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A PROJECT REPORT

ON

"The Age of Memes"

PREPARED FOR

BUSINESS COMMUNICATION AND ETHICS

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CERTIFICATE

This is to certify that the project titled "**THE AGE OF MEMES**" is carried out by following students of T.E in COMPUTER ENGINEERING.

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It is great pleasure to present this report on project named "**THE AGE OF MEMES"** undertaken by third year engineering students (CE department) as a part of curriculum under the subject entitled **'Business communication and ethics'**.

It pleasure that we find ourselves penning down these lines to express our sincere thanks to the people who helped us along the way in completing our project. We find inadequate words to express our sincere gratitude towards them.

First and foremost we would like to express our gratitude towards our project guide Dr.Vijay Songire sir for placing complete faith and confidence in our ability to carry out this project and for providing us his time, inspiration, encouragement, help and valuable guidance. Without the sincere and honest guidance of our respected sir we would not have been to reach the present stage.

ABSTRACT

Memes have been around since the beginning of the internet age. But their presence has been felt only after the 2010s decade. An increasing popularity of Internet memes can be observed particularly among college students. Websites such as 9gag, Reddit, and 4chan provide a venue for these memes to be visited by the general public. Youngsters spend most of their time these days, scrolling through social media sites like facebook, instagram, Reddit etc. looking and reacting on memes. The Younger generation though is majorly engrossed with memes, but as the times have changed, senior members have also been involved in the meme culture and also have tried their hands on meme making. Memes started simply as an Image or a graffitti have now evolved hundred fold and have become a part of the social media and pop culture as well. They are not only used as a source of entertainment, but also they are used in various other applications which will be discussed in the course of the report.

The most interesting part about memes is that memes have been an integral part of the internet but we have not realized how they have affected us. Their presence is felt everywhere yet we do not realize their importance. In this report we study the origin to the evolutions of the memes, try to understand memetic engineering, study the good and bad aspect and also introspect how memes can be used as a powerful tool to influence the society.

Contents

CHAPTER I

ORIGIN OF MEMES

What is a meme

A meme is an idea, style, or behavior that spreads from person to person within a culture—often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme. A meme acts as a unit used for carrying cultural ideas, symbols, or practices, that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. Supporters of this concept regard memes as cultural analogues to genes in that they self-replicate, mutate, and respond to selective pressures.

Proponents theorize that memes are a viral phenomenon that may evolve by natural selection in a manner Similar to that of biological evolution. Memes do this through the processes of variation, mutation, competition, and inheritance, each of which influences into a meme's reproductive success. Memes spread through the behavior that they generate in their hosts. Memes that propagate less prolifically may become extinct, while others may survive, spread, and (for better or for worse) mutate further. Memes that replicate most effectively enjoy more success, and some may replicate effectively even when they prove to be detrimental to the welfare of their host.

Memetics

A field of study known as memetics arose in the 1990s to explore the concepts and transmission of memes in terms of an evolutionary model. Criticism from a variety of fronts has challenged the notion that academic study may examine memes empirically. However, developments in neuroimaging may make empirical study possible. Some commentators in the social sciences question the idea that one may meaningfully categorize culture in terms of discrete units, and are especially critical of the biological nature of the theory's underpinnings. Others have argued that this use of the term is the result of a misunderstanding of the original proposal.

The word meme is a neologism coined by Richard Dawkins. It originated from Dawkins' book from 1976 The Selfish Gene. Dawkins's own position is somewhat ambiguous: he welcomed N. K. Humphrey's suggestion that "memes should be considered as living structures, not just metaphorically" and proposed to regard memes as "physically residing in the brain". Later, he argued that his original intentions, presumably before his approval of Humphrey's opinion, had been much simpler.

The word meme is a shortening (modeled on gene) of mimeme (from Ancient Greek μίμημα pronounced mīmēma, "imitated thing", from μιμεῖσθαι mimeisthai, "to imitate", from μῖμος mimos, "mime") coined by British evolutionary biologist Richard Dawkins in The Selfish Geneas a concept for discussion of evolutionary principles in explaining the spread of ideas and cultural phenomena.

Examples of memes given in the book included melodies, catchphrases, fashion, and the technology of building arches.Kenneth Pike coined the related terms memic and etic, generalizing the linguistic idea of phoneme, morpheme, grapheme, lexeme, and tagmeme (as set out by Leonard Bloomfield), characterizing them as insider view and outside view of behaviour and extending the concept into a tagmemic theory of human behaviour.

Etymology

The word meme originated with Richard Dawkins' 1976 book The Selfish Gene. Dawkins cites as inspiration the work of L. L. Cavalli-Sforza, anthropologist F. T. Cloak and ethologist J. M. Cullen. Dawkins wrote that evolution depended not on the particular chemical basis of genetics, but only on the existence of a self-replicating unit of transmission—in the case of biological evolution, the gene. For Dawkins, the meme exemplified another self-replicating unit with potential significance in explaining the human behavior and cultural evolution. Although Dawkins invented the term 'meme' and developed meme theory, the possibility that ideas were subject to the same pressures of evolution as were biological attributes was discussed in Darwin's time. T. H. Huxley claimed that 'The struggle for existence holds as much in the intellectual as in the physical world. A theory is a species of thinking, and its right to exist is coextensive with its power of resisting extinction by its rivals.'

Dawkins used the term to refer to any cultural entity that an observer might consider a replicator. He hypothesized that one could view many cultural entities as replicators, and pointed to melodies, fashions and learned skills as examples. Memes generally replicate through exposure to humans, who have evolved as efficient copiers of information and behavior. Because humans do not always copy memes perfectly, and because they may refine, combine or otherwise modify them with other memes to create new memes, they can change over time. Dawkins likened the process by which memes survive and change through the evolution of culture to the natural selection of genes in biological evolution

Richard Dawkins coined the word meme in his 1976 book The Selfish Gene. Dawkins noted that in a society with culture a person need not have descendants to remain influential in the actions of individuals thousands of years after their death:

But if you contribute to the world's culture, if you have a good idea...it may live on, intact, long after your genes have dissolved in the common pool. Socrates may or may not have a gene or two alive in the world today, as G.C. Williams has remarked, but who cares? The meme-complexes of Socrates, Leonardo, Copernicus and Marconi are still going strong.

Although Dawkins invented the term meme, he has not claimed that the idea was entirely novel,and there have been other expressions for similar ideas in the past.] In 1904, Richard Semon published Die Mneme (which appeared in English in 1924 as The Mneme). The term meme was also used in Maurice Maeterlinck's The Life of the White Ant(1926), with some parallels to Dawkins's concept.

The Spread

Memes, analogously to genes, vary in their aptitude to replicate; successful memes remain and spread, whereas unfit ones stall and are forgotten. Thus memes that prove more effective at replicating and surviving are selected in the meme pool.

Memes first need retention. The longer a meme stays in its hosts, the higher its chances of propagation are. When a host uses a meme, the meme's life is extended. The reuse of the neural space hosting a certain meme's copy to host different memes is the greatest threat to that meme's copy.

A meme which increases the longevity of its hosts will generally survive longer. On the contrary, a meme which shortens the longevity of its hosts will tend to disappear faster. However, as hosts are mortal, retention is not sufficient to perpetuate a meme in the long term; memes also need transmission.

Life-forms can transmit information both vertically (from parent to child, via replication of genes) and horizontally (through viruses and other means). Memes can replicate vertically or horizontally within a single biological generation. They may also lie dormant for long periods of time.

Memes reproduce by copying from a nervous system to another one, either by communication or imitation. Imitation often involves the copying of an observed behavior of another individual. Communication may be direct or indirect, where memes transmit from one individual to another through a copy recorded in an inanimate source, such as a book or a musical score. Adam McNamara has suggested that memes can be thereby classified as either internal or external memes (i-memes or e-memes).

Some commentators have likened the transmission of memes to the spread of contagions. Social contagions such as fads, hysteria, copycat crime, and copycat suicide exemplify memes seen as the contagious imitation of ideas. Observers distinguish the contagious imitation of memes from instinctively contagious phenomena such as yawning and laughing, which they consider innate (rather than socially learned) behaviors.

First meme ever made:

HOW YOU THINK YOU LOOK WHEN A FLASHLIGHT IS TAKEN.

HOW YOU REALLY LOOK.

CHAPTER II

THE EVOLUTION OF MEMES

It doesn't matter whether they are coming from the depths of 4Chan or a meme app such as iFunny, it is still hard to deny that the simple images and gifs which we call as memes are as much a part of the internet as false information and trolls. The long and intricate story which we know of how the dancing banana and pixel kitty of yore became the well-defined meme trends of the present day.

Evolution

After the research made by the Experts,they conclude that the social media has helped Millennials find their voice, which in turn has boosted the political engagement. According to The Millennial Impact Project, a new study conducted by Achieve, the majority of people post regularly on social media about the issues they care about. Rather than people leaving long Facebook monologues, millennials can choose to post memes, which offer a more light-hearted way of dealing with serious topics.This helps in bringing up conversations that might come across as awkward in other context and address and other issues which may affect one another but can be taken in a good way through memes.

Protesting about issues have evolved from social protest movements such as 'Black Lives Matter', also groups raising awareness of climate change issues.This is because memes have become a new artistic channel for young people to share their opinions on important issues in their lives in a better way. However, we can note that the traditional media, and its journalistic values, which have mainly acted as a buffer which keeps overtly extreme views out of the mainstream media,the unfiltered nature of the internet allows for any opinions -regardless of how controversial they may be – to be shared en mass, often in the form of memes which is great thing.

Over the years, memes have evolved a lot in different style and formats.

Pre-Internet Era
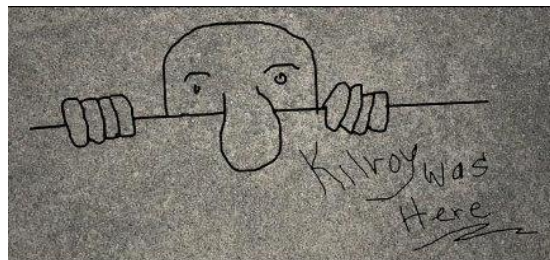
Kilroy was here:- An American Graffiti-turned-meme that became popular during the Second world war. Its origin is still debated, but the phrase and the distinctive accompanying doodle became

associated with GIs in the 1940s: a bald-headed man (sometimes depicted as having a few hairs) with a prominent nose peeking over a wall with his fingers clutching on the wall.

Andre the Giant Has a Posse:- during the 80s, a different sticker stuck with a new generation of counterculture youth— especially on skateboards. Andre the Giant was a professional WWF wrestler in the 80s as and for being huge. The nickname wasn't ironic. Stickers featuring Image of Andre's and those words began to appear on poles and walls and Footpaths around the United States in the 80s and 90s:The meme was created by the artist Shephard Fairey. The same person who designed Obama's Poster

The 90s

DERP meme:- Derp is an expression associated with stupidity, much like the earlier forms of interjections like "duh" and "dur." In image macros, the highlight of the image is that the person is typically portrayed with eyes that are pointed to each side and the caption below written as "DERP." The first known instance of the word "derp" comes as before as in the 1998 comedy film Baseketball which was made by South Park creators Trey Parker and Matt Stone.Both "Herp" and "derp" are often used in rage comics as place holders for names or topics in the conversation that are not actually important in whatever story or joke is being told. In general,a rage character named Herp Derp is meant to represent stupidity or ignorance.
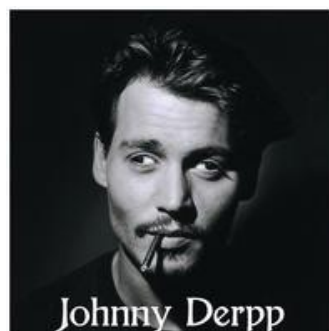
2000-2005

Before the advent of Reddit, 4Chan, YouTube, and other sites well known for spreading and popularizing the images we now collectively call memes, there were only funny images which were nameless, some cute gifs, and video clips that would be shared via email and other sites used for chatting but are now extinct. The air-humping stormtrooper, Hamster Song, and Pixel Kitty were only a few which had actually made out of this pre-meme era of the internet.
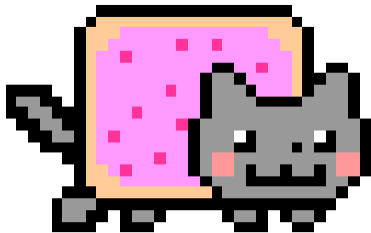
This era also gave birth to motivational posters(demotivational posters actually), images of tedious situations which were photoshopped into the format of motivational posters, that would later give way to the later format of a proper top and bottom text that would become standard for later eras of memes. At that time, the internet itself was being new, the simple fact of the meme's existence was enough to justify it.

2006- 2009

But in this age of early, unfortunately nameless memes would not last and were forgotten soon enough. But With the growing popularity of youtube in the mid-2000s, some priviledged people with access to a video camera and a computer were free and able to publish what would later come to be known as viral videos and remembered for a longer duration. These videos of kids in back seats high on novocaine, babies biting kid's fingers, and so on spread far and wide and more like them cropped up constantly as YouTube soured in popularity. One of the most popular video was Charlie Bit My

Finger.this is a homemade video of a playful interaction between two British brothers that ends with an adorable quote by the three-year-old kid Harry, who goes on to say "Charlie bit me. And that really hurt" after his finger bitten by his one-year-old toddler brother on camera. Upon entering circulation online in May 2007, the video quickly went viral spawned a large collection of remix and parody videos on YouTube.

2010- 2014

This was the era when more and more people became aware of memes and booming and busting of meme popularity truly began as well, owing in large part to their rapid rate of sharing on Facebook. At this time when the trend of memes began, Facebook was undoubtedly the social media powerhouse of the internet. This made it the perfect place for the "normie" masses of the internet to view a seemingly endless supply of memes.Some of the popular memes that went across majorly included animals were The Grumpy cat 2012, Grumpy Cat is the nickname given to Tardar Sauce, a snowshoe cat that rose to internet fame and became a kind of an internet phenomena after several pictures of her annoyed facial expressions were posted in September 2012 to Reddit. Also we had the Doggo memes running through the same period
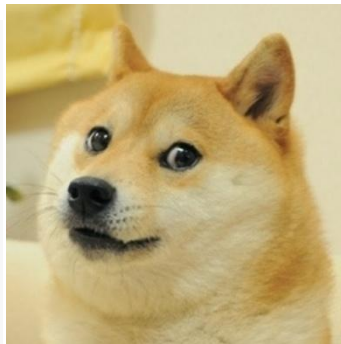
2015 --

As more and more people got into it ,and hence with the ever increasing sharing of memes, major trends began to emerge. A single meme, such as the Arthur fist or Dat Boi, experienced a period of pervasiveness and popularity in which a casual internet user was unable to avoid it and was followed by an almost immediate decline once it had become stale and unfunny only to be replaced by another. This is the age we currently find ourselves in as this is where we feel we belong to.

And this is the real era in which memes are so prevalent that it is nearly impossible to imagine the internet and our lives without them that we are able to truly understand what it is that we have created.These Memes serve as a universal language across the world of communities that spread the whole of the internet. They are a way to poke fun at the world around us without a serious atmosphere and put a twist on nostalgic relics from years or decades earlier. Undoubtedly, Memes are, essentially, the purest expression of internet culture.

CHAPTER III

THE INTERNET AGE

Memes have mainly reached to us via the Internet. An Internet meme, commonly known as just meme is an concept, activity, catchphrase, or piece of media that spreads, often as mimicry or for humorous purposes, from person to person via the Internet..They may relate to various existing Internet cultures or subcultures, often created or spread on various websites, or by Usenet boards and other such early-Internet communications facilities. Fads and sensations tend to grow rapidly across the Internet because the instant communication facilitates word-of-mouth transmission. Some examples include posting a photo of people lying down in public places known as "planking" and uploading a short video of people dancing to the Harlem Shake.

Standard format
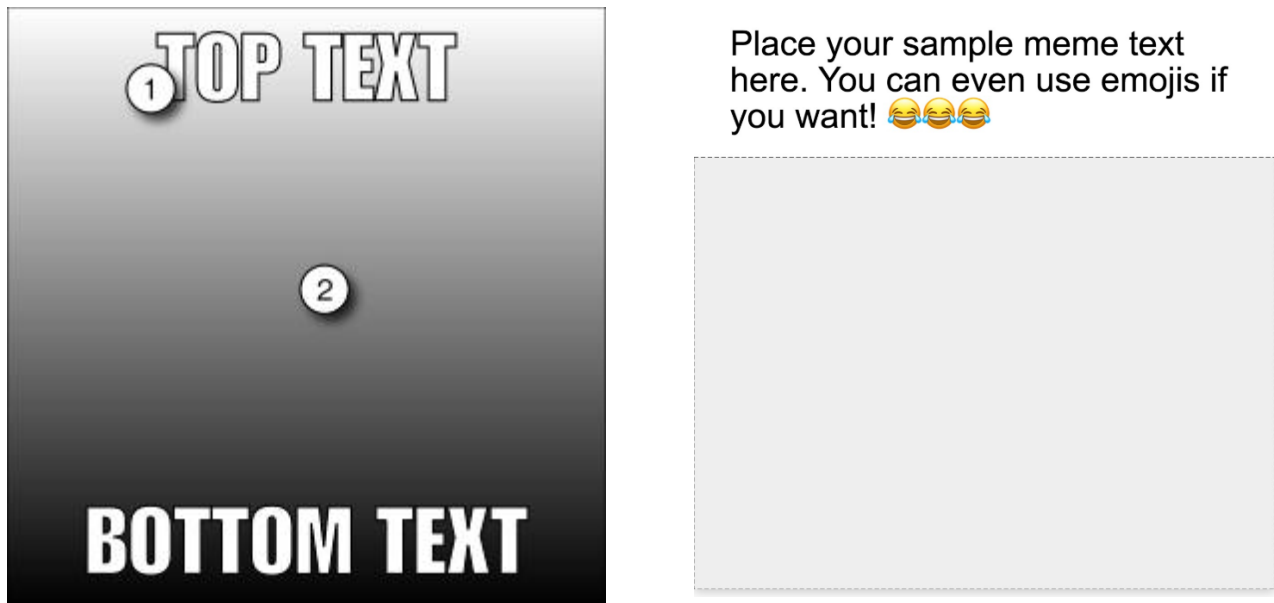
The Iconic meme format has been on the internet over the years Those who have been on the internet for quite a bit might recall when memes first started to flourish on social media. They started as pictures that came with a funny tagline in huge "Impact" font. the standard meme contains a funny/iconic image with a top and bottom text with big white bold text in white color and black border. Though modern meme format include s simple image with caption written above it.

Internet Memes from India

Though memes are a creation of the west world, memes have had a strong influence in the Indian culture as well. a lot of specific memes have had origin from India that have "broken the Internet".

Stills from Movies:- A lot of memes involve some iconic dialogues from blockbuster Indian movies. Some examples of such memes are from the movie Welcome-Dialogues like " seh lenge thoda", "Bhaisahab ye kis line me aa gaye aap" etc. Not just popular films, certain movies got famous

because of the memes even before their release. For e.g.; The stills from the movie Sanju were all over the internet months before it release which later lead to its commercial success. Certain cult classic movies have been kept alive movie with memes these include Bahubali, Sholay, and also Explicit dialogues from the movie Gangs of Wasseypur
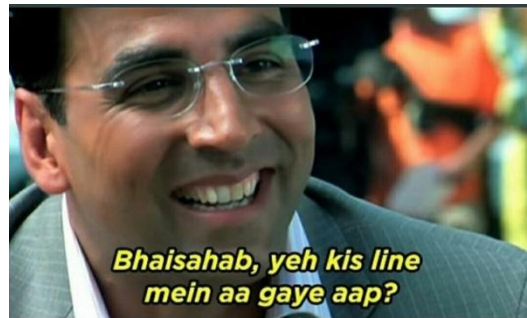
People Across the Internet:- Not just movies, Celebrities but also normal people have become popular because of memes. 2017 saw many such memes which included ordinary people turning into celebrity, Be it a 10 years old drug addict kid named Kamlesh that later was turned down due to it's dark nature and serious child issue, or just another local YouTuber from Kanpur named Shahid Alvi who became sensational across the internet that led him to feature in AIB's original video, Which is India's busiest social media network. Another example was when a not-so-famous new age actress named Priya Prakash. Priya Prakash become famous as she is a part of a movie, and after her sensational expression became famous in just few days from a video clip of her song "Manikya Malaraya Poovi". The song crossed 1 million views within a few days and till date crossed 81 million views.

Memes and Politics

Political humour has been an important aspect of our democracy since decades, but after the advent of meme culture , Mockery of political parties and thier views has been on rise. not just mockery, promotion as well as degradation of other parties is done through social media. The Summer of 2014 elections saw how a social media platform could help a political party win election in the biggest democracy in the world. An ad campaign launched by BJP titled "Janta Maaf nahi karegi" saw itself turning into a meme with stills from the ad with the same caption were being circulted in various scenarios. not only this. but also later it was found out that certain meme pages across Facebook charged money to campaign for a political party. this incident clearly shows the power of memes.

Janata Maaf Nahi Karegi

Types of Memes

There are three broad categories of "memes" as the Net and Social Media describes them, but not all of them accurately represent the term: Literal or Actual memes:- Literal, Actual and straightforward memes are highly popular trends that have caught on and circulated and made an impact throughout the population. They're instantly recognizable to avoid web users, and may be funny, sad,humorous or entertaining. Macros(BIG) and temporary memes**:-** There's a specific style and format of especially popular memes, featuring text over an accompanying image, that have also become synonymous with the word "meme," even if they haven't gone viral or become popular . Meme creator apps , allows you to create original or actual works in this style for any purpose you choose. Intentionally viral memes and many more also use "memes" to try and generate our own virally popular trend, style, or catchphrase,catch attention, but as you'll see, this is easier said than done. Dank Memes:- "Dank Memes" is an ironic expression used to describe online viral media and in-jokes that are intentionally bizarre or have exhausted their comedic value to the point of being trite or cliché. In this context, the word "dank," originally coined as a term for high quality marijuana, is satirically used as a synonym for "cool."

Type Of memers

Memers are people or group of people who create and post memes on various platforms like facebook, reddit, instagram or meme sharing website like 9 gag etc. Memers mainly classify themselves into 2 types.

Dank Memers:- On May 26th, 2013, YouTuber named fennthulhu uploaded a parody video titled "How 2 make dank memes!", in which he demonstrates how to create an "edgy" Success Kid image macro on the website Quickmeme . On December 20th, YouTuber Ethan Holey uploaded a video in which he recommends using "dank memes" as a replacement for the terms "awesome," "cool" or "bodacious. Dank memers are usually considered to have good knowledge of memes and deliver high quality memes. Usually Dank memers are considered to have dark, sadistic or sometimes racist sense of humor as well.

Normie Memers:- Normie is a slang label for an individual who is deemed to be boringly conventional or mainstream by those who identify themselves as nonconformists. They are the people who are considered to be entry level memers. it's equivalent to "noobs' in gaming term. Normie memers are usually not funny, they are memes that are just not relatable and are considered cringe

CHAPTER IV

HOW MEMES AFFECT SOCIETY

In all the crisis of our nation's history, nothing has become more accessible and more widespread than the meme epidemic. It has spread through many high schools and has affected the way teens think in numerous ways. However, have memes been affecting society in a positive way, or is there something even more sinister hiding behind the cat images? If you are new to social media, overall internet culture and image sharing, it may be hard for you to understand what basically internet memes are. It is actually difficult to define what an meme is because an meme can be anything. It can be a word, a photo, a symbol, a video, an idea, a person, a quote, an animal or a fictional character. Precisely, it can be defined as an activity, catchphrase, concept or a piece of media which spreads from one person to another via the internet. You can also define a meme as a virally transmitted social idea or cultural symbol. As instant messages, web page links and internet email forwards, memes can move instantly via the internet. By virtue of its immediate communication, the internet provides the best platform for spreading modern memes to one people's inboxes. A file attachment with a Rick Astley video, a link to a YouTube video, an email signature with a quote from Chuck Norris are some of the culture and modern meme symbols spreading through online media. Memes are popular to share and reblog, repost or retweet, especially among teens. But we don't always think about the person behind the photo. Memes crop out the story behind them.Take the "Roving Typist" meme, for example. C.D. Hermelin, the person in the meme, was an aspiring writer. He wrote poems for people in the park. A photo of him using his typewriter on a park bench got posted to Reddit, an infamous social media platform, without his permission. The photo was cropped, so it wasn't telling the whole story. It just seemed as if he was someone using his typewriter in public for no reason. What followed were other users adding macros and posting the photo as a meme, which soon became internet famous- along with cruel comments and death threats.

Negative impacts of memes

Memes, or more correctly referred to as internet memes, first started showing up during the late 90's. However, the memes people are most familiar with, such as lolcats and rickrolling, became more popular during the middle 2000's. The laughs and the smiles are the upsides of memes, but memes can originate from actual people looking unusual or acting different, and the backlash of becoming a meme can be extremely offensive. Would you appreciate it if someone took your face from your social media page and produced a viral meme from it? Never mind breaching privacy rights, it could do some serious

psychological   damage.
It may seem like memes are just cute pictures and nothing else, they could have negative impacts on people and just life in general. One of the most recent cases is that of Tide Pods. In just 2018, there have been 37 cases of people eating detergent pods, with about half of them being intentional. It's important to make teens aware of what memes really mean. After all, so many are being shared to social media. There can be many different versions of the same meme, and even some that Photoshop the person in bizarre situations. Still, what's funny to one person could be offensive to another.

It's important to make teens aware of what memes really mean. After all, so many are being shared to social media. There can be many different versions of the same meme, and even some that Photoshop the person in bizarre situations. Still, what's funny to one person could be offensive to another.

For example, the macros on memes can encourage racial or gender stereotypes. Like the infamous "fake geek girl meme", which claims that girls can't be "real" fans of anime, manga, movies, comic books and video games just because of their gender.*** (As a geek girl myself, I can definitely say that this is offensive. Unfortunately, there are even worse versions of this meme than the example in the link.). Memes like these encourage stereotyping, sexism and cruelty online.There are other instances where the consequences are far more severe. One of them is the Star Wars Kid. After the video was released on the internet, Ghyslain Raza, the titular Star Wars Kid, became severely depressed over the countless negative comments the video received. He lost multiple friends and even left the school campus for private tutoring.The ultimate negative impact of the memes has been the deaths of anyone who participated in said meme. This includes the countless deaths caused by the cinnamon challenge, a challenge that involves ingesting cinnamon, and the chubby bunny challenge, a challenge that involves stuffing your mouth.

Positive impacts of memes

Memes may look like nonsense, a good way to waste time for those with nothing else to do but surf all day. But in reality, they are a major business. They change the way we live, shape popular culture and continually evolve with the modern society. They hugely influence modern language and culture shaping how the youth and the whole internet user community live. Memes sometimes target specific demographics, such as stoner memes target weed smokers and hippies. Promotions, advertising, and marketing professionals are embracing memes because they are cheap and trendy not mentioning their unique characteristic of spreading like a virus. These so-called memes have assisted in producing fortune and fame to many people. The meme phenomena subtly represent the tones of modern social etiquette and culture. However, not all memes bring up a negative response. In fact, some of them may even make depressed people have a reason to live. An example of this could be the Ice Bucket Challenge.

During the year of 2014 when it was most popular, the ice bucket challenge raised over $100 million dollars for research into ALS. Most memes are humorous e.g. Numa Numa dance, Rickrolling, More Cowbell, Ask a Ninja and many others. However, some of the best internet memes are also about drama and shock-value e.g. Dogs Go To Heaven, Angry German Kid and so on. A few memes involve intellectual absurdity and social commentary and are about deep content e.g. Russell's Orbiting Teapot, Flying Spaghetti Monster among others. Other memes are myths associated with urban life that gives some life lessons; Man without a Face, The Littlest Fireman are few of the examples. In a very few cases, an internet meme can be a conversational expression e.g. 'You Mad Bro'. In every case, a personal experience or a package of culture spreads among people in a virus-like fashion. The majority of memes will continue being shock-value curiosities and humor as these can grab the attention of many people more quickly than deeper meme content. But expect memes to become progressively more philosophical and intellectual as people become more sophisticated in their thinking.The positive effects memes have on people also extend to the students of BHS. Jacob Arnold (11), who looks at memes every day, says that, "Memes are my sunrise to the darkness that is high school." So if memes are able to brighten up a student's life, they cannot be wholly bad? Memes are typically funny, and aimed to be relatable. Many are to make viewers feel less alone, because they can identify with the meme, and pass it on to friends who they think will also identify with it. Some memes help keep you motivated, some make fun of things like politics or celebrities, some manipulate quotes and some are just made to make you laugh—even if they aren't relatable. So ultimately we can conclude by saying that memes affect society in a positive as well as in a negative way.

CHAPTER V

BAD EFFECTS

Memes are the current day platform of how one portrays cultural events, while simultaneously applying their own humor or twist to the information that might not be seen as near politically correct.

Memes are one of the greatest symbols of social media.They're edgy. They're funny. They're easy to iterate on, and every week, a new one pops up. Even from the origin of quality memes, around 2011, articles popped up all over the internet warning that using memes as a platform for glorifying social problems would have detrimental effects on people's' psychological makeup.

Psychologist Paul Thagard explains in a web article in 2013 that memes are not a good way to express extreme thoughts on a cultural situation. This is because they "lump cultural entities together as memes and neglect the variety and complexity of mental representations."

Influence on perception

Unfortunately, the most popular of these memes usually tend to be racist or sexist. The way meme culture affects the way one views a social problem, in my experience, is like how a third grader chooses his political views. They solely base it off of the conversation they grow up hearing at home between their parents — that's all they know.

At some point scrolling through our Facebook news feeds or the thousands of memes on the popular social media site 9GAG, you've all seen a racist or sexist meme. While some might argue that these memes are just for humour and not intended to spread hate, they still have a large impact on how the youths today see the world around them

Society has started to lose their appeal to the sensitive side of things. Empathy has practically disappeared on social media, leading to less empathy off the screen. It's now solely about who can take a statistic about school shootings and try to make middle schoolers laugh at it. And it only gets more personal. Someone battling with depression and suicidal thoughts might come across a joke about wanting to vertically slit your wrists after watching disturbing couples PDA in the hallway. Chances are the memer behind the keyboard isn't aware of the implications behind statements like that.

If you scroll through a popular Facebook post or a popular Youtube video at any given time, chances are you will encounter an argument. While these internet arguments might seem harmless, and sometimes even humorous, some are quite disturbing.

When you did all you could to help the children in need and all they did was roast you

Not only does this make the person feel like society as a whole has no respect for their problems, but it normalizes the fact that suicide and depression is just a "thing," instead of a disease that should receive support.These virtual, desensitized forms of media have made suicide norm and mass shootings are they eye of public ridicule. They're photos of people, usually taken or posted without permission, with added text about the photo as a caption. It's easy to make a meme, and even easier to share or be in one. But it comes at a personal cost. It's rare to find someone who wants to be turned into a meme: It could mean being internet famous, but for all the wrong reasons.

People who became a meme

One of the weirder things that can happen to someone is to become the basis of a meme. A photograph of that person is taken out of context, remade and repurposed into something else, and a novel's worth of captions rewrite who that person is, and what he or she is like.

The Internet has made it easier than ever for ordinary people to become famous, and sometimes it even happens by accident.They are hit by mean comments public shaming,cyber bullying and even death threats which could be incredibly traumatic affecting their families,career.

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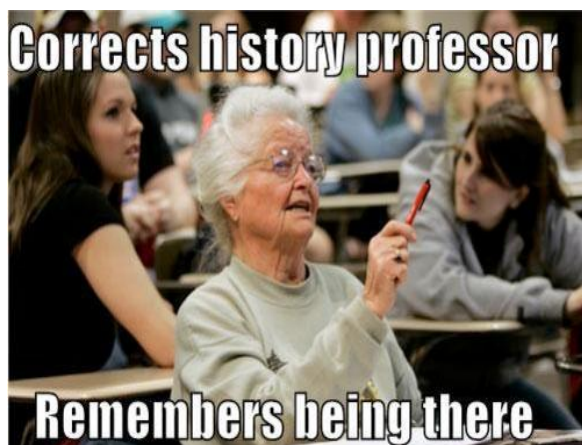
The internet is a playground; a simulation model for the real world, where everything is easier, faster, and desires can be indulged in on a vicarious level with limited responsibility or real life implications. In video games, people are permitted to fulfill their violent impulses in a display of artificial control. In virtual universes such as Second Life, the user can create avatars as fully customizable selves to inhabit, through which they can engage in activity with other avatars socially, economically, or sexually in a lawless territory of inhibition and relative anonymity. Social media platforms represent the same idea. Through Instagram and Twitter, you have the power to project an idealized version of yourself into the world, that is, until your own image is hijacked without your consent, and then everything, even your identity, is up for grabs.

Some people say that emojis, memes, and selfies are making us smarter— and bringing us together. But after interviewing people who became memes or produced viral content I came to the conclusion that there are two sides to every story. People—especially people who can hide behind the anonymity of their computer monitor—can act really weird and scary, manipulating your image or using your content as a beacon for their own projected anger or bigotry, divorced from any sense they might have of you as a person.

Let us take an Example:

Ghyslian Kid

The story of Star Wars Kid is one that is emblematic of memes that dominated the early years of mainstream internet use. It's also one of how the dark impulses of people were, and sometimes still are, tied up in those memes.To those who simply happen upon it, Star Wars Kid is just a goofy video of an awkward teenager who has learned some choreography. You laugh, you cringe, you go about your day.
For Ghyslain Raza, who at the time of filming was a 14-year-old Quebec high school student, it was a traumatic experience that altered the course of his life and took years to live down.

Lots of memes or internet jokes can end in this kind of cruelty, even if that's not fully the intent of the ones sharing them. So while Star Wars Kid is a classic early piece of internet culture that came to

be synonymous with online humor, it was also an instructive case in how seemingly innocuous videos or images can make us complicit in cyberbullying.The video, made in the school's AV room in November 2002, existed in obscurity for five months before it was discovered by three of Raza's classmates who loaded it onto the internet without his knowledge. Whether he liked it or not, millions would soon see him romping around with a golf ball retriever.

He took a lot of abuse for it too, some really horrible stuff.In 2013, he told Macleans: "What I saw was mean. It was violent. People were telling me to commit suicide."No matter how hard I tried to ignore people telling me to commit suicide, I couldn't help but feel worthless, like my life wasn't worth   living."

The bullying got so bad that he eventually had to drop out of school and seek expensive psychiatric help. He was invited onto TV shows and to give interviews but didn't want to further his humiliation.

The   story   does   have   a   happy   ending   though,   at   least. Even after dropping out he managed to pick up his high school diploma and get into Law School.

CHAPTER VI

MARKETING THROUGH MEMES

Social Media as advertising means ,public relations and marketing professionals have embraced Internet memes as a form of viral marketing for their various products or services. The schema of using memes to market products or services is known as memetic marketing or marketing of memes . Internet memes are seen as cost-control and effective, and because they are a (sometimes heightened sense of self awareness and self-conscious) fad, they are therefore used as a way to create an image of creating awareness or trendiness among all the people.

Businessman,Marketers use Internet memes to create interest in films that would otherwise not generate positive publicity among critics and attract the audience. The 2006 film Snakes on a Plane and recent movies use memes as a form to generate much publicity via this method. It is used nowadays in the context of public relations, the term would be more of an advertising "popular" or "buzz" word than a proper Internet meme, although there is still an understanding that the interest in the content is for purposes of trivia or minute details, ephemera or short-lived, or frivolity rather than straightforward uncomplicated and simple ways of advertising and news.

 There are various examples of memetic marketing including the FreeCreditReport.com singing an ad campaign, the "Nope, Chuck Testa" meme from an advertisement for taxidermist Chuck Testa,Gucci brand,Dancing baby,PSY Gagnam style have become popular through social media videos,Also another popular example of Sesame Street "Call Me Maybe" showed how memejacking could   be   done   brillantly   and   smartly.

How to grab the attention of the audience

Many people spend more time on social media such as facebook, twitter,whatsapp today than they do watching television. This means that for a brand to stand out amidst an deep ocean of other brands it needs a clever and catchy meme marketing strategy that basically attracts the audience. Memes connect and resonate especially well with younger audiences, teens but also make an impact on middle-aged and older audiences.

 What makes meme's especially useful to brands is that meme's enable brands to audio-visually associate their brand with a smart video or image that is humorous and catchy and appealing which helps enhance the brand's image. A successful meme may even say out loud something about a brand that has as yet been left unsaid or by adding something new which is missing in other brands. It is imperative that a meme that is associated with a brand be relevant and related to the brand. When a meme goes viral or spread like a forest-fire, meaning it is shared by thousands of people on social media, it is usually good for the brand associated with the meme. However, there are also certain risks for brands that come with creating memes and coming up with new and catchy ideas that strike the audience.

A Wholesome and All Round Balancing Act

Nowadays lots of information available on the internet today is distasteful. Brands have to understand and recognize that being provocative may not always be the best way to make an impact or appeal the audience. A meme is not meant to be an advertisement and is not supposed to promote a brand; it is instead expected to engage users with a brand by being funny, Humorous,clever or irrelevant. The best way a brand can do this is by creating meme's that are clean and can be enjoyed by an entire family and friends.

Taking a Niche Message to the Masses

A meme for a specific set of audiences ie niche luxury brand will find it difficult to create a meme that a wide and spread out audience can understand or relate to. Remember that for a meme to be successful and popular many people must be able to relate it and share it with others. For a target audience and premier brand to wisely use meme's, it must learn to smartly create meme's that meet its proper requirements and that make an considerable impact on a wide audience.

Create a Thin Line between Promotion and Engagement

Many brands have to learn to walk the thin line between engagement of various audiences and promotion. For instance, brands that want to reach out to Millennials or the Internet generation

should know that many millennials don't trust advertisements that promote directly without following proper procedures. So brand must follow a appropriate approach if it wants to add its logo to a meme or if it decides to mention an appealing discount offer in the first 5 seconds of a video or meme. Often a meme that seems to be overtly promotional is less likely to be shared than one that is more engaging the audience. A brand must keep all this in mind before it decides to create and implement meme.Successful memes have been created around popular movies such as Bahubali or Singham or Sanju and even around famous personalities of bollywood.

Be Quick on Your Feet and Toes

Remaining fresh and innovative is crucial to success in making memes. A brand should have access to a creative team that is able to quickly create content on the most recent or popular happenings. The content team responsible for creating memes should be able to analyse what images or incidents viewers are most likely to recognize and then build and implement memes around the same.

An advantage of creating meme's on the most interesting issues is that they are more likely to be the latest salvo of meme's that are shared across social media. For instance, creating a meme about a recently concluded sporting event or the newest unexpected business news requires an sharp team that knows how to what kind of news its audience is likely to follow. Building a successful meme around such topical news is a smart way for brands to engage audiences and to explain or narrate story about the brand in nutshell.

The use of memes is likely to continue to play a important aspect in marketing especially as the younger generation is very less moved by direct marketing and instead is responsive to engaging content that entertains or engages the audience.

How To and How Not To Use Memes for Online and Digital Marketing

On the surface, memes seem like an interesting way to connect with a new audience, enhance the brand or product value of your content and reinvigorate stimulate the energy of your brand. They can certainly do all these things, but there are "correct" ways and "wrong" ways to use them in the context of your content marketing campaign (or social media presence).

Applications of memes

Using memes within your context can serve a large number of different purposes:
Attention grabbers:- The best and most successful content is content that catches your attention and eye immediately because memes are instantly recognizable and relatable and fun, they can make all your content "catchier" when seen only momentarily; they can encourage more interactions, shared on various cross-platforms and click-through accordingly.
Content enhancers:- You can also use memes to enhance your content and make innovative or using the content which is already used, either by using them to illustrate or make fun of a complex or serious topic, or by using them for entertainment and social purposes, such as using a reaction image to empathize with your readers.
Popularity fuel:- You could also use memes as a way to boost your own popularity or gain reputation, either by riding the success of an existing meme (think: capitalizing on a political gaffe), or by creating one of your own and being innovative and creativity.

Main Rules for Success

No matter how you choose make use of memes, know that they're not guarantee towards success. You need to implement them properly if you want to avoid polarize or sharply divide the audience and weakening the brand.
Here are five rules for success to help you use memes appropriately and properly:
1. Know and understand your audience, know and learn your brand.
First, you need to know that memes aren't for everybody and anybody. They're most appealing and generally attract young adults who spend considerable time on the Internet, so they might be seen as childish or otherwise misunderstood by other audiences. Similarly, most memes take the form of playful, tongue-in-cheek or ironical jokes. If your brand is playful humorous and energetic, this is a good thing, but if you want your brand to be seen as stoic, reserved,orthodox ,conservative, and traditionally professional, memes could easily work against your image of the brand. Consider the brand and the audience carefully before pursuing and applying this strategy.
2. Don't force it.

Like with any form of viral content creation or content creation marketing in general, if you try too hard, you'll end up hurting yourself or others sentiments too . Forcing a meme into each of your articles will make it obvious that you're trying to capture on a trend unnecessarily, rather than enhancing the content in any meaningful or entertaining or humorous way.

3. Know what you're getting into.

The quickest way to lose face in front of Internet subcultures is to use one of their beloved memes in a morally incorrect way. If you miss the true essence of the joke, such as using a sarcastic line literally or using the wrong tone or placement or using pun, you could instantly disgust and displease the audience you're trying to win over.

4. Use memes sparingly and carefully.

Inspite of having the right brand and the target audience for usage of memes, it's a good idea to limit the quantity of memes in your content ie use simple and short sentences. Think of them as a dense dessert; in small doses, they can be highly effective and impactful, but too much will make you sick and disgusted.

5. Never sacrifice quality or originality of memes.

Finally, never use memes as a complement for the originality or quality of your content. Memes alone will not help you build a consistent audience; they only serve to enhance the valuable content underneath and its about aiming about the niche group who get it.

Even when following these rules, memes aren't the substitute that will guarantee the improved and enhanced performance of our content. They are new-innovative forms of conveying information and relating to readers, and are only appropriate and correct in certain contexts. Until you're more familiar or know about the content , use them sparingly and carefully, and look for both direct and indirect feedback and comments to help guide you in your proper future usage.

CHAPTER VII

CONCLUSION
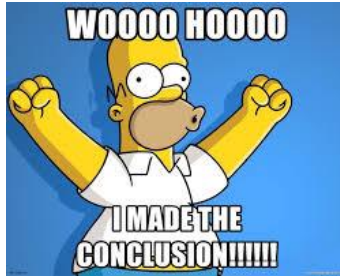
Understanding and recognizing memes is an important way to keep a track of current trends as pictures speaks a lot more than words and memes can be viewed as means of topical information with a dash of humor and sarcasm.It has now becoming a new popular trend not only among teens but also older audience.

The topics discussed above help us understand the variety of memes used ,its evolution,its optimum usage in marketing and creativity involved in designing a meme,thereby improving our vocabulary and make us more informed about the various happenings going on in and around the world.

 Just like a coin has two sides,Memes can also have negative impacts but positive impacts seem more likely.Most importantly memes tell us about new literacies, how people understand crisis and how they attempt to effect social change and moreover memes have now become a requirement and no more a substitute.

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