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The use of this meme is a typical meme with generic top and bottom text that was normally used in the early days of memes. The image of the meme comes from *Game of Thrones*, and is typically used to describe something that is very hard. More common text that is used with this meme is “one does not simply plug the usb in the right side up the first time.” the idea of this meme is to show that the thing that is described in the bottom text is harder than it seems. Memes have been a huge part of pop culture and shapes the youth culture of the time.

“One does not simple, defy gender roles” relates to our study of popular culture in many ways. One example is found in the “I’d Rather Have No Brains and Two Balls” article, how Eunuchs (who are classified as their own separate gender in the article) pave their own path, and are able to have desire and hold power. We also see this in the female roles of the show. Characters such as Danereys and Cersi, make their own decisions and do not follow the normal roles of a woman for this time period (Askey). Another example would be found in the article “What’s Love Got To Do With It?”. This article talks about how the female characters in *Sex and the City* are able to redefine what “sex” means to them (Oria). Lasty, we can see how gender roles play a major factor in how people are treated and perceived in everyday situations in the article “Popular Music in the Classroom: Teaching Race, Class, and Gender with Popular Culture” (Martinez). One can even take this meme and interpret it based off of their own personal experiences, making this meme relatable to everyone.

References

- Askey, B. (2018). "I'd Rather Have No Brains and Two Balls": Eunuchs, Masculinity, and Power in Game of Thrones. *The Journal of Popular Culture*, 51(1), 50–67. doi: 10.1111/jpcu.12647
- Oria, B. (2014). Whats Love Got to Do With It? Sex and the City's Comic Perspective on Sex. *The Journal of Popular Culture*, 47(2), 381–397. doi: 10.1111/jpcu.12137

