

Communication of the 21st Century

let people talk

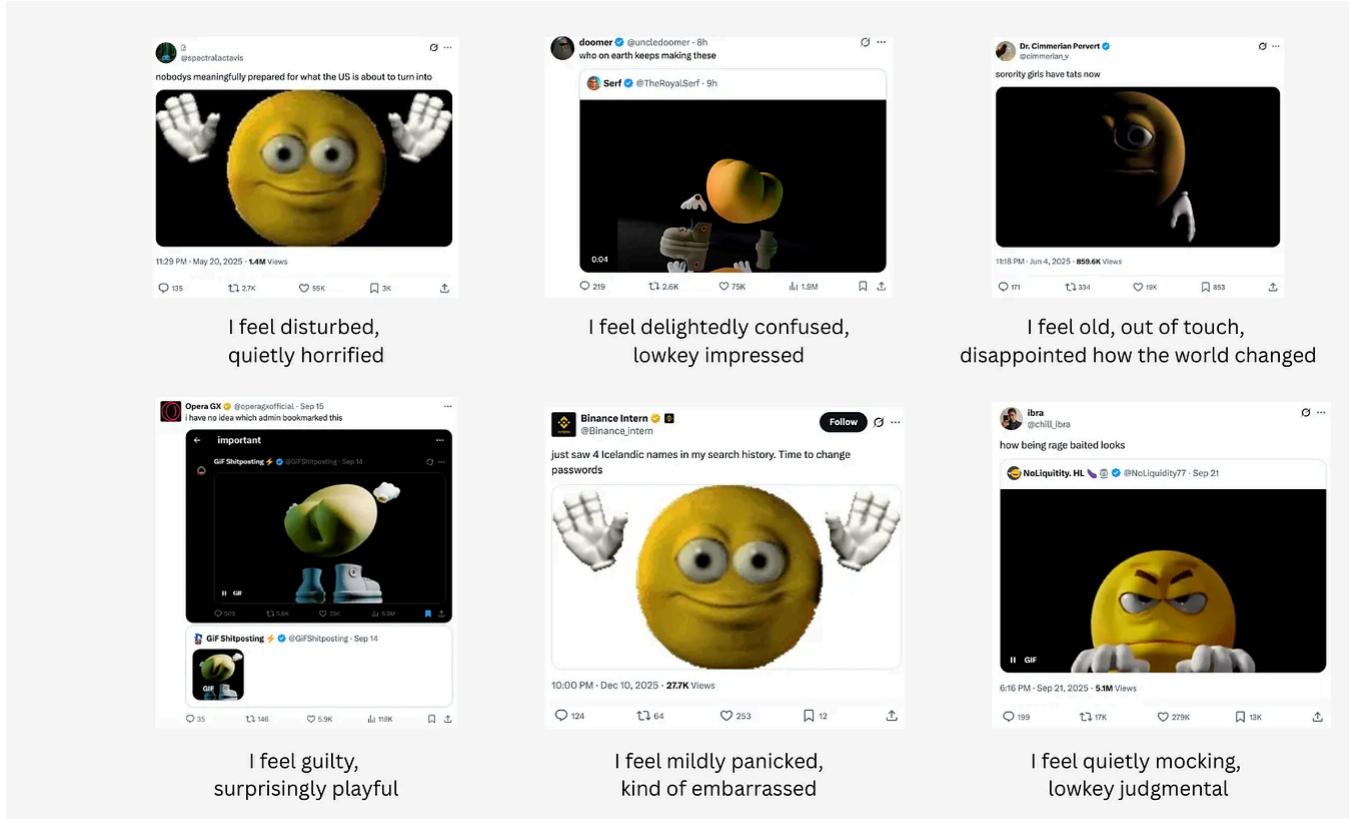
JAN 16, 2026

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



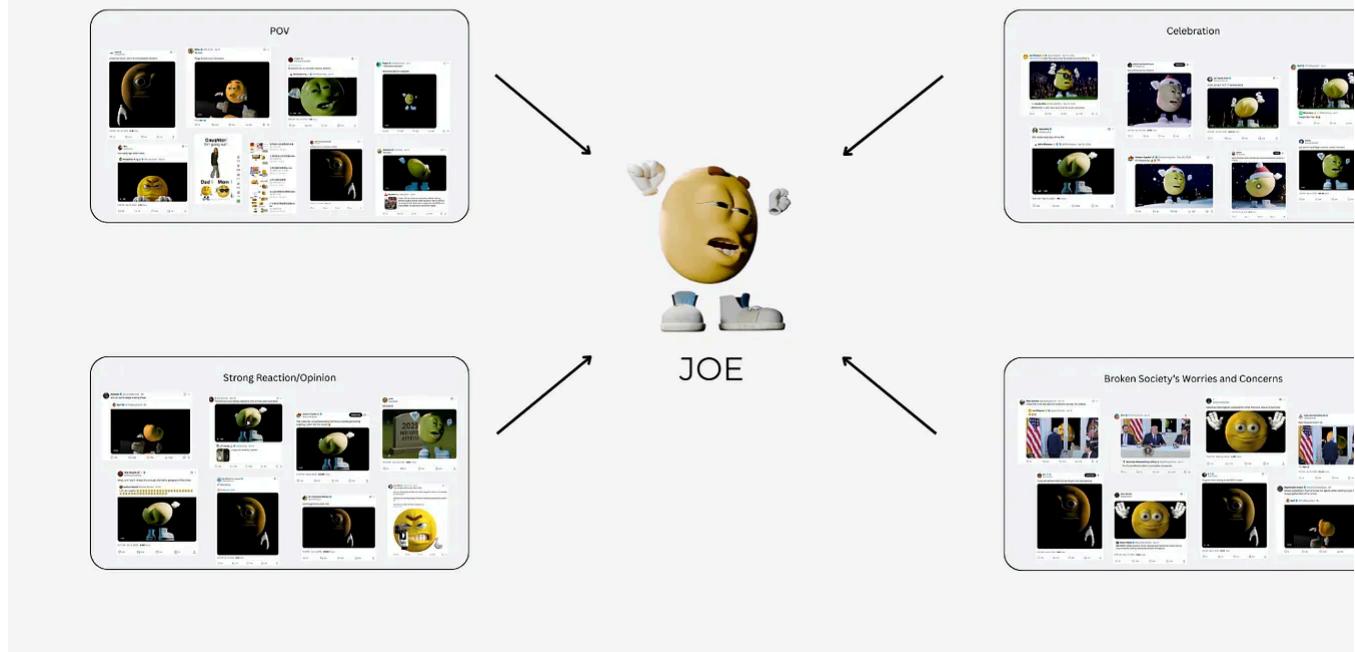
some memes have become a form of unspoken language. when a meme goes viral means people can relate to a deep feeling that a given meme represents. it became common for memes to reflect one's inner state, hence why people use them more frequently

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 i

Memes = Statements

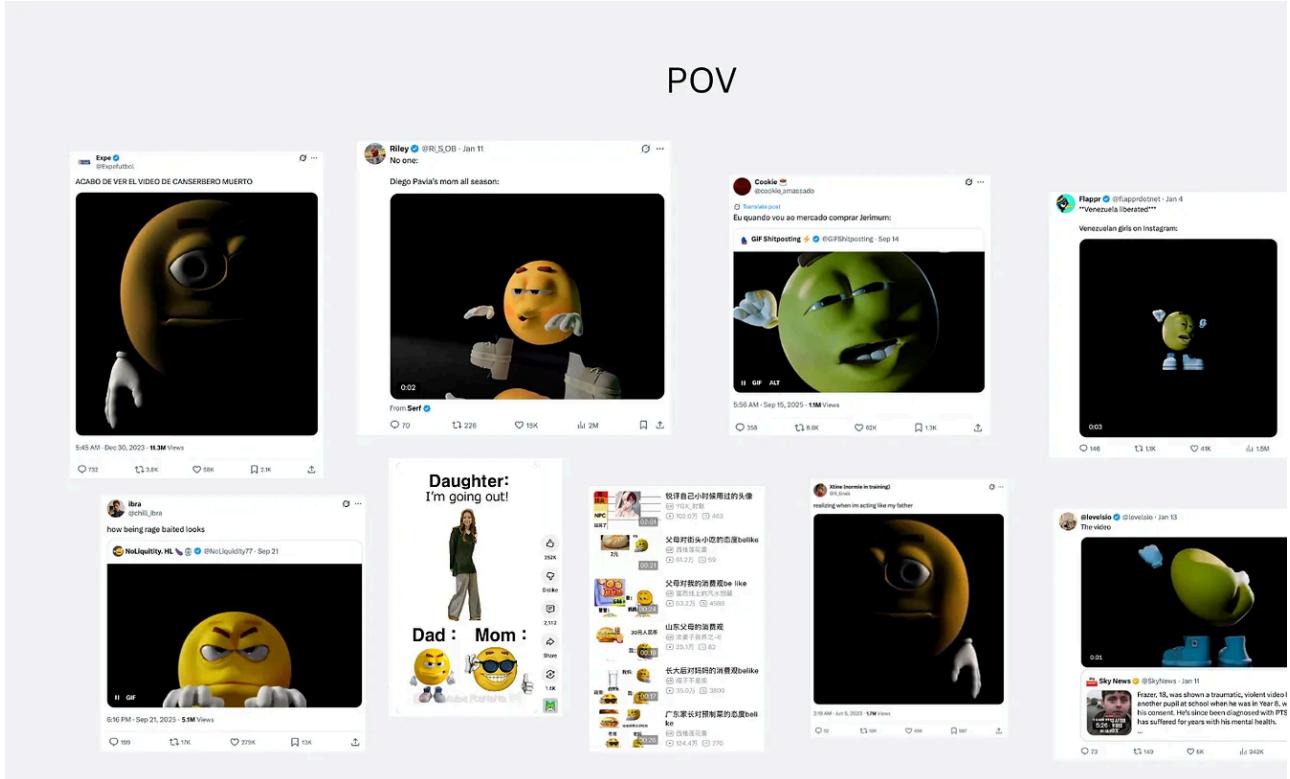


there's something special about this character that keeps attracting millions of fans across the globe. in some days, they use his strong energy to escape from the world's problems. in other days, they leverage that strength to bring up unspoken words that surface in a more compelling way

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

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

POV



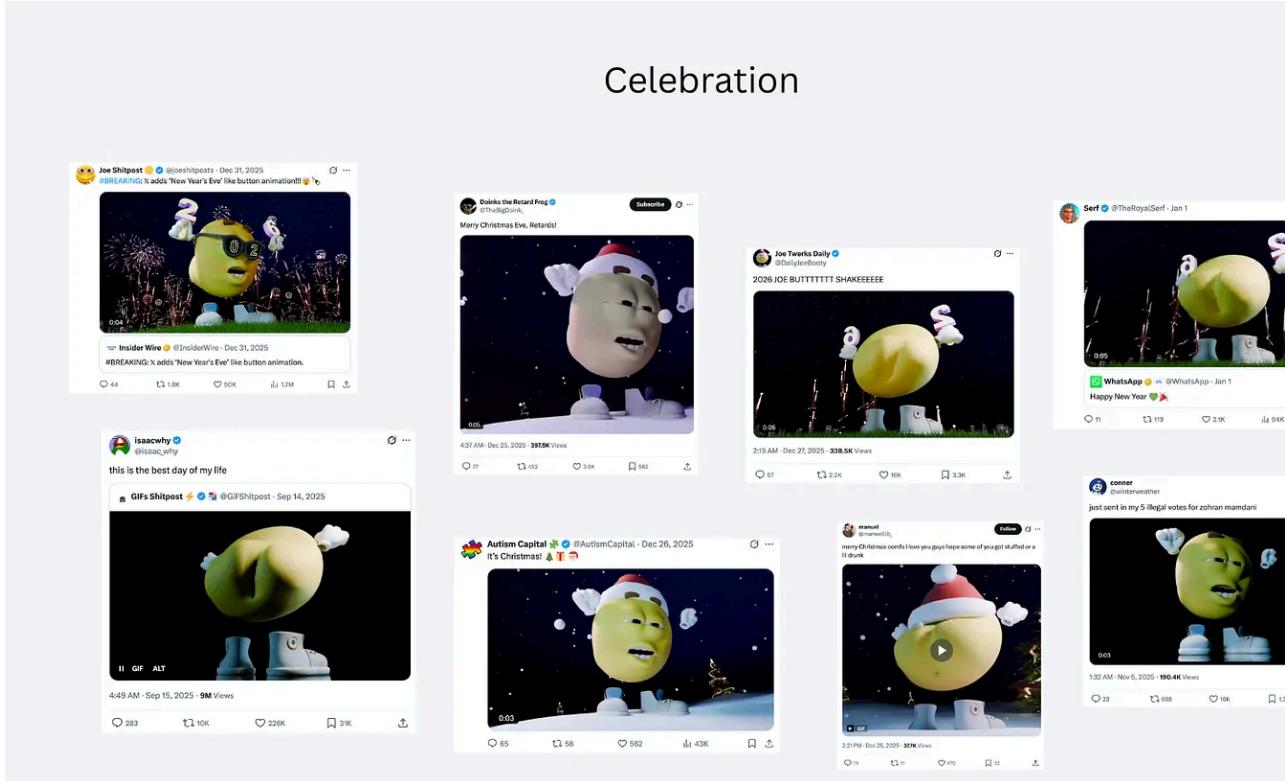
- broken society's worries and concerns - one's perspective on the current big unresolved issues, such as wealth inequality, geopolitics, cultural decay, etc.

Broken Society's Worries and Concerns



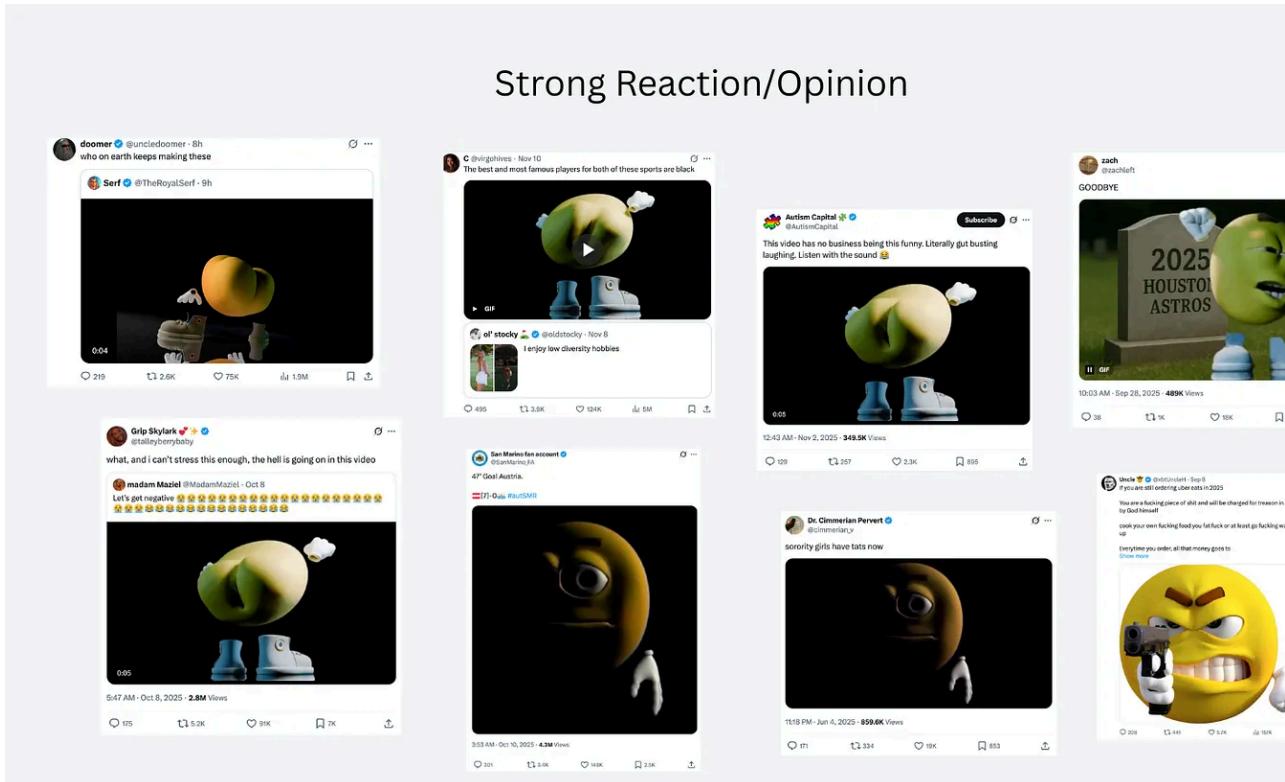
- celebration - honoring or marking major global events, holidays, achievements

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 did 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