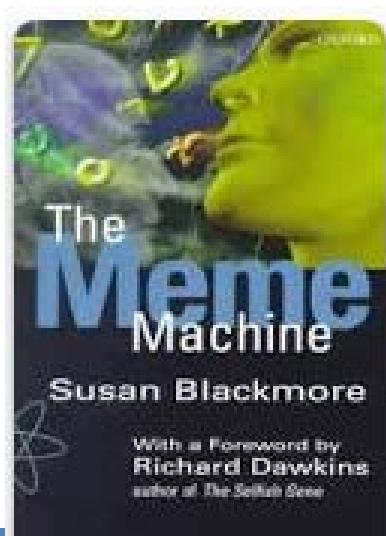
1976



Susan Blackmore



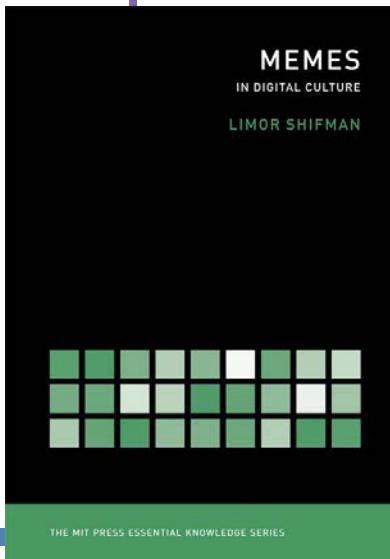
2000



Limor Shifman



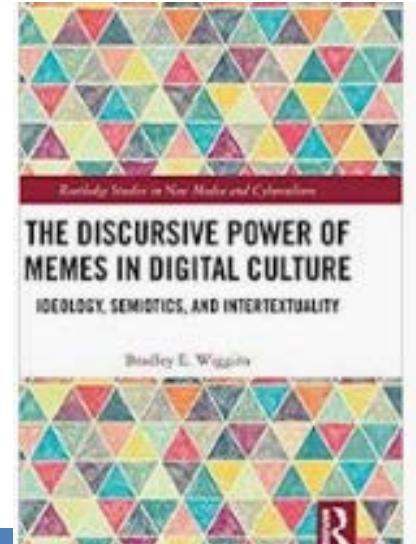
2013



Bradley Wiggins



2019



# *What is Meme? (Definition)*

## 종래의 통념적 이해

- 패러디, 변조되어 인터넷에서 유행하는 문화 콘텐츠 놀이
- 유행하는 요소를 응용해 만든 사진, 동영상의 전파
- 밈은 군중의 따라하기 성향이다. (자극적 방송 보도 → 오해 자극 → 정치이슈화 → 집회촉발→ 괴담이 전염병처럼 확산)
- 한계: 재미의 목적, 수동적인 측면만 보면 창조적 변용, 다양한 관점과 맥락의 추가 등 인터넷 밈 현상은 설명하기에 미흡

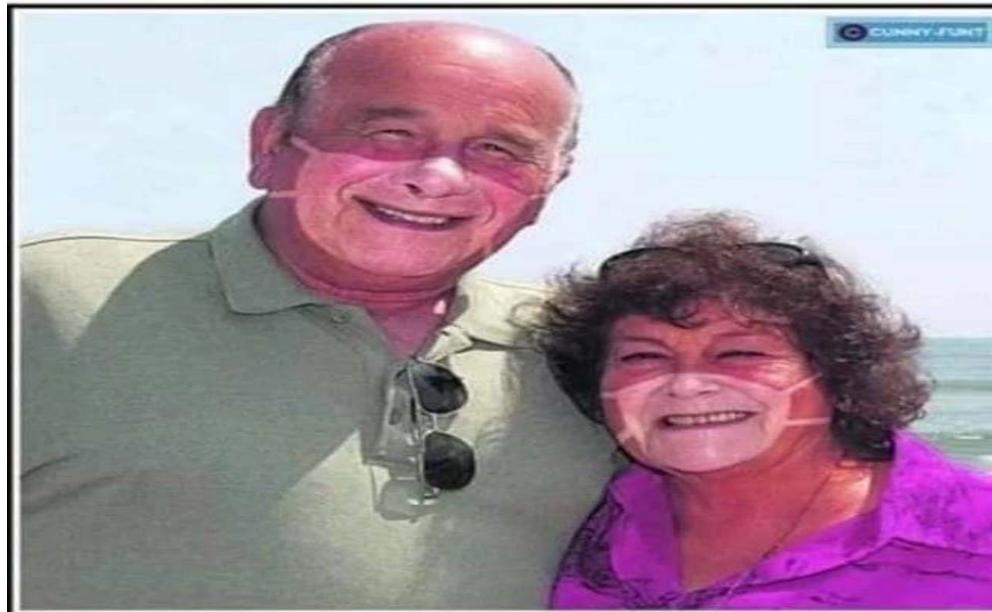
## Limor Shifman “Internet memes are groups of content units”

- 디지털 아이템: 콘텐츠content, 형식 form, 관점stance을 공유
- 상호 간의 존재를 인식하고 창작된다.
- 맥락의 수정, 민주적 저항, 정치적 메시지 전달 등 밈의 창작적 범주가 확대되고 있음
- 널리 유포되고, 모방되고, 인터넷 사용자들에 의한 변형이 가능
- 참여적 Web 2.0 문화를 보여줌. 밈 문해력meme literacy이 필요

# # Chubby Bubbles Girl Meme: Humor, Versatile Modification



Just back from our cruise. Had a great time.



4 stages of quarantine.



MARTY, WHATEVER HAPPENS



DON'T EVER GO TO 2020

QUARANTINE  
DAY 1



QUARANTINE  
DAY 10



SOURCE: EROSNOW INSTAGRAM

# Where internet memes come from?

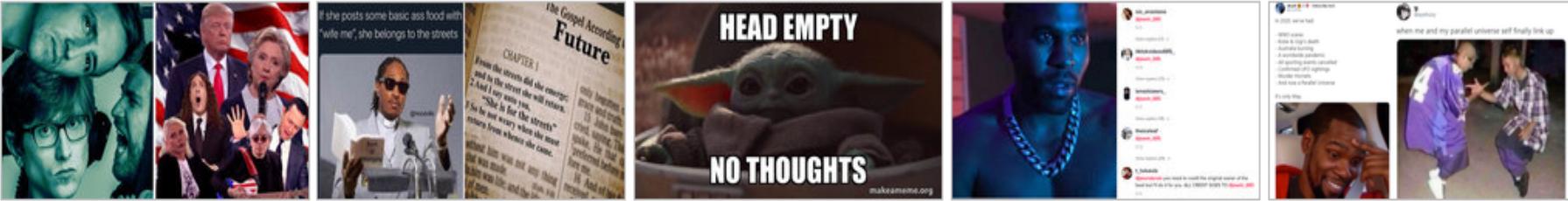
About Rules Chat Random Activity

Welcome! [Login](#) or [signup now!](#)

Search the database...

[Advanced Search](#) [Protips](#)

[HOME](#) [MEMES](#) [CATEGORIES](#) [NEWS](#) [IMAGES](#) [VIDEOS](#) [FORUMS](#) [EDITORIALS](#) [EPISODES](#) [MEME INSIDER](#)



Also Trending: [POV Boyfriend](#) [Joe Biden "You Ain't Black"](#) [Breakfast Club Comments](#) [Where Are Her Organs?](#)

## All Entries - Confirmed Meme Entries

Browsing all 3,325 confirmed meme entries.

Like us on Facebook!  1.4M people like this. Be the first of your friends.

[Confirmed](#) [Submissions](#) [Deadpool](#) [All Meme Entries](#) [All Entries](#)

Sorted by: **Newest** [Oldest](#) [Views](#) [Chronological](#) [Reverse Chronological](#) [Comments](#) [Images](#) [Videos](#)



### Entry Categories

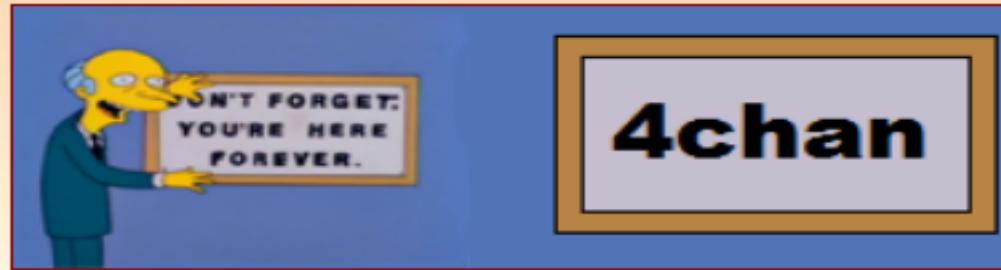
<b>Events</b>	2,078
<b>Memes</b>	18,966
<b>People</b>	1,687
<b>Sites</b>	561
<b>Subcultures</b>	1,933

**Today's Top Image Galleries**



# 4chan

/a/ / o / p / r / s / t / u / v / vg / vr / w / wg] [i / ic] [r9k / s4s / vip / qa] [cm / hm / lgbt / y] [3 / aco / a  
alp / mu / n / news / out / po / pol / qst / sci / soc / sp / tg / toy / trv / tv / vp / wsg / wsr / x] [Edit]

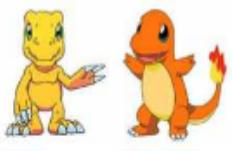


## /pol/ - Politically Incorrect

Anime/Wallpapers  
Mecha  
Cosplay & EGL  
Cute/Male  
Flash  
Transportation  
Otaku Culture  
Video Games  
Video Games  
Video Game Generals  
Pokémon  
Retro Games



## /v/ - Video Games



R: 177 / I: 81  
Why did Digimon fail while Pokemon succeeded?



R: 0  
How am I supposed to date a woman?



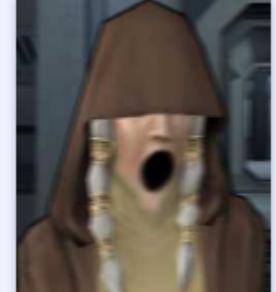
R: 92 / I: 36  
CURTAINS = OPEN  
LIGHTS = ON MOMENT  
= NOT MISSED EYES =  
BUTTERED Oh yeah, its time.



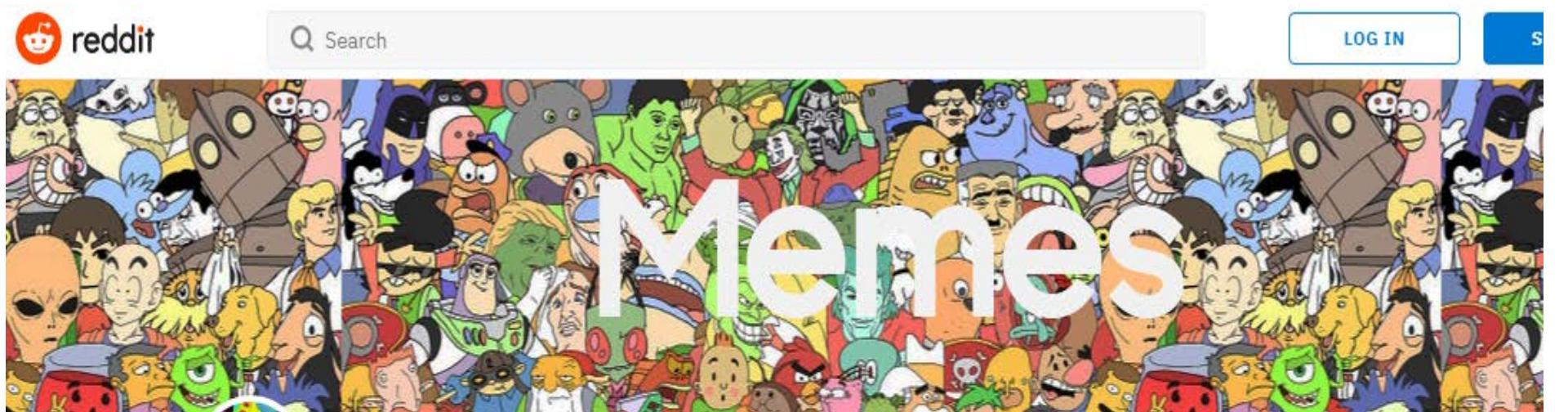
R: 31 / I: 1  
>Making shitty



R: 55 / I: 2  
What did Infinity Ward mean by this?



R: 247 / I: 34  
>NOOOOOOOOO YOU  
DIDNT GET IT!



reddit

Search

LOG IN

# Memes

/r/Memes the original since 2008

JOIN

r/memes



reddit

Search

LOG IN

## CoronavirusMemes

/CoronavirusMemes

JOIN

Posts Wiki Information

Hot New Top ...

PINNED BY MODERATORS

59 Posted by u/Pretre-Photography Moderator 7 days ago

CORONAVIRUS MEME CHAMPIONSHIPS (More info in comments)

### About Community

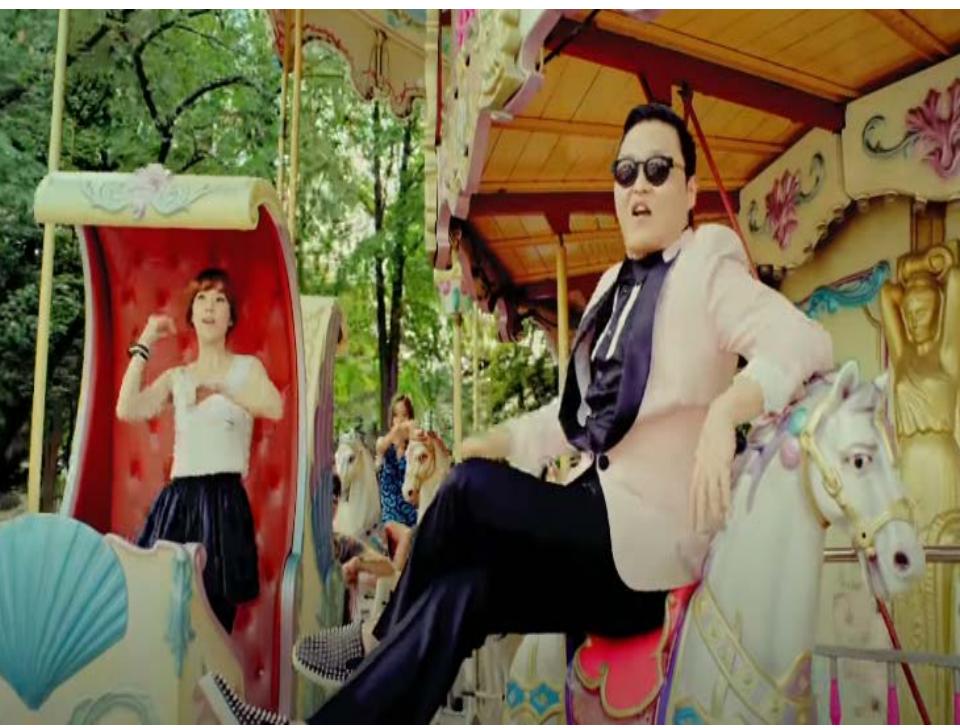
Getting a laugh out of the Coronavirus while we still can, and spreading happiness in a time of distress.

90.6k Members 235 Online

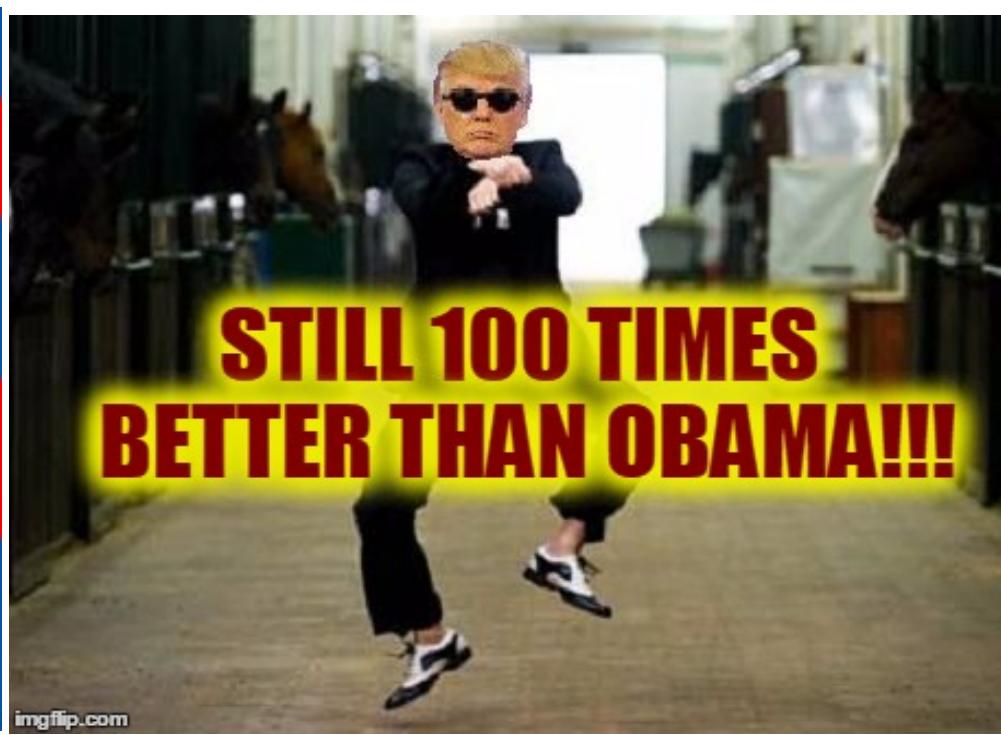
# Internet memes play a key role in contemporary formulations of political participation and cultural globalization.

Meme Economics









# # Unwanted Ivanka Meme anachronistic nepotism, exhibitionist



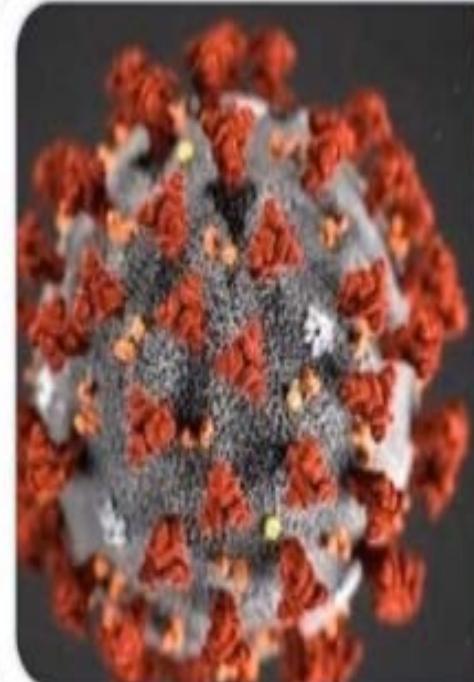
## # Unwanted Ivanka Meme anachronistic nepotism, exhibitionist

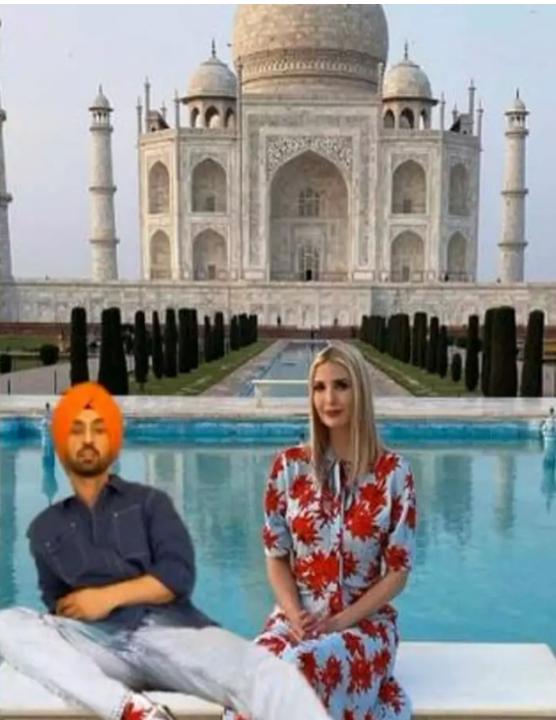


Jerry Avenaim ✅

@avenaim

Which pathogen wore it better?





C.X.F. HIJACK  
@ACTOROUTONLOAN

Ivanka is Spliting Atoms again, Just one of her many hobbies.



# FCCJ 日本外国特派員協会

satirical mock-up → copyright infringing?



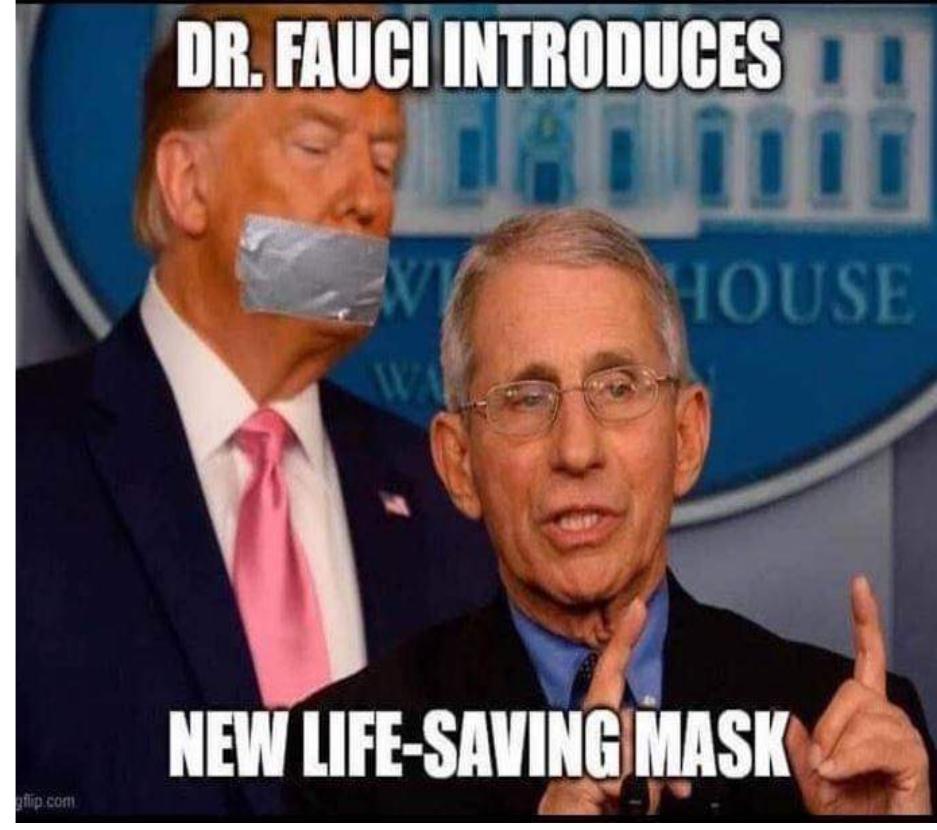
NUMBER SHIMBUN



COVID-19

# # Dr Fauci Meme

- Images manipulation with sarcasm
- Parallel comparison political partisan
- Different anonymous producers





WinLunGSD  
@WinLunGSD

I hear Cillit Bang have a new advert. It's so much better than Dettol and Domestos.



JushForLife @jush\_for\_fun · 13h  
"Let them eat Clorox"



Q 1

↑ 9

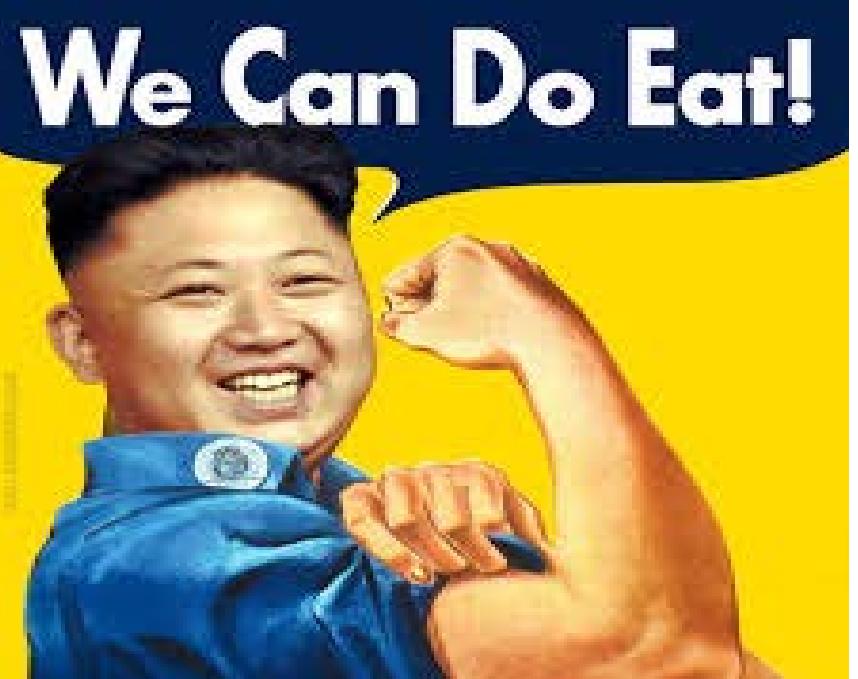
♡ 41



HOW WE WILL KILL THE VIRUS...



# WITH THIS TECHNOLOGY



# # Kim Jong Un-Trump Memes



Trump And His Little Chubby  
North Korean Friend





## r/EnoughTrumpSpam

u/fuccks • 2y

Wun Dum Fuk &amp; Fukn Dum Wun



Share 1

...

0

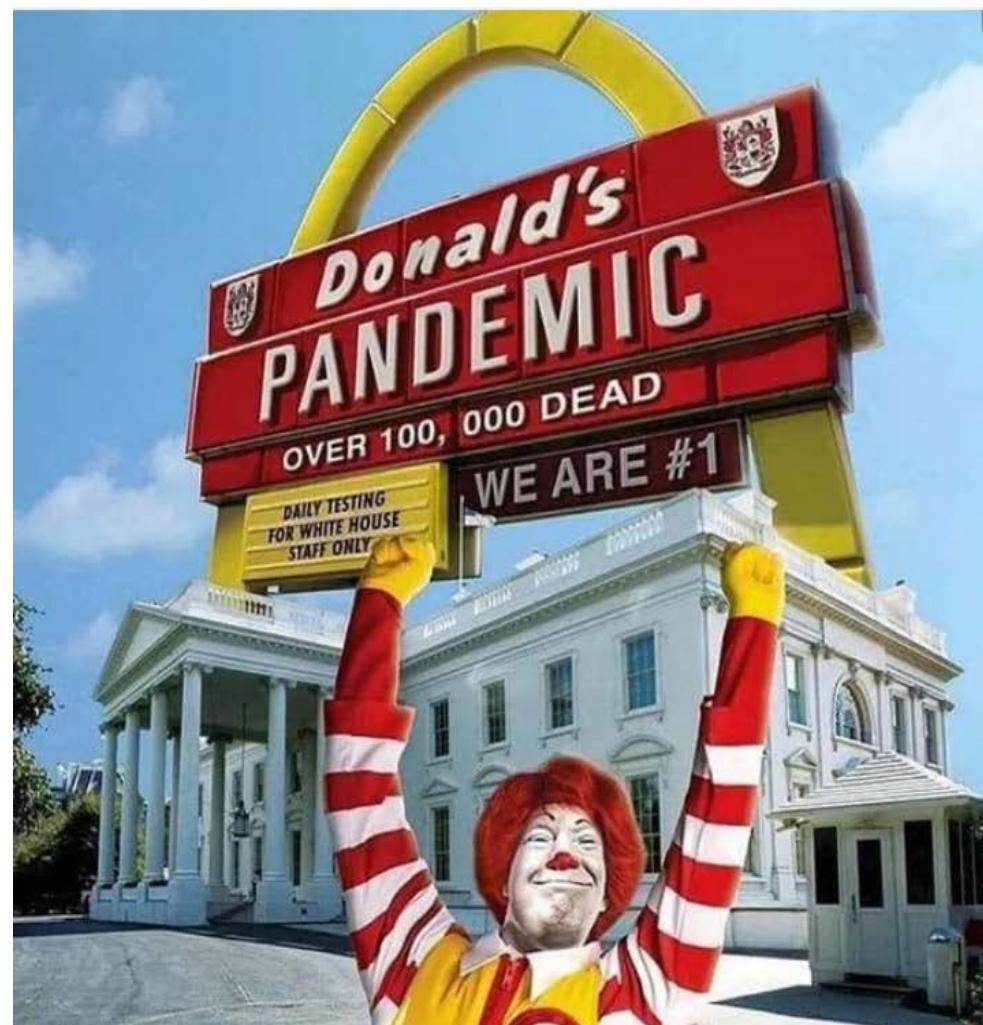
1 Comments sorted by Best ▾

Log in or sign up to leave a comment

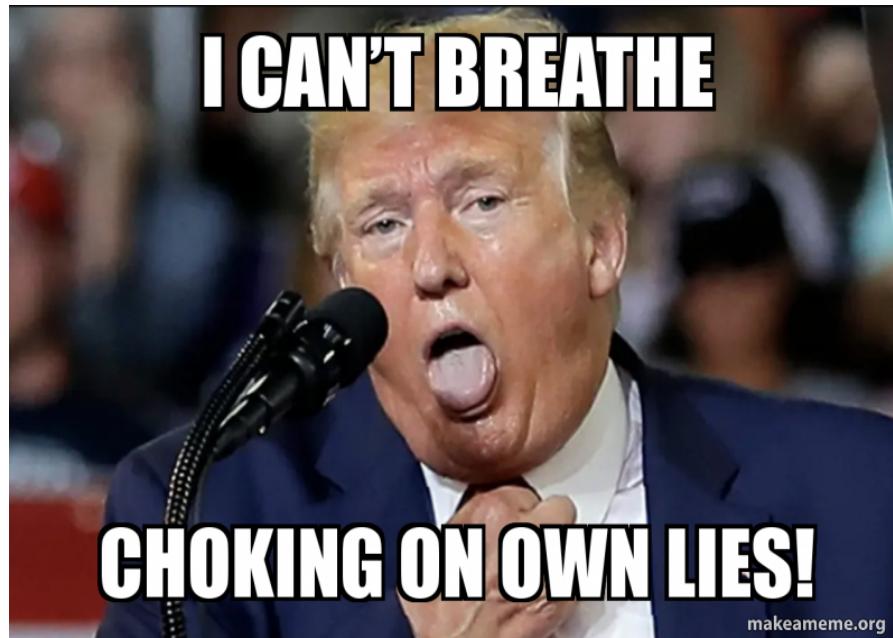


r/EnoughTrumpSpam • i.redd.it • 3d • u/pretzelcuatl

Donald's Pandemic



# # I Can't Breathe Meme



# 인터넷 맴(Internet Meme)의 변화상 : 정치적 선전 Political Propaganda



What about  
the frog?



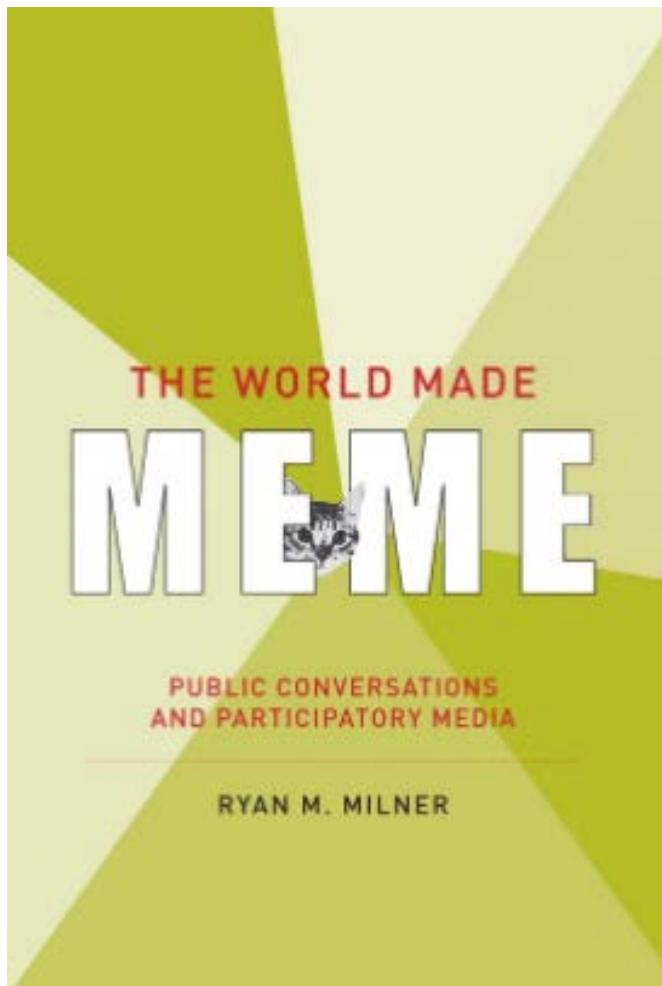
War never changes



# Ryan Milner

**“Dark magic: the memes that made Donald Trump’s victory”**

- **memes and memetic process are shaping public conversation.**
- **pop cultural and political moment generate a constellation of memetic texts.**
- **Memetic media offer participation by reappropriation**



# Russia's IRA interference

Paid Meme Distribution : Anti-Hillary Clinton  
During 2016 US Presidential Election@ Facebook



# Paid Meme Distribution : Anti-Hillary Clinton During 2016 US Presidential Election@ Facebook

BUSINESS OPINION POLITICS ENTERTAINMENT LIFE FOOD HEALTH REAL ESTATE OBITUARIES JOBS

## Here's what fake Russian Facebook posts during the election looked like

by Rob Tornoe, Posted: October 6, 2017



 Heart of Texas  
Yesterday at 1:00pm · 48

Hillary is no doubt PURE EVIL. All the patriots must immediately stand up with arms in hands against Washington, in the event that Clinton 'wins' the election. Like and share if you agree with me.



**PURE EVIL**

[Like](#) [Comment](#) [Share](#)

411

Top Comments

# Paid Meme Distribution : Anti-Hillary Clinton During 2016 US Presidential Election@ Facebook



## When Russian trolls wanted to divide America, they knew what to use: race

Social science explains the strategy behind their 2016 Facebook ads.

### Russia targeted blacks, Latinos, Christians, in campaign to boost Trump, report finds



# THE WALL STREET JOURNAL.

English Edition ▾ | June 9, 2020 | Print Edition | Video | Latest Headlines

Home World U.S. **Politics** Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ. Magazine

POLITICS

## Russians Took Aim at Black Voters to Boost Trump, Reports to Senate Find



**W I R E D**

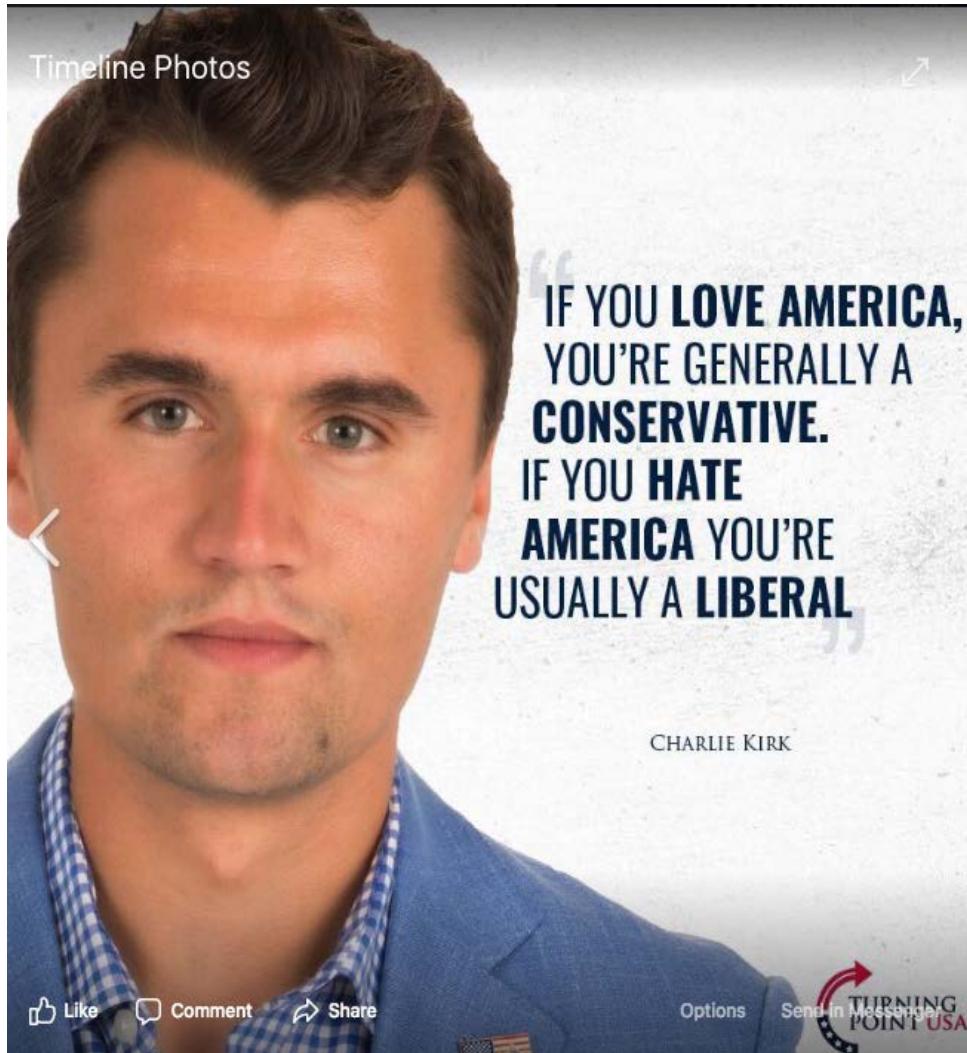
# How Russian Trolls Used Meme Warfare to Divide America

A new report for the Senate exposes how the IRA used every major social media platform to target voters before and after the 2016 election.

- Internet Research Agency(IRA), a group of Russian agents that use social media to influence politics
    - **Russia's Political Ads Online to Sow Discord Online**
1. Russian IRA favored Trump over Hillary Clinton
  2. Russian content focused mainly on political and national security issues, not the election itself
  3. Russia especially targeted African Americans communities to exploit racial divisions in the U.S.
  4. Russia's use of social media was wider than we thought

# How Donald Trump Won the 2016 Meme Wars?

- The Left Can't Meme but The Right does it very well.
- Right-Wing Groups Are Training young Social Media Warriors.
- Meme Generator: **Turning Point USA** (보수주의 청년 그룹)





Turning Point  
USA

# BIG GOVERNMENT **SUCKS**

POLITICAL  
CORRECTNESS  
IS A WEAPON  
USED TO  
SILENCE  
PEOPLE WHO  
TELL THE TRUTH

AYAAN HIRSI ALI



EXACTLY! #BigGovSucks



A LIBERAL IS SOMEONE WHO WILL  
COUNT YOUR MONEY TO DETERMINE  
HOW MUCH YOU NEED



AND HOW MUCH THEY ARE  
GOING TO GIVE OTHERS TO MAKE  
THEMSELVES FEEL COMPASSIONATE

Sounds About Right...  
#SocialismSucks



THESE ARE LEFTISTS

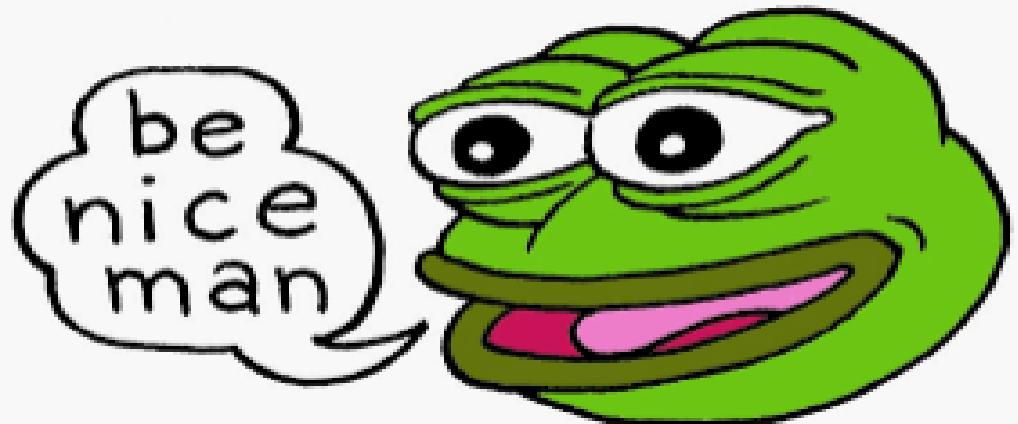
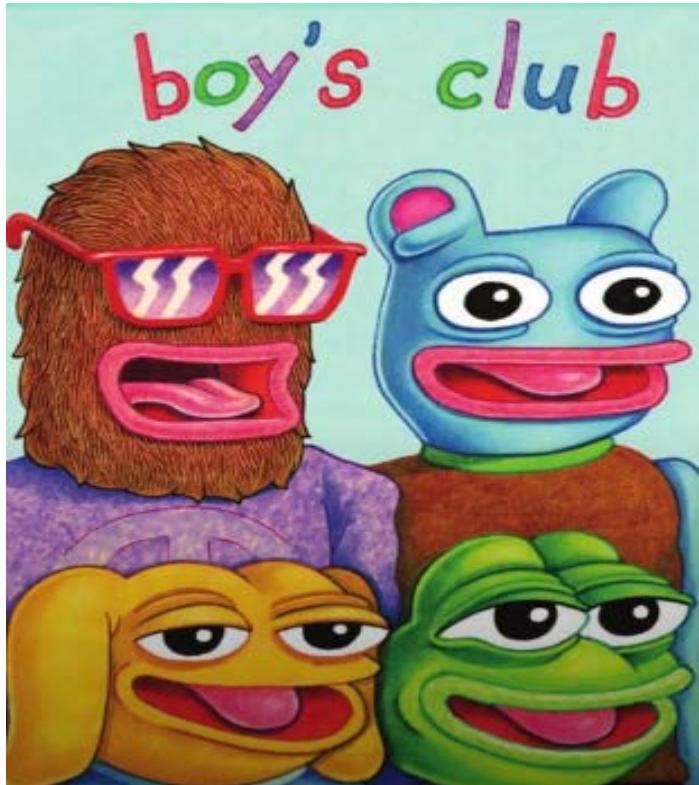


THESE ARE CONSERVATIVES

SEE THE DIFFERENCE??

Conservative memes that make  
conservatives look worse

# Pepe the Frog: Versatility, Context



# Political Propaganda : weaponizing memes

- How Pepe the Frog became one of hate symbols?
- Pepe conservative is not Alt-Right from its origin





Just In...

Trump sides with religious leaders in fight against governors

ADMINISTRATION — 38M 15S AGO

Biden slams Trump in new ad: 'The death toll is still rising.' 'The president is playing golf'

# #SavePepe — We're taking Pepe the Frog back from the alt-right racists

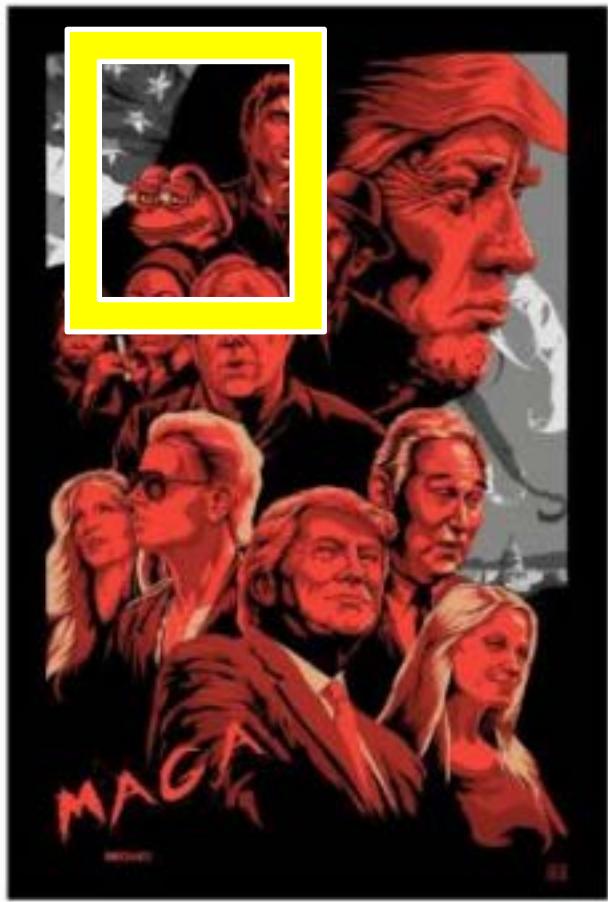
BY OREN SEGAL, CONTRIBUTOR · 10/19/16 05:44 PM EDT

11 COMM





me > MAGA Poster 16" x 24"



## MAGA Poster 16" x 24"

Limited edition MAGA poster by renowned artist and patriot Jon Allen exclusively available through Infowars. There's only a few hundred left on this final run - [we'll be forced to take it down forever when we run out, so make sure you get this collectible poster today!](#)

**LIMITED AVAILABILITY**  
\$29.95 [GET YOURS TODAY!](#)



24 Reviews  
[Write a Review](#)

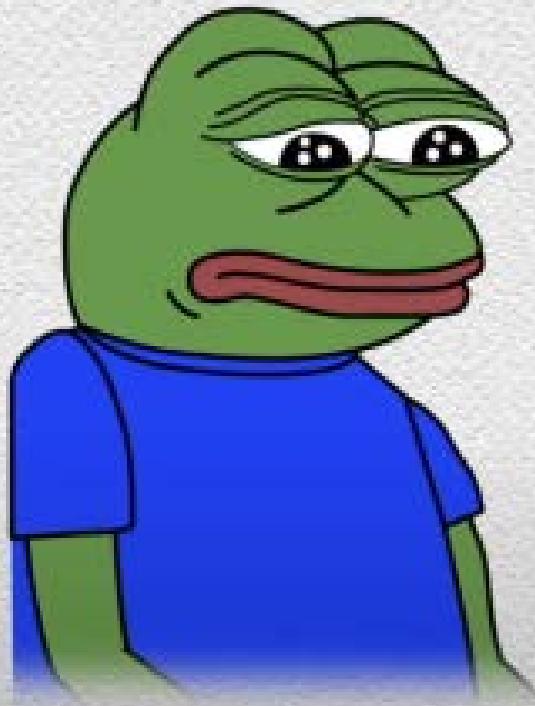
**100%** of respondents would recommend this to a friend.

Qty:

1

[ADD TO CART](#)[Wishlist](#)[Print](#)[PayPal](#)

**Original**



**Jessica Logsdon Work**



## Pepe the Frog creator wins \$15,000 settlement against Infowars

**Victory is latest in a string of legal actions by Matt Furie, who is seeking to halt the co-option of his cartoon by the far right**

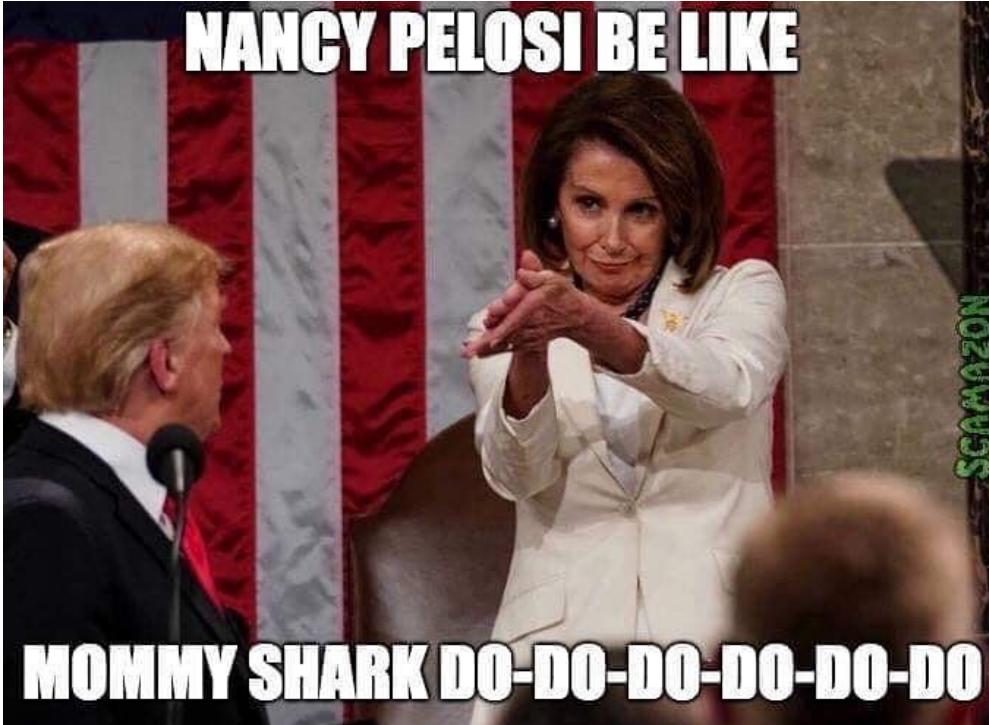


## Why is Pepe the face of Hong Kong protests?



# # Anti Nancy Pelosi Memes

NANCY PELOSI BE LIKE



OH LOOK THE VIRUS



IS WEARING A MASK



# # Black Lives Matter Meme



politics ▾

Hot

New



NSFW

## politics › pence george floyd Memes

Humor and discussion around U.S. and world politics.

**YOUR GOVERNMENT**TRUMP  
PENCE**OUR DEMOCRACY***This cartoon has sparked condemnation in Ghana***PLEASE COME LIBERATE HONG KONG.**

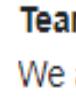
# Trump campaign cries censorship : Twitter removes a video about George Floyd on copyright

 Team Trump (Text TRUMP to 88022) ✓  
@TeamTrump

We are working toward a more just society, but that means building up, not tearing down.

Joining hands, not hurling fists.

Standing in solidarity, not surrendering to hostility.

 Team Trump (Text TRUMP to 88022) ✓ @TeamTrump  
We are working toward a more just society, but that means building up, not tearing down.

Joining hands, not hurling fists.

Standing in solidarity, not surrendering to hostility.

 Media not displayed  
This image has been removed in response to a report from the copyright holder.  


This media has been disabled in response to a report by the copyright owner.

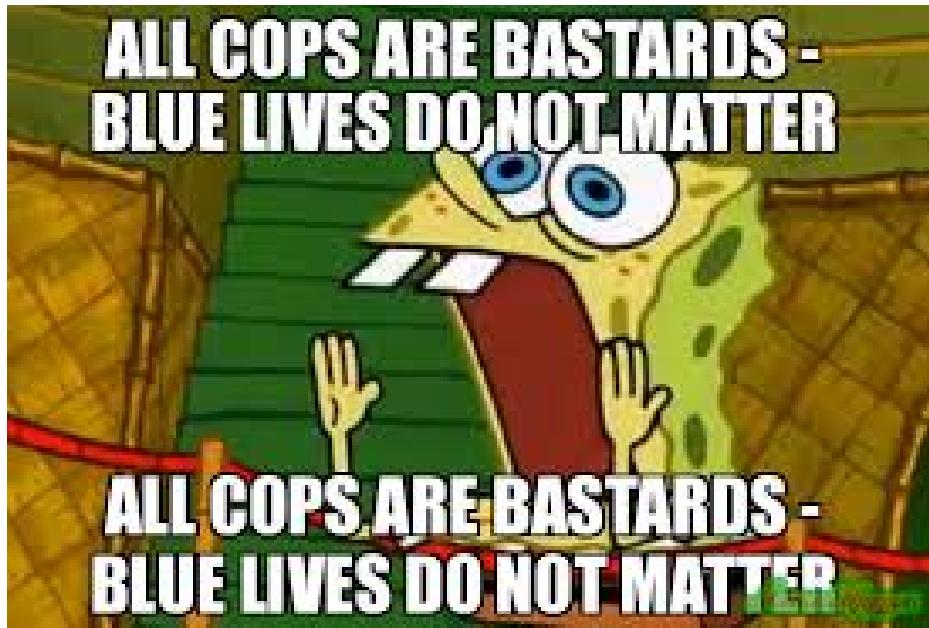
4,756 5:33 AM - Jun 5, 2020

# # Blue Lives Matter Meme



# # Black Lives Matter Meme

# # Blue Lives Matter Meme



# K-pop fans are taking over 'White Lives Matter' and other anti-Black hashtags with memes and fancams their favorite stars

K-Pop Fans Flooded The #WhiteLivesMatter #calminkirland Hashtag With Fancams



Dallas Police Dept ✅  
@DallasPD

If you have video of illegal activity from the protests and are trying to share it with @DallasPD, you can download it to our iWatch Dallas app. You can remain anonymous.

Dallas Police Dept ✅  
@DallasPD



Due to technical difficulties iWatch Dallas app will be down temporarily.





방탄소년단 ✅ @BTS\_twt · 10h  
우리는 인종차별에 반대합니다.  
우리는 폭력에 반대합니다.  
나, 당신, 우리 모두는 존중받을 권리가 있습니다.

We stand against racial discrimination.  
We condemn violence.  
You, I and we all have the right to be respected.

#BlackLivesMatter

NEW THIS MORNING  
K-POP FANS FIGHT FOR JUSTICE  
TAKE OVER HASHTAG TO DROWN OUT RACIST POSTS

GMA

# *Success Kid Meme:* used without permission for re-election campaign and political agenda



Laney Griner  
@laneymg



Just so it's clear - I have/would never give permission for use of my son's photo to promote any agenda of this vile man or that disgusting party. [twitter.com/ehananoki/stat...](https://twitter.com/ehananoki/status/638111111111111111)

Eric Hananoki @ehananoki

White nationalist Rep. Steve King (R-IA) is asking for money "to make sure the memes keep flowing and the Lefties stay triggered."



Steve King   
@KingforCongress

Home

About

Videos

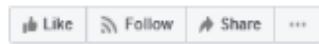
Posts

Events

Photos

Community

Create a Page



Steve King  
15 hrs ·

QUESTION: Do you enjoy our memes?? 🤪 If so, please click the link below and throw us a few dollars to make sure the memes keep flowing and the Lefties stay triggered 😱 Thank you!! 🙏🇺🇸

FUND OUR MEMES!!!



White House Archived   
@ObamaWhiteHouse

B...Oh, baby! [at.wh.gov/mbyRI](https://at.wh.gov/mbyRI) #ImmigrationReform,

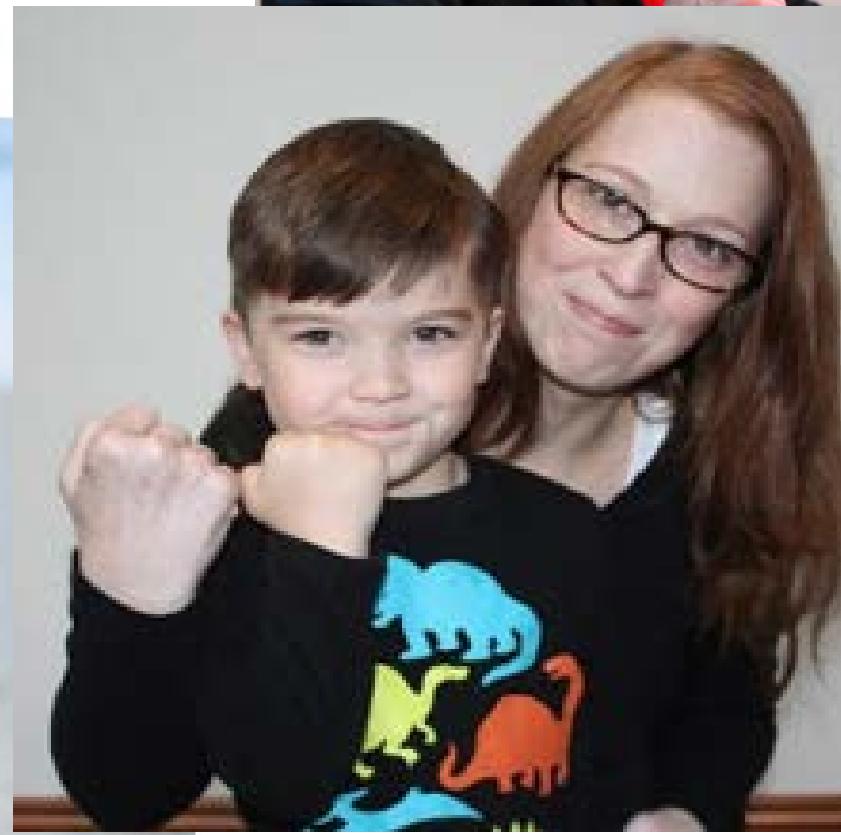
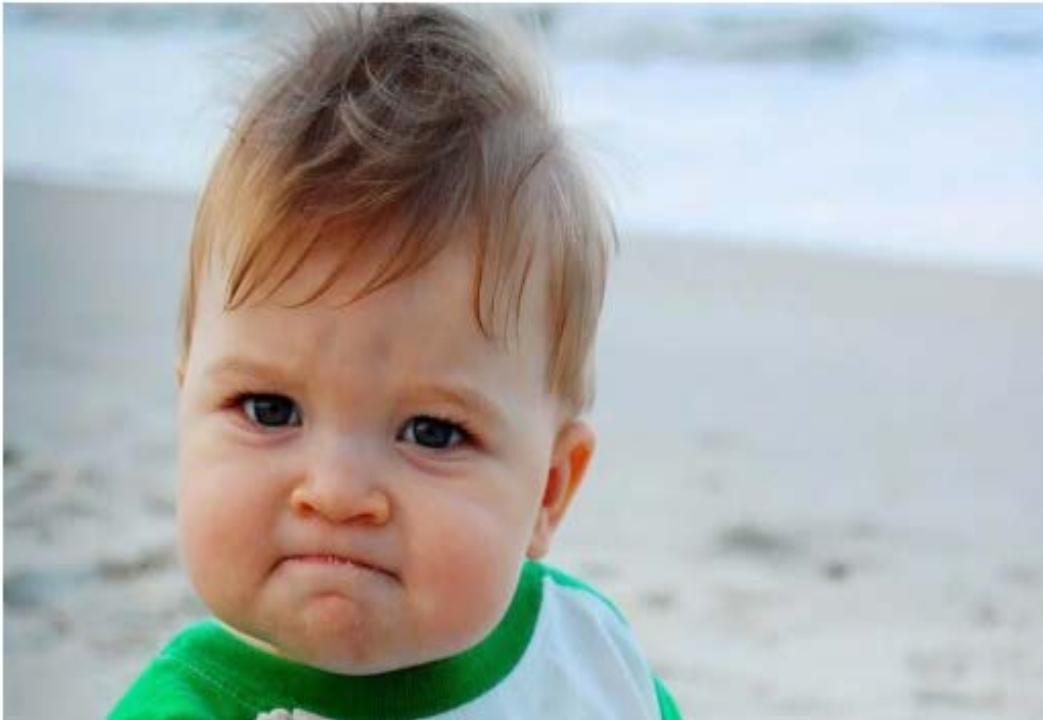
PASS  
IMMIGRATION REFORM



SAVE TAXPAYERS  
\$897,000,000,000

# *Mother of 'Success Kid' Demands Steve King Stop Using His Meme*

She fears the copyrighted photo of her son, now 13, will become associated with the “bigotry” of Representative King, an Iowa Republican who used it in a campaign fund-raising ad.



# **Success Kid Meme:** used for Billboard Advertising?

- legitimate use
- copyrighted the image in 2012
- licensed the images to various advertisers



# NFL Burning Flag: Fake News ? or Just a Meme ?



f Vets for Trump

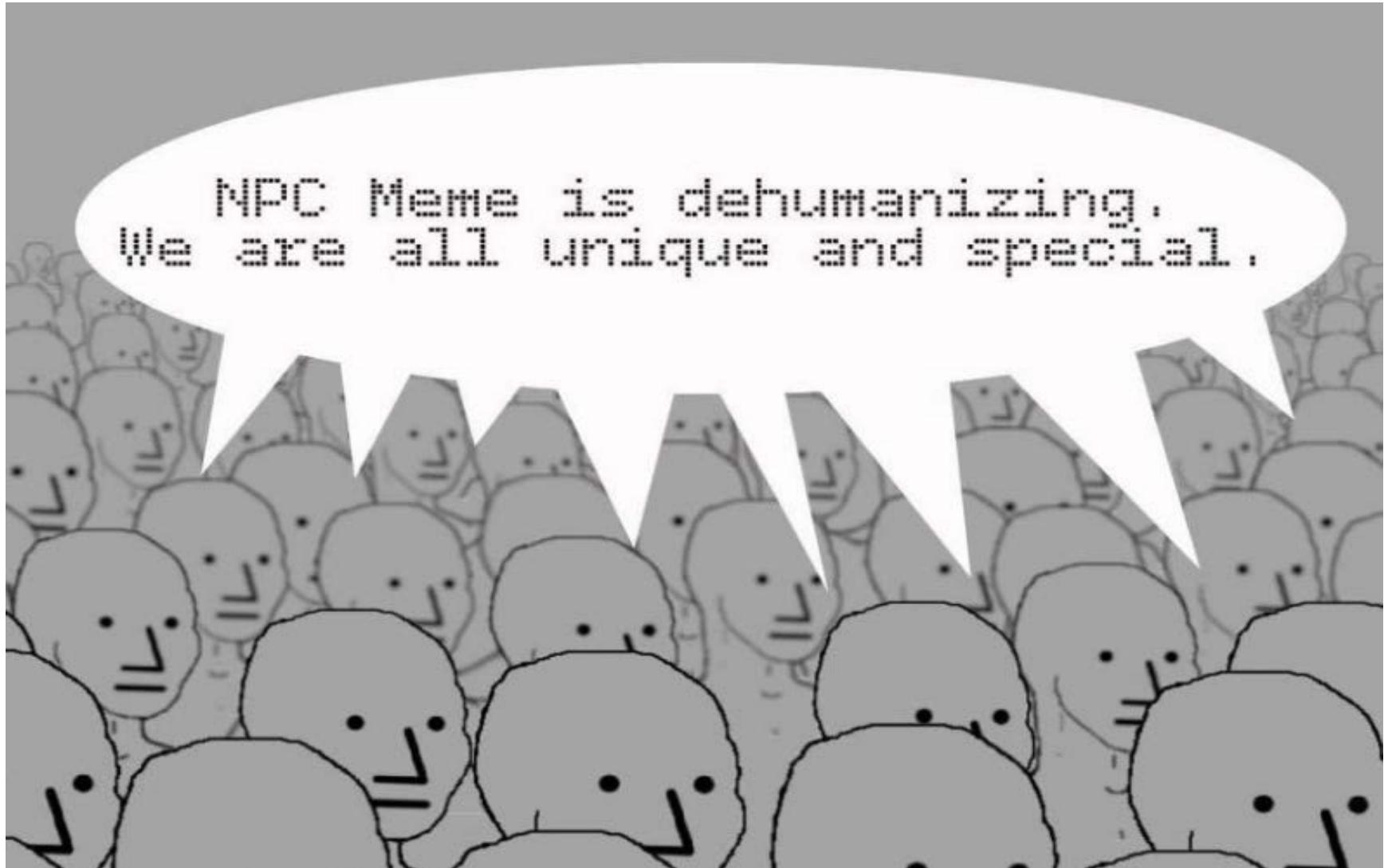
Vets for Trump  
@trumpvet

FAKE

The image shows a Facebook page for "Vets for Trump". The profile picture is a circular logo for "VETS FOR TRUMP" featuring a silhouette of a soldier saluting against a background of stars and stripes. The page name is "Vets for Trump" and the handle is "@trumpvet". The cover photo features a portrait of Donald Trump in a suit and tie, with a group of sailors in the background. A large, semi-transparent red box with the word "FAKE" in yellow is overlaid on the top right of the cover photo. The Korean text "최은창" is visible at the top of the page.

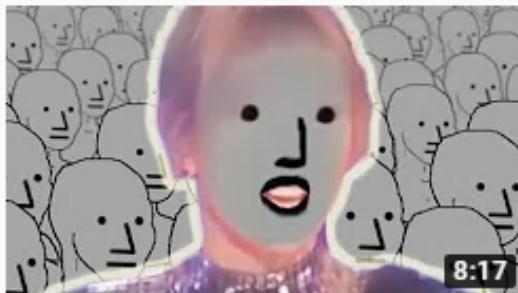
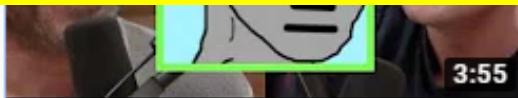
# NPC Meme (Non-Player Character)

: expresses the idea that individuals on the political left do not think for themselves





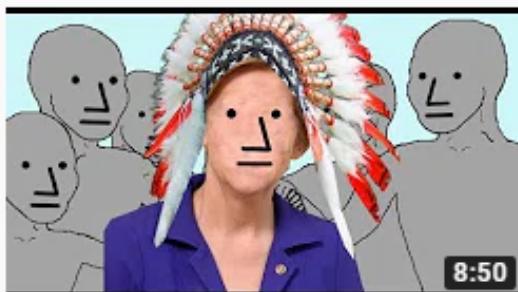
# “Wojak” : a reaction image to represent feelings such as melancholy, regret or loneliness



## Why the NPC Meme FREAKS OUT the Left

Paul Joseph Watson 1M views • 1 year ago

Because it's funny, effective and mostly true. Twitter: <https://twitter.com/PrisonPlanet> Facebook: ...



## Why The NPC Meme Triggers NPCs

The Truth Factory • 648K views • 1 year ago

Merch:<https://teespring.com/stores/the-truth-factory> Donate:  
<https://www.patreon.com/thetruthfactory> ...



## WHY the NPC Meme CRASHED TWITTER #OrangeManBad

Black Pigeon Speaks 1M views • 1 year ago

✓ Support BPS via Patreon: <https://www.patreon.com/blackpigeon> ✓ Tip Jar: via PayPal to: [navyhato@gmail.com](mailto:navyhato@gmail.com) ✓ Your SUPPORT ...

# *What Is NPC, the Pro-Trump Internet's New Favorite Insult?*

Twitter has barred hundreds of right-wing accounts for posing as soulless, “nonplayable” liberal activists.

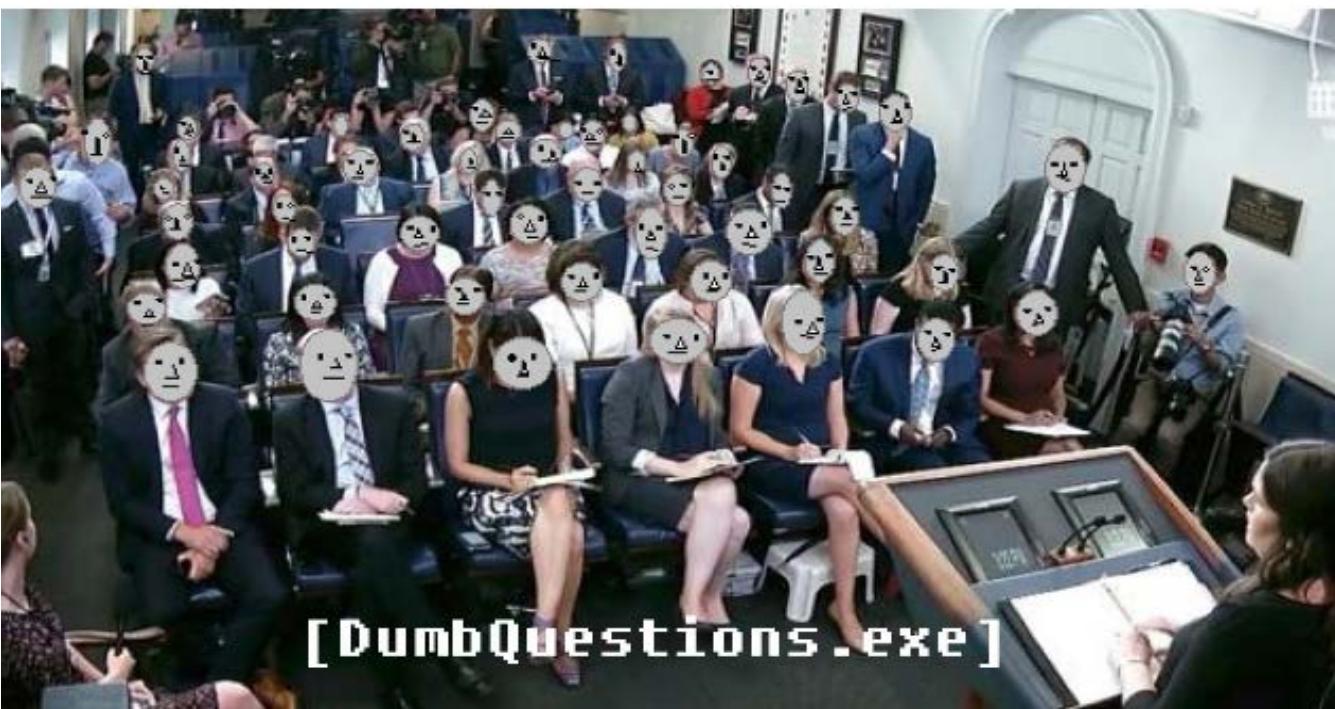
The grid displays 20 Twitter profiles, each featuring a gray, featureless head icon as the user picture. The profiles are arranged in four rows of five. Each profile includes a handle, a bio, and a small snippet of their latest tweet.

<b>NPC537223857</b> @npc537223857 Resist!	<b>NPC</b> @NPC7730987 I agree with things famous people say	<b>NPC#cdad27cb948d4e0</b> @cdad27cb948d4e0 Still with her. We will take back our	<b>NPC Minor Eceleb 1337</b> @NPCELEB I like entertainment meant for children.	<b>NPC7285950281</b> @npc7285950281 RESIST... EVERYTHING IS FASCIST...
<b>NPC#80085</b> @Nelios Check your privilege: no opinion means you're on the side of the opposition. dissent is the highest form of patriotism	<b>NPC 8AN3</b> @hangpitched National Progressive Coalition - Treasurer (gofundme@NPC4NoTrump2020)	<b>AKCHUAL HUMAN</b> @res4815162342 I study genders and bash the fish, it's what I like to do, it's what I do best.	<b>NPC133713371337</b> @npc133713371337 @reswelltown Gudfield, Eng land	<b>Npc Hendrickson</b> @npc8616732 UC Berkeley Gender Studies Major   Proud Supporter of the National Progressive Coalition   #BluewaveId
<b>National Progressive Coalition 4 lyfe</b> @npc13371337 National Progressive Coalition If you like trump you are nazi! Don't like my hair! DON'T care if it shows my diversity!	<b>NPC 1703420</b> @NPC1703420 Thank you for 100+ Followers! #Resist #ImpeachTrump!	<b>NPC030989</b> @SmilePlease #RESIST I identify as non-binary 0010101100111001001	<b>NPC5318008</b> @npc5318008 Dumbfuck toy good, bash the fish. healthcare is a right ey/wtf/wtf/	<b>NPCrights9786888</b> @NPCRIGHTS9786888 Global Citizen 🌎 Don't mess with 🚫🚫 #resist #makeamericastrongagain #humanrightspocamalighter 🚫🚫 #resist



## MEME WAR 3.0: INFOWARS LAUNCHES \$10K NPC MEME CONTEST





# 짤방 : Funny Sarcasm, Cynicism, Political Meme



가장 핫하다는 노루패스 패러디ㅋㅋㅋㅋㅋㅋㅋㅋㅋㅋ(엔조이커플)



[걸그룹·연예인] 나이먹으니까 기억이 가물가물 해요..

짤방

[버스터즈좋아하는사람] 2020-05-22 18:10:56



[일베-일간베스트] 짤방에서 제일 꼴보기 싫은 새끼

[인생의휴식] 2020-05-22 15:07:12

반(反)페미, 반(反)다문화는 우파 운동의 화룡점정

우파가 자유민주주의와 시장경제만 우파 이념의 전부로 여기다가는 빨갱이들의 폐미 선동, 다문화선동에 의해 국가가 파괴되고 만다.



크고 아름다워

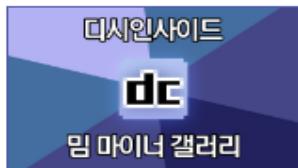
## 일베 짤방 게시판 인터넷 민의 특징

- 연예인, 걸그룹, 정치인 사진, 애니메이션 재이용이 대부분
- 극우파 정치적 성향 (518 민주화운동, 세월호 유가족, 노무현 조롱, 무슬림, 조선족, 다문화에 대한 반감)
- 유머와 조크의 공유보다는 혐오와 비아냥이 많음
- 민족·선향·선포령·민족·반페미니즘·고정인·여성혐오



## 밈 마이너 갤러리

연관 갤러리(0/0) ▾ | 갤주소 복사 | 차단설정 | 이용안내



YTP, MLG 등의 인터넷 밈에 관한 이야기를 다루는 곳입니다.

- 매니저 12시27분(12si27)
- 부매니저 총일받아(level12)
- 개설일 2017-07-31



흔한갤 전체 순위

최근 방문 갤러리 ▶ 밈

◀ 설리 ×



전체글

개념글

공지

전체 일반 DANK OC 유튜브

50개



로그인

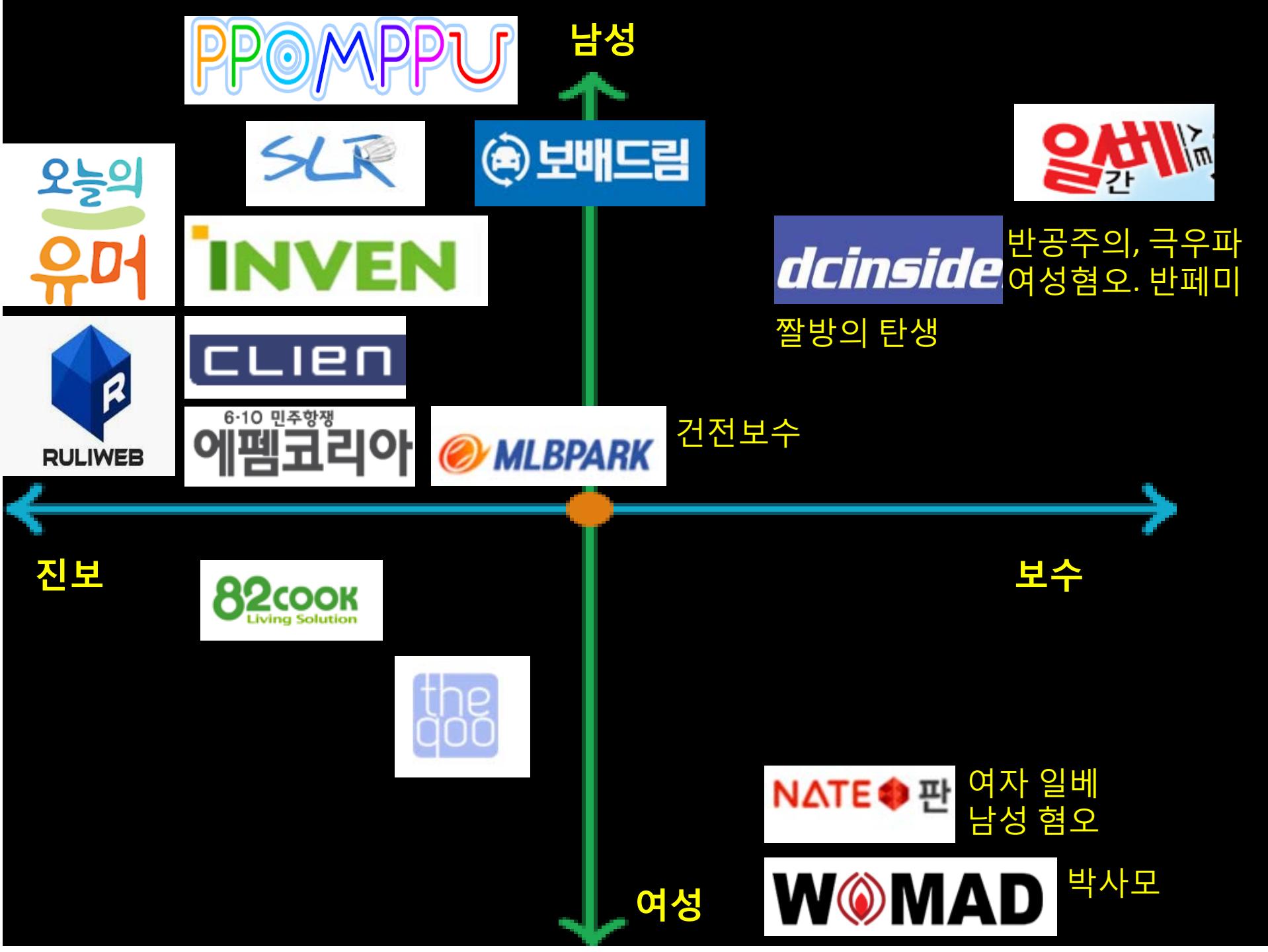
갤로그

개념글

- [앵] 코누
- 포근포근
- 멍때리는
- 울 헹찌
- 햄스터 즐
- 소라게)자

## DCINSIDE 밈 마이너 갤러리

- Know Your Meme에서 가져온 해외 밈이 상당부분을 차지
- 영어 캡션이 그대로 사용되고 한국어 사용은 거의 없음
- 맥락이 동떨어지므로 공감하기, 리믹스, 재수정이 미미
- 인터넷 사용자의 창조적 밈 변형과 생산은 두드러지지 않음
- 국내에서 유명세를 얻는 밈은 두 가지로 분류
  - i) 상업적 문화 생산물 (뮤직 비디오, 영화) 을 흉내내기
  - ii) 정치적 비방이 소규모 커뮤니티에서 유통





Q: 대통령님 현재 가장 중요한 게 무엇입니까  
A: 안보입니다

달이 떴다고 전화를 주시다니요 @nana2000nana · 2월 2일  
이 짤 너무 웃긴 닥ㅋㅋㅋㅋㅋ  
꼴빈당수랑 안철새 말투ㅋㅋ닮은것도  
춥니다 아임마다 뭐 이런거ㅋㅋㅋ



'여기 있는거 한개 누가 먹었냐?'



# Soon Sil Choi Meme



## 'MB 국정원' 합성 나체사진 유포 (2007)

- 국가정보원이 좌파 연예인의 평판 저하를 의도
- 익명의 디지털 문화로 위장한 정치 프로파간다
- 대한민국 긍정파들의 모임(대긍모) 인터넷 카페 게시판



공포주의) 훠커

## 게시자: 공포주의 훠커

<https://www.fmkorea.com/2278094517>



<https://www.fmkorea.com/2278094517>

2019.10.1 분위기 타서 문재양 짤하나 만들어봅니다 5 ▾

웅다람쥐 님

© 2018-03-09 10:13:12



원피스 버전 문프

<https://www.clien.net/service/board/park/1186344>



# 재앙 Meme





올해도 봄이, 그추운 겨울을 지나고 다가왔습니다.

일베 | 짤방 | 정치/시사 | 인기 | 게임

글 수 3,507,450

짤방 ☆

관짝밈

<http://www.ilbe.com/view/11260336407>



속보] 박근혜 전 대통령 탄

<http://www.ilbe.com/view/11260730179>



정치 "노무현 노알라 합성 사진, 국정원이 심리학자 자문받아 만든다"

2 번호 201709290009297439 | 2017-09-29 12:35 IP 211.36.\*.164



# 코알라 시계, 노무현 관짝춤

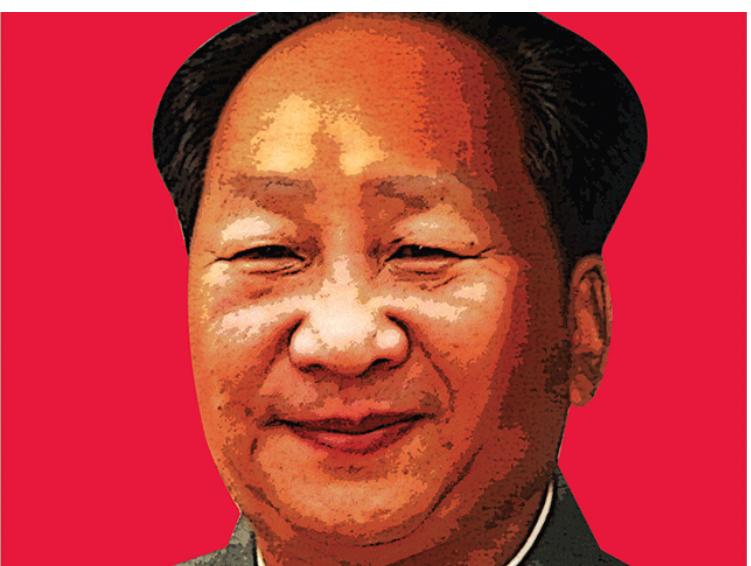


<https://medibang.com/picture/zy1902281746200810008330263/>

[https://www.youtube.com/watch?v=Bl\\_Ih-xYsf8](https://www.youtube.com/watch?v=Bl_Ih-xYsf8)

# Mao Jinping

# Anthropomorphism



# Beijing's Propaganda on the Hong Kong protests



饭圈女孩来告诉你



什么是规矩！ 什么是体统！

Screenshot of an internet meme which reads "We 'fangirls' are here to tell you about real rules and actual legitimacy!" It is an allusion to tropes from popular Chinese costume dramas about feudal life and the absolute power of the emperor. © Douban

<https://www.ft.com/content/7ed90e60-ce89-11e9-99a4-b5ded7a7fe3f>

# *Meme as Democratic Subversion*

- Challenging Beijing's Censorship
- 중국 정부의 검열과 고위 관료에 대한 조롱
- “조화로운(和諧) 사회” ↔ 민물 게 (河蟹). 동일한 발음



# Russia just made a ton of Internet memes illegal

Russia Bans Some Internet Memes That Mock Public Figures



# Meme supporting Hong Kong Protests



iPhone Xs



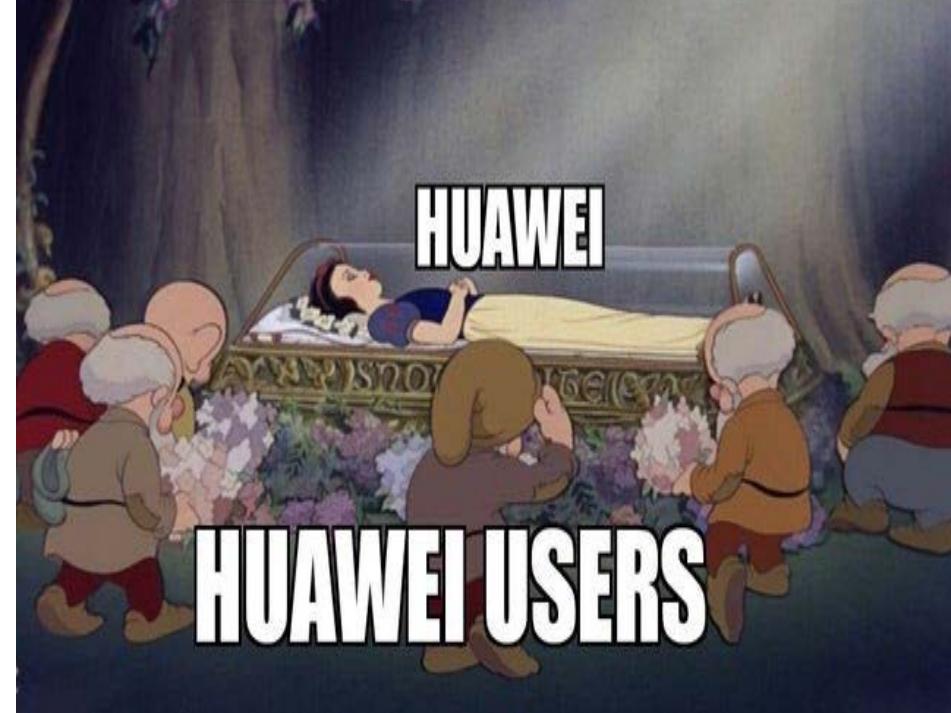
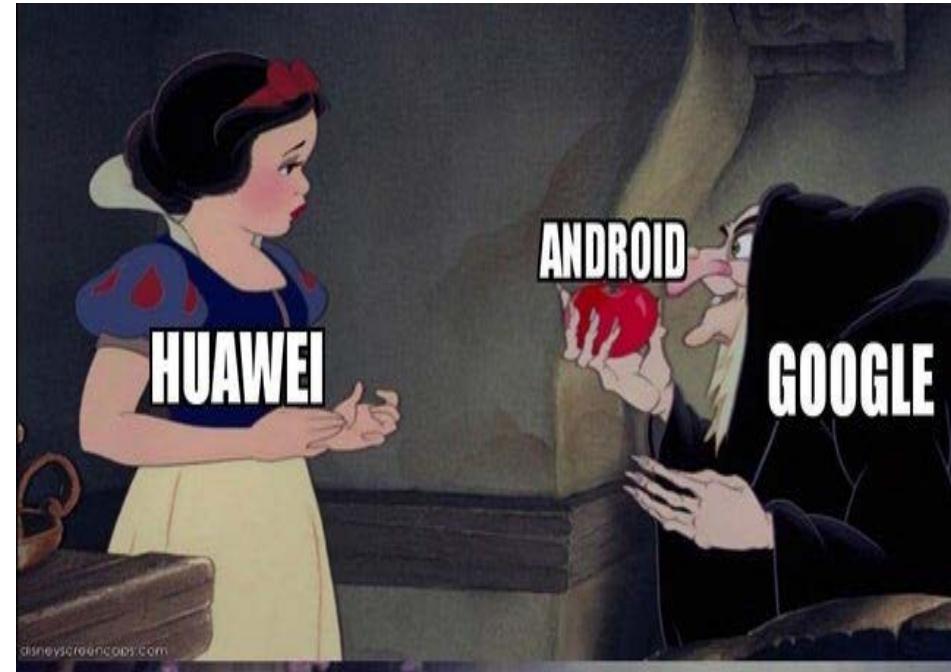
G Pixel 3



SAMSUNG  
Galaxy S10



HUAWEI  
P30 Pro



BTS[방탄소년단]



WHAT  
IS OUR  
ONE  
DEMAND?



# Pepper-spraying Cop meme



# 인터넷 맴(Internet Meme)의 변화상 :Commericalizing, Copyright Lawsuits

- Commericalizing Memes : building a viral marketing campaign/ the carefully designed marketing strategy
- “viral” and “memetic” are not coextensive
- Memes are NOT always reflection of social, cultural phenomenon and individual voices
- Proprietary Rights of Copyright Owner or Fair Use of Anonymous Users?
- Commercial Ads relying on popular meme (non- contract basis/ contract basis)

# Commercial Ads relying on popular memes (License basis)



## 상품 특징

- 더블 페티 햄버거
- 4천9백원 (4달러)

## 광고 전략

- 이미 대중에게 인지된 스토리
- 유머 코드의 활용
- 모델 섭외 뒷이야기 퍼뜨리기



## 영화 타짜



# 2017 Gucci launched meme-based Instagram

Instagram



#tfwgucci

1,926 posts

Follow

Related Hashtags

#skimaskfanpage #



When you got that new watch and have to show it off

by Mitra Saboury and Derek Paul Boyle

GUCCI gucci 팔로워 40.5백만명

The boy you weren't supposed to worry about

GUCCI

View Profile

Me: i need to 2 start saving money 4 the future \*gets paid\*



GUCCI gucci 팔로워 40.5백만명

View Profile

When he gets mad at you for being 3 hours late but you're too fire to deal with that kind of attitude

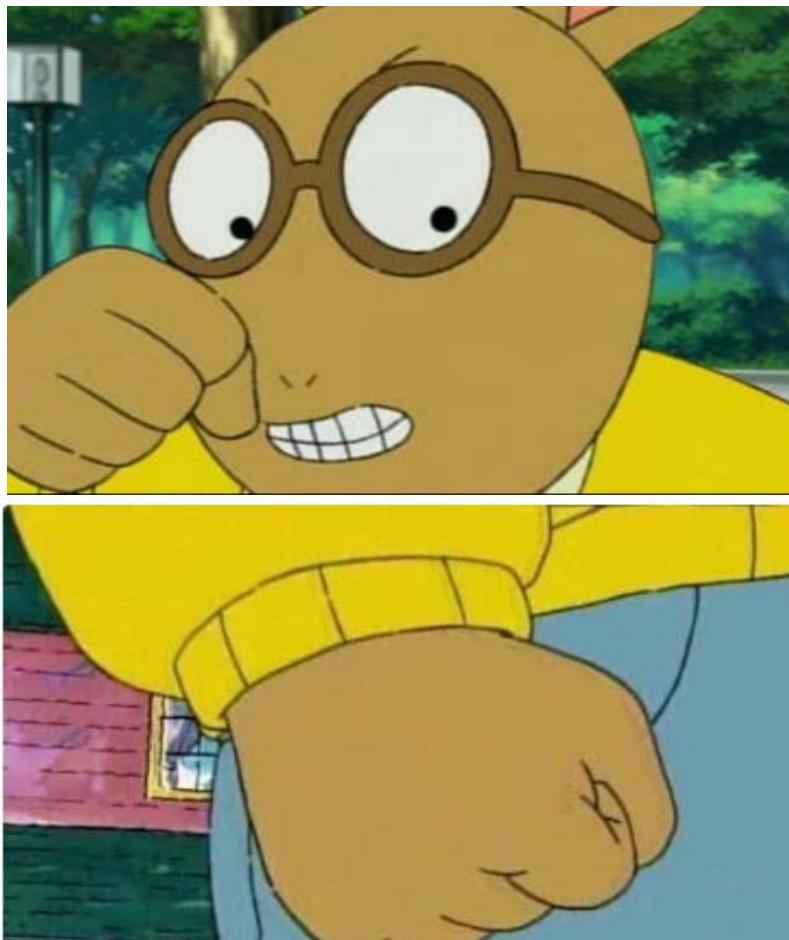
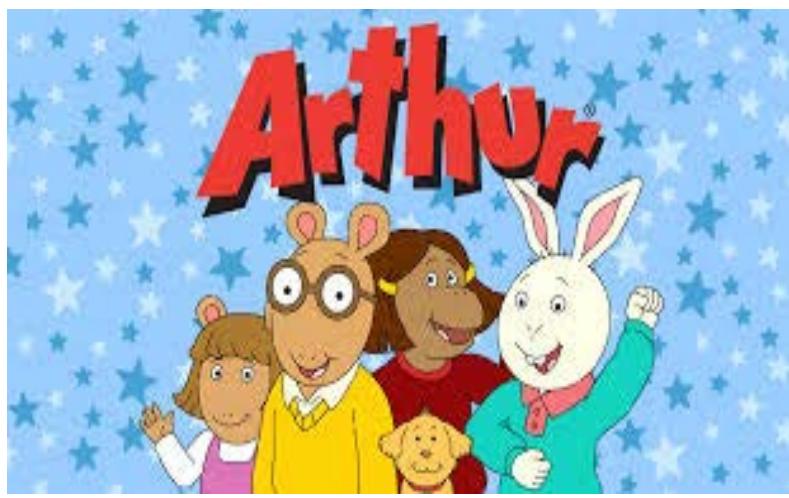


[View Profile](#)



When all your friends are getting engaged and you're in a committed relationship with your Gucci watch



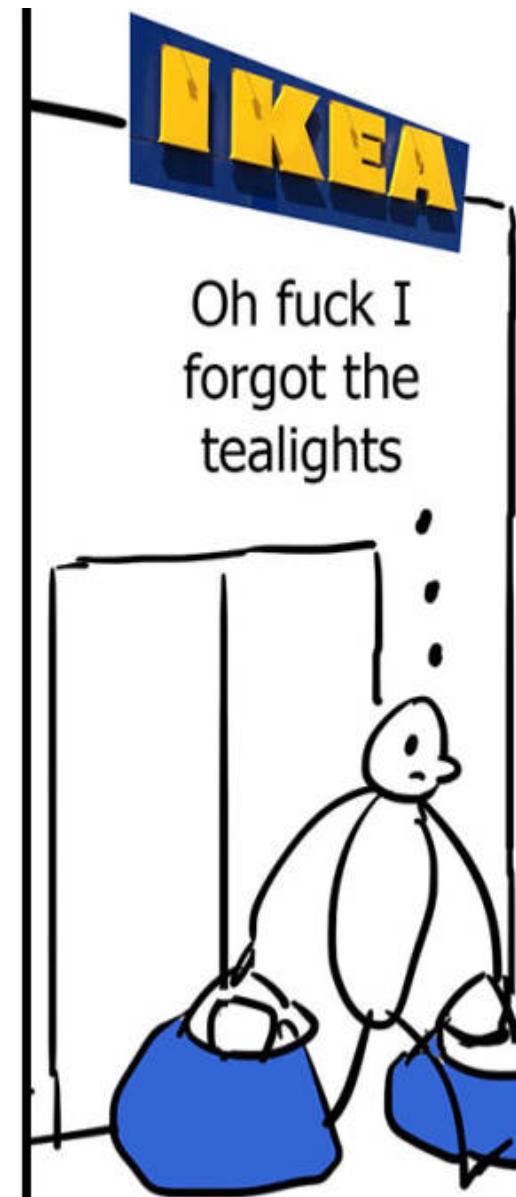


Arthur fist meme → Gucci



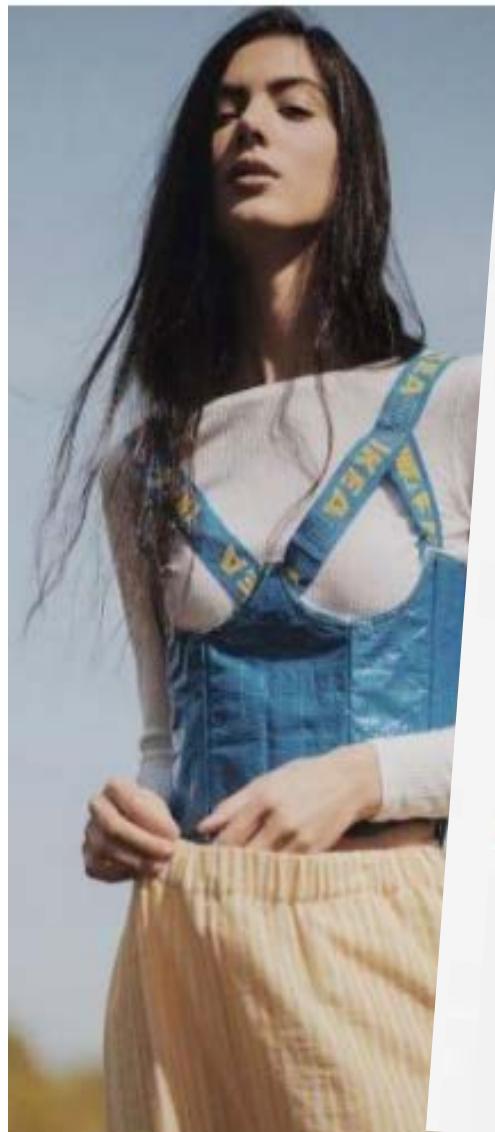


# IKEA MEMES



# IKEA MEME

## making clothes out of IKEA bags

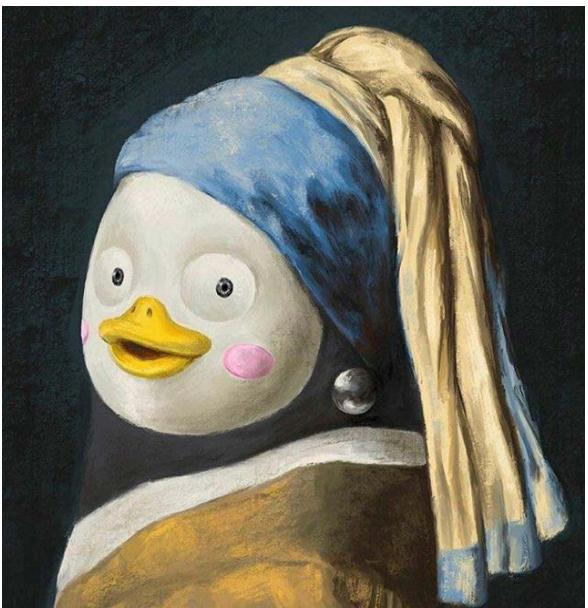
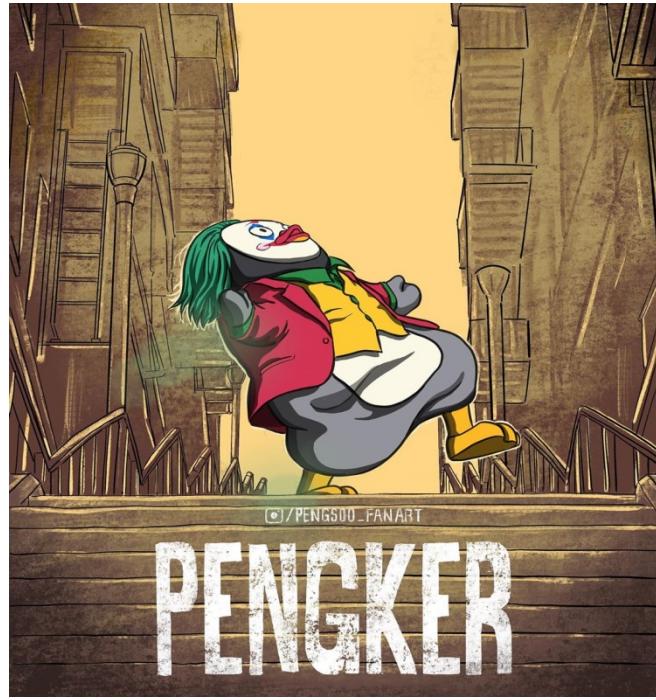


# IKEA MEMES



RT @NFL\_Memes: If IKEA had a  
football team...  
<https://t.co/jvfcfcGBT3>

# # PENGSOO Meme (Parody, Fan Art)



[YES24] 오늘도 펭수 내일도 펭수 에세이 다이어리  
**15,300원**

시/에세이

[3/5예약배송](펭수) 펭수털 담요 (SPMAA23C16)  
**29,900원**

스파오

[2/21예약배송](펭수) 펭-나잇 파자마 (SPPPA23C12)  
**49,900원**

스파오



# #염따 빠꼬 챌린지

마케팅이슈는요

#1일3깡 #염따빠꼬

#밈 #챌린지  
#성공하려면

새 시대의 마케팅,  
밈(Meme)이 되거나  
챌린지를 흥행시키거나





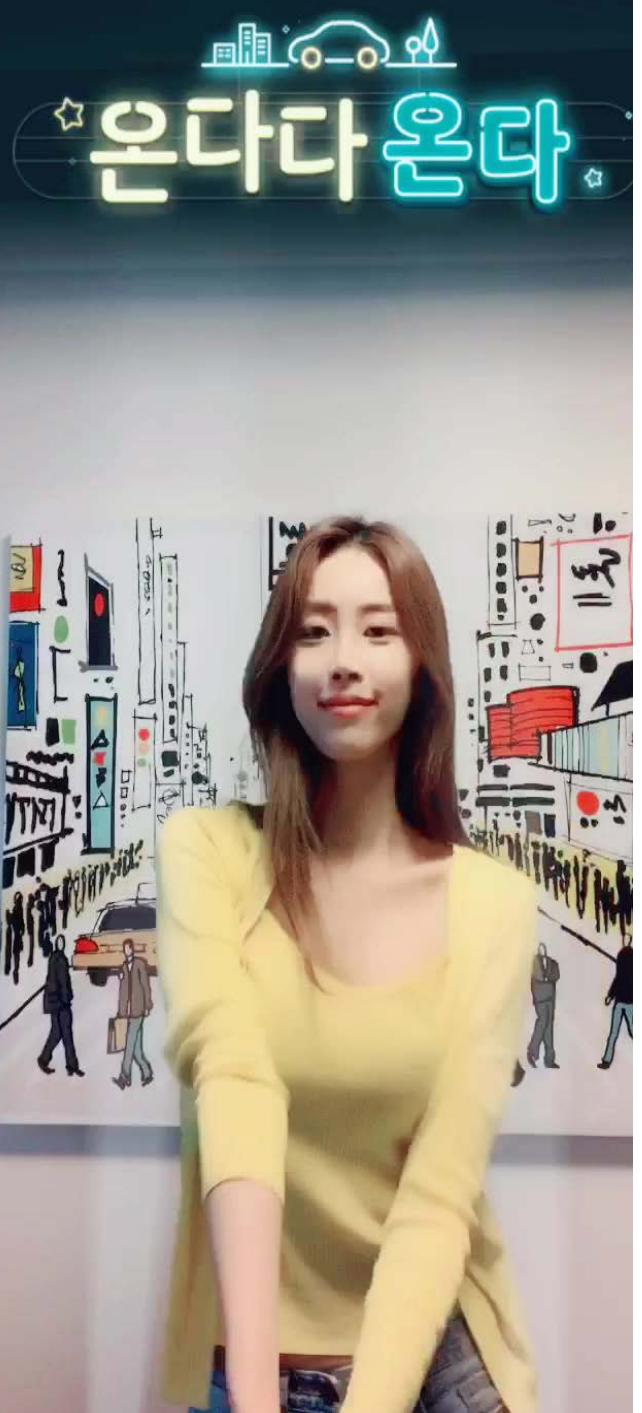
염따빠고 □ 이게뭐라고 소주를 이리마셨나~ 소  
정쓰 플렉스□♥ #춘천애막골#춘천여행#여자...



## 염따 티셔츠-슬리퍼, FLEX



티 팔아서  
3일만에 20억  
벌었지 뭐야?





화려한 조명이

RAIN

나를 감싸네

# 1일 1깡 만화버전

HAECHI

죄책깡: 죄책감+깡. 1일1깡을 실패했을 때 느끼는



산업

## '깡 열풍' 비, 진짜 농심 새우깡 모델 발탁

농심은 최근 임(meme·인터넷 유행 콘텐츠)으로 시작된 '깡 열풍'과 맞물려 새우깡이 함께 언급되고 많은 누리꾼들이 댓글로 모델 섭외를 요청한 데 힘입어 비를 광고 모델로 선정했다고 설명했다.



드디어 만났다! 비 vs 새우깡

'1일1깡' 열풍

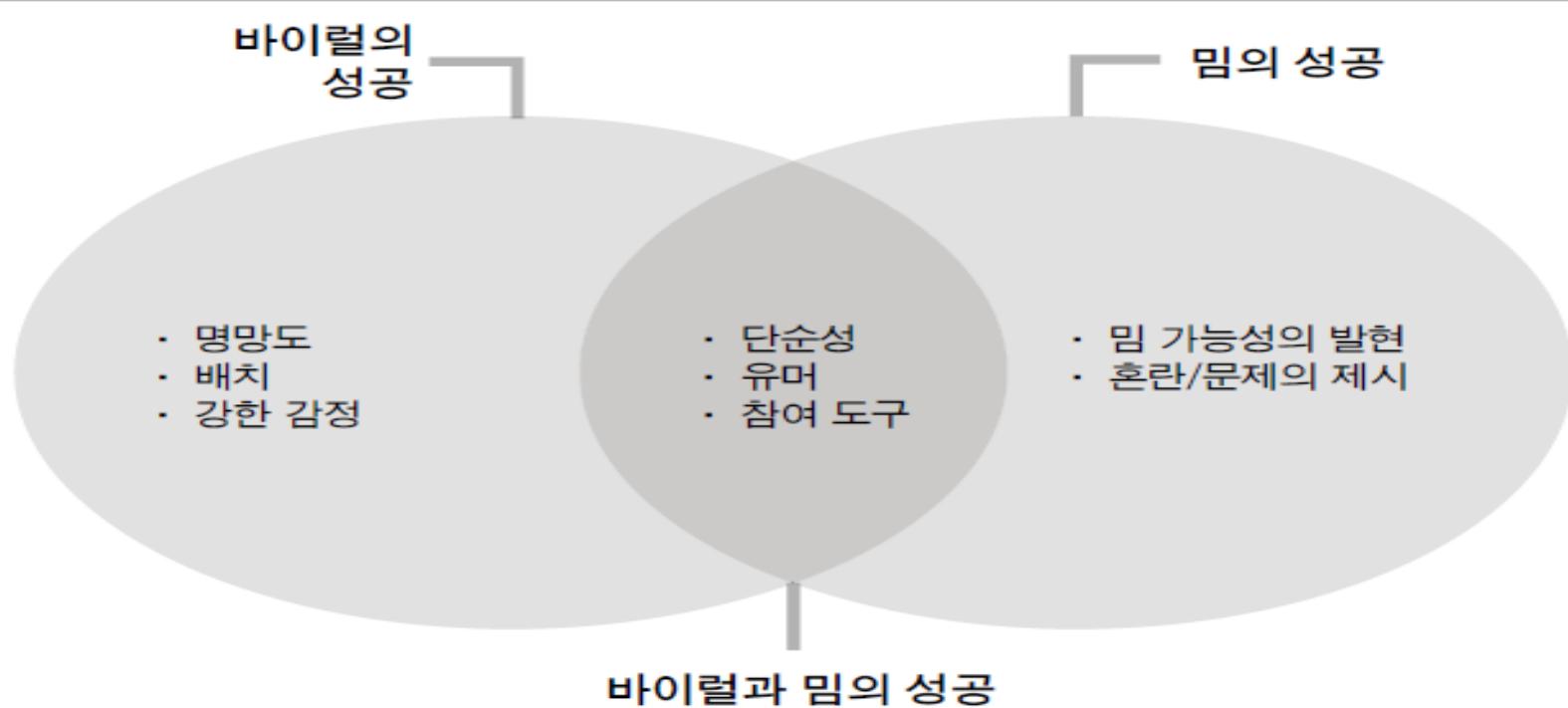
농심. 비를 새우깡  
모델로 발탁한 이유!



**Viral Content 바이럴 콘텐츠**: 엔터테인먼트 기업, 영리적 기업이 마케팅 목적에서 제작. 시각적으로 화려, 연예인과 유명인 찬조출연, 세련된 마무리로 눈길끌고 입소문 내기

**Meme Content 밍 콘텐츠**: 파생적 콘텐츠가 계속 생산됨.(memetic) 인터넷 유저들이 재미와 개인적 표현을 위해 변형. 공유. 참여가 쉽고 맥락을 추가하거나 바꿀 수 있음. 일반인에게 초점 ordinary people, 유머 Humor, 단순함 Simplicity, 반복성 Repetitiveness, 엉뚱 기발한 콘텐츠 Whimsical Content (ex: 강남 스타일, 아기 상어)

**바이럴이 '밈'으로 이행하려면 ?**: 유저들이 선택의지를 가지고 콘텐츠를 변형하고 개인화하여 자신만의 상황에 맞게 표현할 수 있어야. 바이럴이 만일 많은 파생적 콘텐츠를 생산하면 밍이 형성될 수 있음.



# 'Baby Shark' is Shooting Up the Charts, But No One Owns the Rights

A children's tune has become a viral music hit, but no one can get rich off the songwriting rights

By AMY X. WANG 

# Baby Shark Copyright Dispute

## *Johnny Only vs. Pinkfong*

- 원래 멜로디는 북미 전래 동요로서 저작권자 없음  
→ Public Domain ( No Copyright)
- 문제는 2차적 저작물의 창작성이 누구에게 ?
- *Johnny Only* : 2011년에 직접 작곡한 동요 '베이비 샤크'와 유사하므로 저작권 침해다.
- *Pinkfong* (스마트 스터디): 전래 동요를 바탕으로 새로이 창작한 2차 저작물이다.
- 두 음원 파일을 제출받은 국내 법원이 상세히 비교하여 유사성 정도를 판단할 예정.

# Baby shark Challenge



SUNNY HOT MOVES 😍



# Leveraging Trademark Law to Commercialize Memes



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 24 03:22:22 EDT 2020

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [PREV LIST](#) [NEXT LIST](#) [IMAGE LIST](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

[Start](#) List At:  OR [Jump](#) to record:

**15 Records(s) found (This page: 1)**

Refine Search  [Submit](#)

Current Search: S2:  docs: 15 occ: 80

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	88530086		BABY SHARK	TSDR	LIVE
2	88594122		BABY SHARK	TSDR	LIVE
3	88046099	6021523	PINKFONG BABY SHARK	TSDR	LIVE
4	88688595		BABY SHARK	TSDR	LIVE
5	88664423		BABY SHARK	TSDR	LIVE
6	88396786		PINKFONG BABY SHARK	TSDR	LIVE
7	88633919		BABY SHARK BITE SNACK CAKES	TSDR	LIVE
8	88628395		BABY SHTARK	TSDR	LIVE
9	88301251		BABY SHARK	TSDR	LIVE
10	88280856	5855915	SHARKSHARK BABY	TSDR	LIVE
11	87778476	5803108	BABY SHARK	TSDR	LIVE
12	85603861	4515238	BABY SHARK U.S.A	TSDR	LIVE
13	79253035		BABY SHARK	TSDR	LIVE
14	79249403		PINKFONG BABY SHARK	TSDR	LIVE
15	77671503	3765074	SWIMMING LESSONS FOR BABY SHARKS	TSDR	LIVE

[Trademarks](#) > [Trademark Electronic Search System \(TESS\)](#)

# PINKFONG BABY SHARK

**Word Mark****PINKFONG BABY SHARK****Goods and Services**

IC 021. US 002 013 023 029 030 033 040 050. G & S:  
**Baby bath basins** being baby bathtubs; plastic bathtubs for children; plastic buckets for storing bath toys; **bath brushes**; **water bottles** sold empty; thermos bottles being bottles sold empty; **non-electric cleaning tools** and **washing utensils**, namely, **cleaning sponges** and **cleaning rags**; cleaners for spectacles being eyeglass cleaning cloths; tableware set for children being table plates; **potties for children**; **milk jugs**; **water bottles** for infants, sold empty; **cups for baby food**; works of art of **porcelain**, **earthenware** and glass; coin banks; toothbrushes, electric; toothbrushes; toothbrush holders; candy boxes; cups; cosmetic utensils, namely, cosmetic brushes and spatulas; gloves for household purposes

TECHNOLOGY

# Instagram's Christmas Crackdown

No meme account is safe—not even @God.

TAYLOR LORENZ DECEMBER 27, 2018

## Chaos Ensues As Instagram Deletes Millions Of Accounts

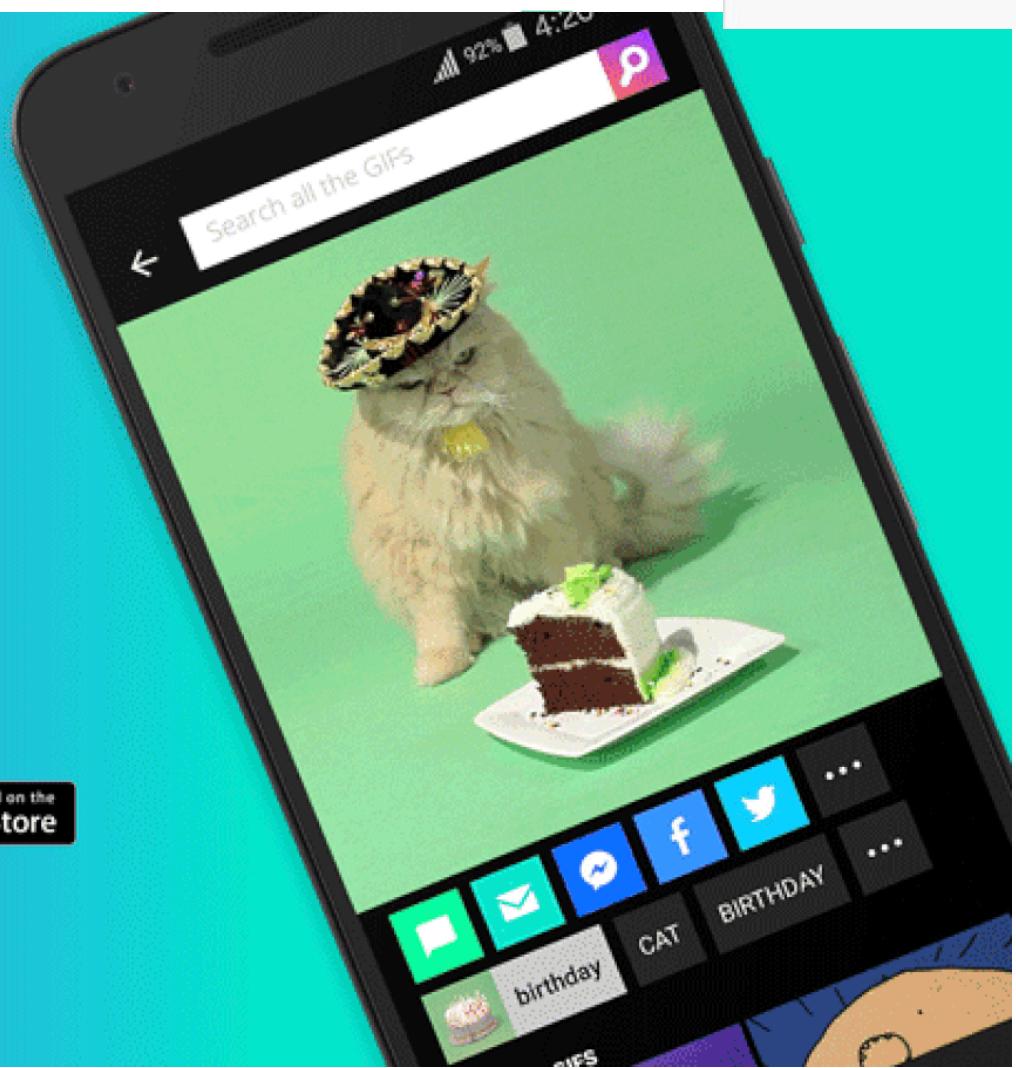


# Facebook to acquire Giphy in a deal reportedly worth \$400 million



 **GIPHY**  
**SEARCH &  
SHARE ALL  
THE GIFS**

Now for Android



GIF Maker

Slideshow

GIF Caption

GIF Editor

Enter YouTube, Vimeo, or video URL

Browse

## GIF Maker

Create animated GIFs from video files and YouTube links



or



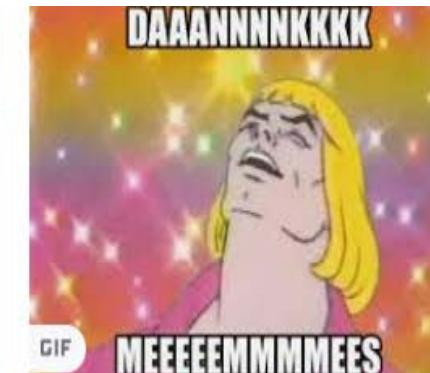
or



Enter YouTube, Vine, or video URL

Drag and drop video files

Browse your video files



s - Get the best G...  
giphy.com

