

= Doge (meme) =

Doge (often pronounced / ˈdɒʒə / DOHZH or / ˈdɒʒə / DOHG) is an Internet meme that became popular in 2013 . The meme typically consists of a picture of a Shiba Inu accompanied by multicolored text in Comic Sans font in the foreground . The text , representing a kind of internal monologue , is deliberately written in a form of broken English .

The meme is based on a 2010 photograph , and became popular in late 2013 , being named as Know Your Meme 's " top meme " of that year . A cryptocurrency based on Doge , the Dogecoin , was launched in December 2013 , and the Shiba Inu is featured on Josh Wise 's NASCAR car due to a sponsorship deal . Doge has also been referenced by members of the United States Congress , a safety video for Delta Air Lines , a Google Easter egg , and the video for the song " Word Crimes " by " Weird Al " Yankovic .

= = Structure = =

Doge uses two @-@ word phrases in which the first word is almost always one of five modifiers (" so " , " such " , " many " , " much " , and " very ") , and the departure from correct English is to use the modifier with a word that it cannot properly modify . For example , " Much respect . So noble . " uses the doge modifiers but is not " proper " doge because the modifiers are used in a formally correct fashion ; the doge version would be " Much noble , so respect . " In addition to these phrases , a doge utterance often ends with a single word , most often " wow " but with " amaze " and " excite " also being used .

= = Origin and pronunciation = =

Kabosu (Japanese : カボス) , the female Shiba Inu featured in the original meme , was a pedigree puppy who was sent to an animal shelter when her puppy mill shut down . She was adopted in 2008 by Japanese kindergarten teacher Atsuko Satō , and named after the citrus fruit Kabosu because Sato thought she had a round face like the fruit . Another Shiba Inu featured in the meme is Suki , a female belonging to photographer Jonathan Fleming from San Francisco . His wife had accidentally put a scarf in the wash , making it shrink . He took a photograph of Suki wearing the scarf outside on a cold night in February 2010 .

Kabosu was first pictured in a 2010 blog post by Sato ; afterwards , variations of the pictures using overlaid Comic Sans text were posted from a Tumblr blog , Shiba Confessions . However , the use of the intentionally misspelled " doge " dates back to June 2005 , when it was mentioned in an episode of Homestar Runner 's puppet series .

The most common pronunciations of " doge " are / ˈdɒʒə / DOHZH and / ˈdɒʒə / DOHG . In non @-@ English speaking countries , " doge " is occasionally pronounced / ˈdɒdʒə / DODGE . Those unfamiliar or unacquainted with the meme also use the pronunciations / ˈdɒʒi / DOG @-@ ee , / ˈdɒʒe / DOG @-@ ay , / ˈdɒʒe / DOH @-@ gay , or simply / ˈdɒʒ / DOG .

= = Spread = =

In August 2013 , images of the meme were spammed on Reddit 's r / MURICA subreddit by 4chan 's random imageboard , / b / . Online searches for the meme began to increase in July 2013 . Google later created a Doge Easter egg : when doge meme was entered into the YouTube search bar , all the site 's text would be displayed in colorful Comic Sans , similar to the kind used by the meme .

The meme was ranked at No. 12 on MTV 's list of " 50 Things Pop Culture Had Us Giving Thanks For " in 2013 . Io9 compared the internal dialog of the Shiba Inu dogs to lolspeak . On December 13 , Doge was named the " top meme " of 2013 by Know Your Meme .

In late December 2013 , members of the U.S. Congress produced material in the meme 's style . The Huffington Post commented that Doge was " killed " because of the Congress members ' usage

of the meme .

In December 2013 , the Dogecoin was introduced as a new cryptocurrency , making it the first cryptocurrency to be based on an Internet meme ; the viral phenomenon , along with usage of the Comic Sans MS typeface , gave it " the Internet density of a large star " according to Medium writer Quinn Norton . By early 2014 , Doge 's popularity was sustained by internet communities on social media , accompanied by the rapid growth and acceptance of Dogecoin . In April 2014 , Doge experienced a second major media resurgence due to revelations of the Dogecoin community 's intent to sponsor Josh Wise in NASCAR and place a picture of the Shiba Inu on his vehicle . The car features in downloadable content for the video game NASCAR ' 14 . Media outlets have embraced the meme while reporting on the cryptocurrency and the car , with titles featuring phrases such as " so wow " and " very vroom " .

In mid @-@ 2014 , the advertisement agency DDB Stockholm had Doge feature prominently in an advertising campaign for the public transport company SL in Stockholm , Sweden . The advertisement concerned the company 's special summer tickets , and featured Doge holding a public transport ticket in his mouth , with phrases such as " many summer " , " such cheap " and " very buy " . Doge was also one of 25 Internet memes featured in a Delta Air Lines safety video released in May 2015 . In the video for " Weird Al " Yankovic 's 2014 song " Word Crimes " , a song about bad grammar , a Doge tweet is used to illustrate the types of bad grammar referenced in that part of the song .

" Doge " was one of several additions to Dictionary.com in November 2015 . The website defines it as not just the image macro and its variants , but also the form of " language " that it utilizes .

The Japanese perception is remarkably different ; Sat? and Kabosu are rather known as a pet and owner rather than a meme , and her blog is the fourth @-@ most popular pet @-@ related blog in the country as of December 2013 . Reacting to the meme , she explained , " To be honest , some pictures are strange for me , but it 's still funny ! I ? m very impressed with their skills and taste . Around me , nobody knows about the doge meme . Maybe I don 't understand memes very well , because I 'm living a such an analog life . " Sat? has also expressed that she had learned that " the risk of the internet is that anyone in the world can see my life on my blog " . Fleming stated that in his experience , the Shiba Inu breed has become more recognised due to the meme .