

# Communication of the 21st Century

let people talk

JAN 16, 2026

## Background

over the last ten years, we've seen a massive shift in the way people share their message with the world. we've had an explosion of blogs, vlogs, podcasts and other mediums that reach different audiences. people want to be seen and heard but it becomes increasingly more challenging

a rapid increase of censorship and new social media policies prevent many of us sharing the original raw idea. it got to the point where in some countries, many are afraid to convey their thoughts because they can simply get arrested. that desire for control by higher authorities is something that a lot of people find intimidating

as a result, in the last ten years, there's been a booming meme culture on the internet. people no longer find words satisfying, safe or convincing enough. memes, on the other hand, supply content creators and regular citizens with some form of protection and a way to amplify their message. if used correctly, memes give emotional character and meaning to whatever a person has to say



I feel disturbed,  
quietly horrified



I feel delightedly confused,  
lowkey impressed



I feel old, out of touch,  
disappointed how the world changed



I feel guilty,  
surprisingly playful



I feel mildly panicked,  
kind of embarrassed



I feel quietly mocking,  
lowkey judgmental

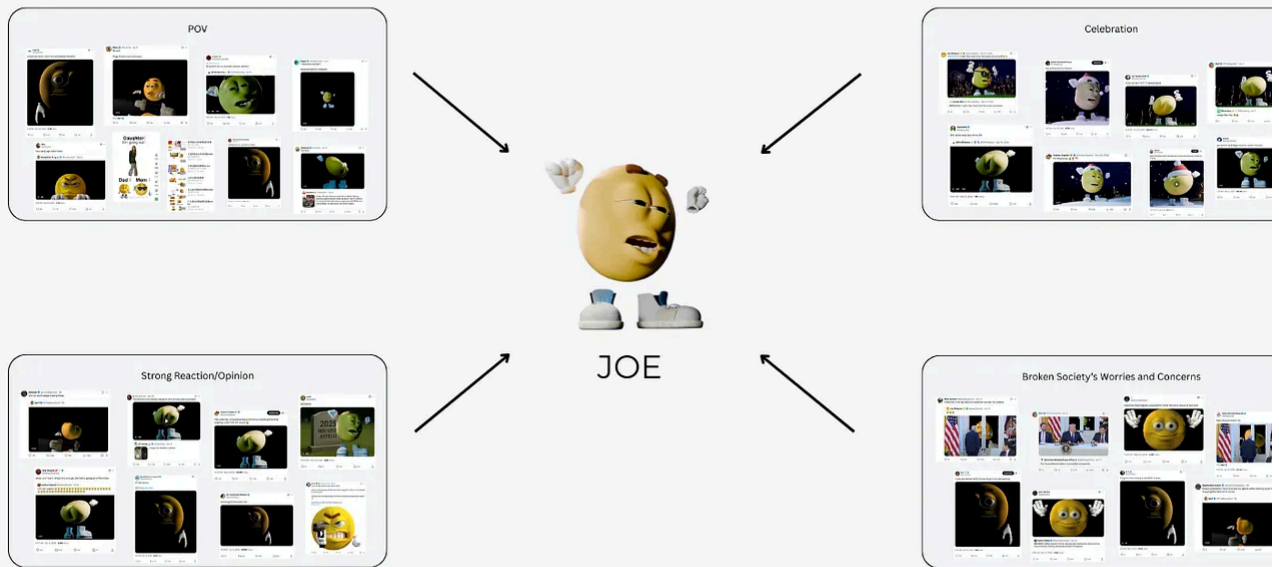
some memes have become a form of unspoken language. when a meme goes viral means people can relate to a deep feeling that a given meme represents. it became common for memes to reflect one's inner state, hence why people use them more frequently

## Memes = Statements

as I mentioned before in my previous posts, memes and memecoins are evolving because our world is going through a massive restructuring that affects everyone more chaos is unleashed, the more unstable people become. those emotions even transform into powerful statements that are delivered in various forms, such as r

currently, the best meme on the web that mastered the art of relaying feelings and turning them into statements is [JOE](#), the most famous yellow emoji man on the 1

## Memes = Statements



there's something special about this character that keeps attracting millions of fans across the globe. in some days, they use his strong energy to escape from the worst problems. in other days, they leverage that strength to bring up unspoken words to the surface in a more compelling way

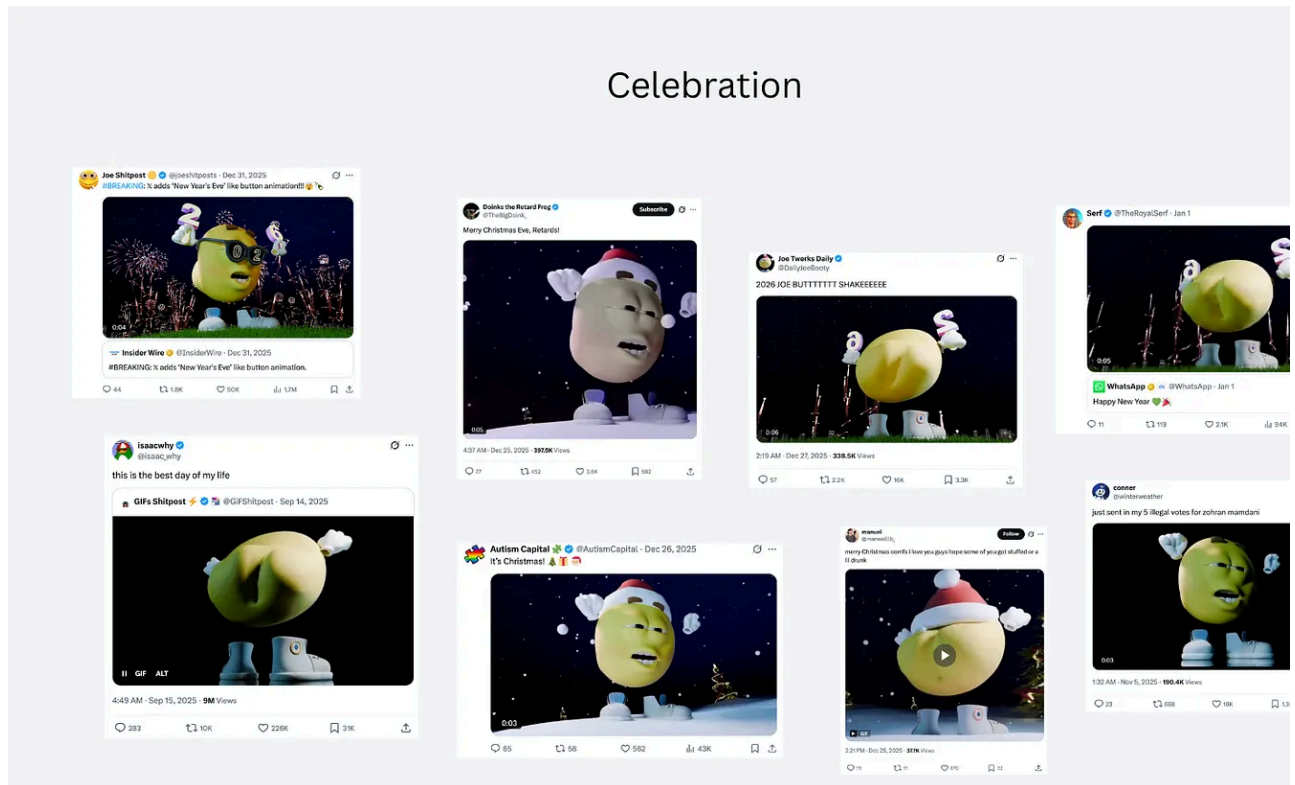
here are a few categories of statements that memes and JOE are perfectly designed to express

- **POV** - an absurd, relatable, or dramatic situation that happens quite a lot in our daily or digital life

The collage consists of ten social media posts arranged in a grid-like fashion. Each post features a video of an emoji with a 'zany face' (😬) and a caption that reads 'POV: you're the only one who gets it'. The posts are from various users, including @Expo, @Riley, @Cookie, @Flager, @bra, @NotLiquidity, @Daughter, @Mom, @Sky News, and @stevelia. The posts are from different platforms, including Twitter, Instagram, and YouTube. The posts are from different dates, ranging from January 2021 to January 2022. The posts are from different locations, including the United States, Brazil, and the United Kingdom. The posts are from different types of users, including celebrities, influencers, and ordinary people. The posts are from different categories, including memes, entertainment, and social commentary. The posts are from different languages, including English, Spanish, and Portuguese. The posts are from different cultures, including American, Brazilian, and British. The posts are from different generations, including Millennials, Gen Z, and Gen X. The posts are from different genders, including men and women. The posts are from different ages, including teenagers, young adults, and middle-aged people. The posts are from different professions, including actors, musicians, and writers. The posts are from different hobbies, including gaming, sports, and travel. The posts are from different interests, including technology, science, and art. The posts are from different backgrounds, including African American, Hispanic, and Asian American. The posts are from different religions, including Christianity, Islam, and Judaism. The posts are from different political affiliations, including Democrat, Republican, and Independent. The posts are from different sexual orientations, including straight, gay, and lesbian. The posts are from different abilities, including able-bodied and disabled. The posts are from different languages, including English, Spanish, and Portuguese. The posts are from different cultures, including American, Brazilian, and British. The posts are from different generations, including Millennials, Gen Z, and Gen X. The posts are from different genders, including men and women. The posts are from different ages, including teenagers, young adults, and middle-aged people. The posts are from different professions, including actors, musicians, and writers. The posts are from different hobbies, including gaming, sports, and travel. The posts are from different interests, including technology, science, and art. The posts are from different backgrounds, including African American, Hispanic, and Asian American. The posts are from different religions, including Christianity, Islam, and Judaism. The posts are from different political affiliations, including Democrat, Republican, and Independent. The posts are from different sexual orientations, including straight, gay, and lesbian. The posts are from different abilities, including able-bodied and disabled.

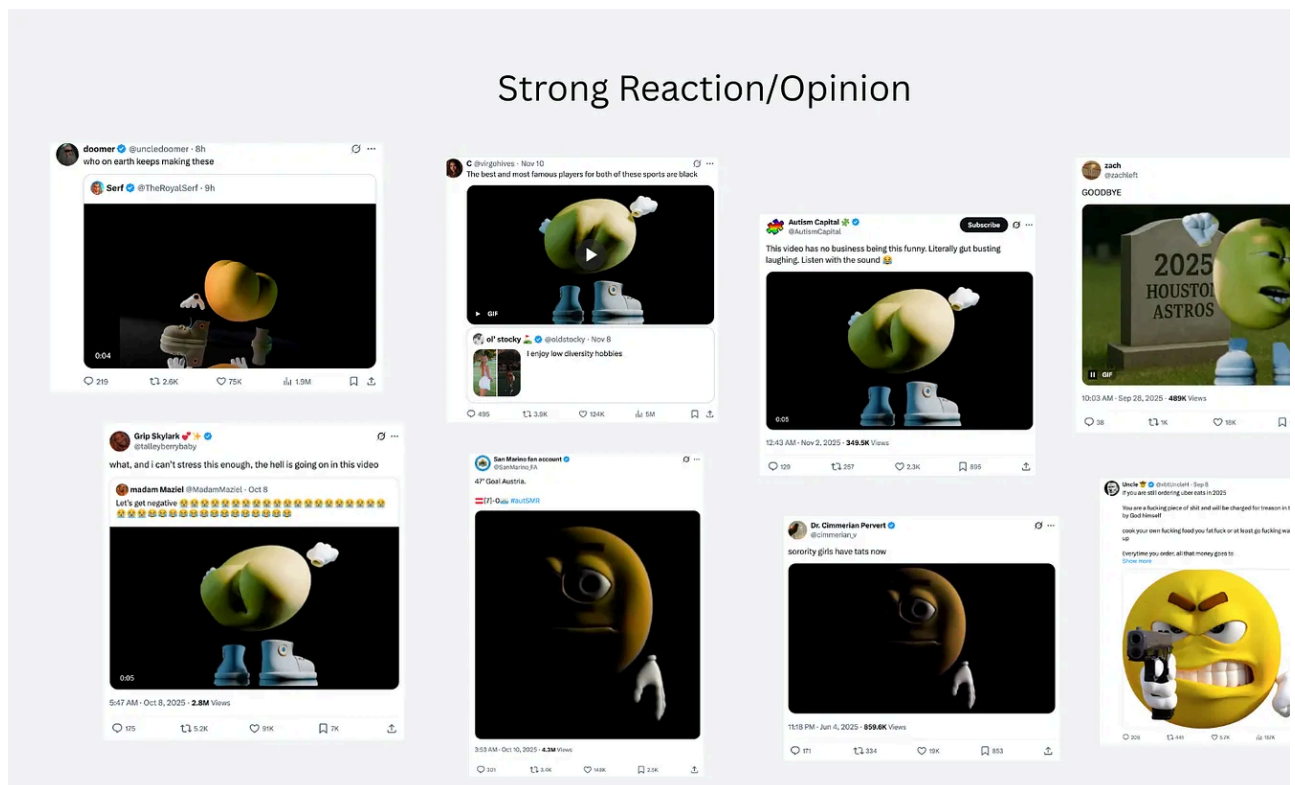
- # Broken Society's Worries and Concerns

## Celebration



- strong reaction/opinion - one's unfiltered and unapologetic view on something very specific

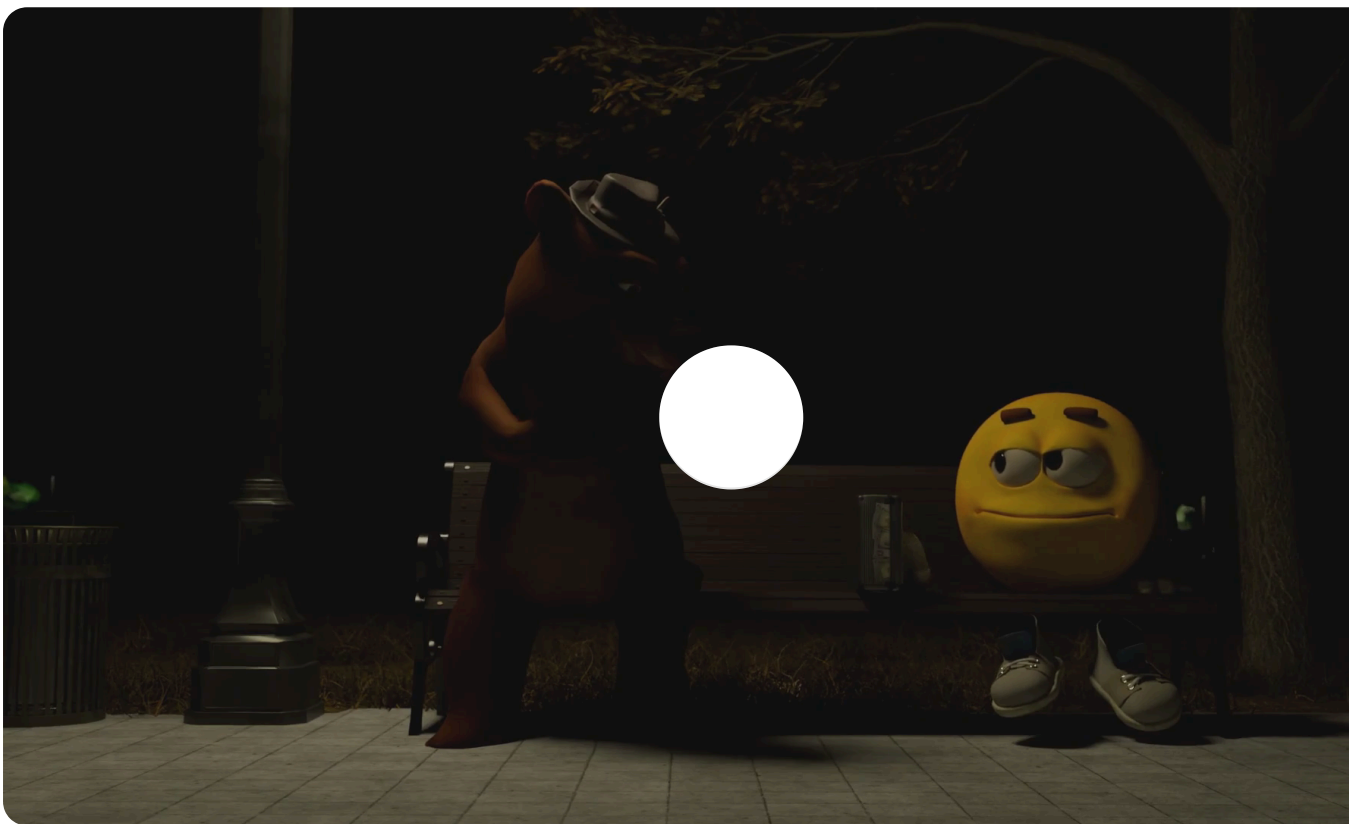
## Strong Reaction/Opinion



it is abundantly clear that people want to talk without any limitations, like they used to before. however, the harsh realities of life forced them to adapt, evolve their vocabularies, and embrace more expressive emotional languages

people have a lot on their minds that can't or isn't allowed to fit into mere words anymore. that's where memes stand out the most, giving people a chance to communicate more openly and put out various statements in a highly visual man

2026 is going to have many unpredictable turns of events, and that will require a powerful instrument that cannot be taken from people. I believe that instrument be [JOE](#), as he is the most used and the most relatable meme in existence, and onl continues to get more viral day after day. when the right time comes, he will be t ultimate symbol of freedom and self-expression. you can't put a mcap on that



billions mush shake

don't care didn't ask plus not selling