

# Baby Steps

Thankfully, making memes, GIFs and videos is fairly easy. The hard part lies in creating quality memes and making them go viral. Before we focus on promoting your memes, let's see how to begin your journey to become the ultimate memelord.

Making a meme begins with an idea. You can't just randomly decide to make a meme out of thin air. If you struggle to find inspiration, give it a break and don't force it. Sooner or later something meme-worthy will pop into your mind. Your inspiration may come from a funny experience you had, a notable world event, or even an annoying situation that happened to you. While memes are humorous by nature, they're not always supposed to make you burst out laughing. They can be relatable, they can criticise something, or they can simply be sad. Naturally, sad memes are not quite as popular as the funny ones, so maybe save them for after you get to know your audience.

So, you've found a topic for your meme, it's now time to choose a genre. Yes, that's right – a genre. For your meme, The classic format, with Impact front for top and bottom texts doesn't cut

# Putting in Work

You've got a genre, you've got an idea – all that's left is to put it on paper... erm, screen. There are multiple ways to go about visualising your meme. If you've got the skills, you can make a meme from scratch using software such as Photoshop, GIMP, or even MS Paint. If you lack the skills – worry not. There are plenty of meme generators on the Internet, which offer thousands of possible templates you can base your meme on. Meme generators make memeing quick and easy.

GIFs are a tad trickier than your usual pictures, but thanks to the Internet, you can find tutorials on how to make your own GIFs. Most often, memes utilise GIFs taken straight from movies and TV

# Sharing Your Meme

So, your meme is done and it's high time to share it with the world. There are plenty of places out there on the web which are suitable to post memes on. Is the meme's topic general? Is it easy to understand? Go ahead and post it on one of the thousands of meme groups on social media, a fitting subreddit, add it to your story on Instagram or send it to your friends. If your meme's on point, your friends, or suitable likes and comments. However, if your meme is more of a niche one (i.e. you made a meme about a TV show you watched or a book you read), find a group of people who are likely to understand it and show it

1 fairly | stosunkowo, dosyć  
to go viral | zyskać dużą popularność (w internecie, mediach społecznościowych)  
to focus on sth | skupić się na czymś  
ultimate | ostateczny  
memelord | król memów  
randomly | przypadkowo  
out of thin air | ni stąd, ni zowąd  
to struggle to do sth | walczyć, zmagać się by coś zrobić  
give it a break | odpuść  
to force sth | tu: robić coś na siłę  
to pop into one's mind | pojawić się (o pomysle)  
notable | godny uwagi  
annoying | irytujący, denerwujący  
while | podczas gdy  
to make sb burst out laughing | s/powodować, że ktoś wybuchną śmiechem  
to get to know sb | poznać kogoś  
audience | odbiorcy, publiczność  
genre | żbira / żmora | gatunek (np. literacki, muzyczny)

to cut it | pot. nadawać się, sprostac  
wymaganiom  
2 current | obecny  
pic | pot. zdjęcie, obrazek  
either...or... | albo...albo...  
fitting | pasujący  
facial expression | wyraz twarzy  
to dabble in sth | parac się czymś, zajmowac się czymś amatorsko  
extremely | wyjątkowo  
deep-fried | tu: poddany znacznej obróbc, po nałożeniu dużej ilości filtrów  
self-aware | tu: samokrytyczny  
seemingly | z pozoru  
alt-meme | mem alternatywny (pozdrawiany w większego sensu)  
to put in work | pot. wkładać w coś dużo pracy/wysiłku  
from scratch | od zera  
to lack sth | nie posiadać czegoś  
template | wzorec, wzór  
memeing | tworzenie memów

a tad | trochę  
tutorial | lekcja instruktażowa, samouczek, film instruktażowy  
3 infringing | naruszanie  
turn a blind eye to sth | przyrmykać oko na coś  
harmless | nieszkodliwy  
to require sb to do sth | wymagać od kogoś z/robienia czegoś  
X savvy | obeznany z X  
to stick to sth | trzymać się czegoś  
suitable | odpowiedni  
to post sth on | zaprezentować coś w formie postu  
go ahead | naprzód  
subreddit | podsieć Reddita  
on point | celny, trafny  
to be bound to | musiec  
to be likely to do sth | być prawdopodobnym, tu: prawdopodobnie coś zrobić