

Journal 9/7/18

What is a meme?

What makes a meme
good/memorable?

What makes a meme die?

Unit 1: Sociological Theory

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What is a Meme?

What is a Meme?

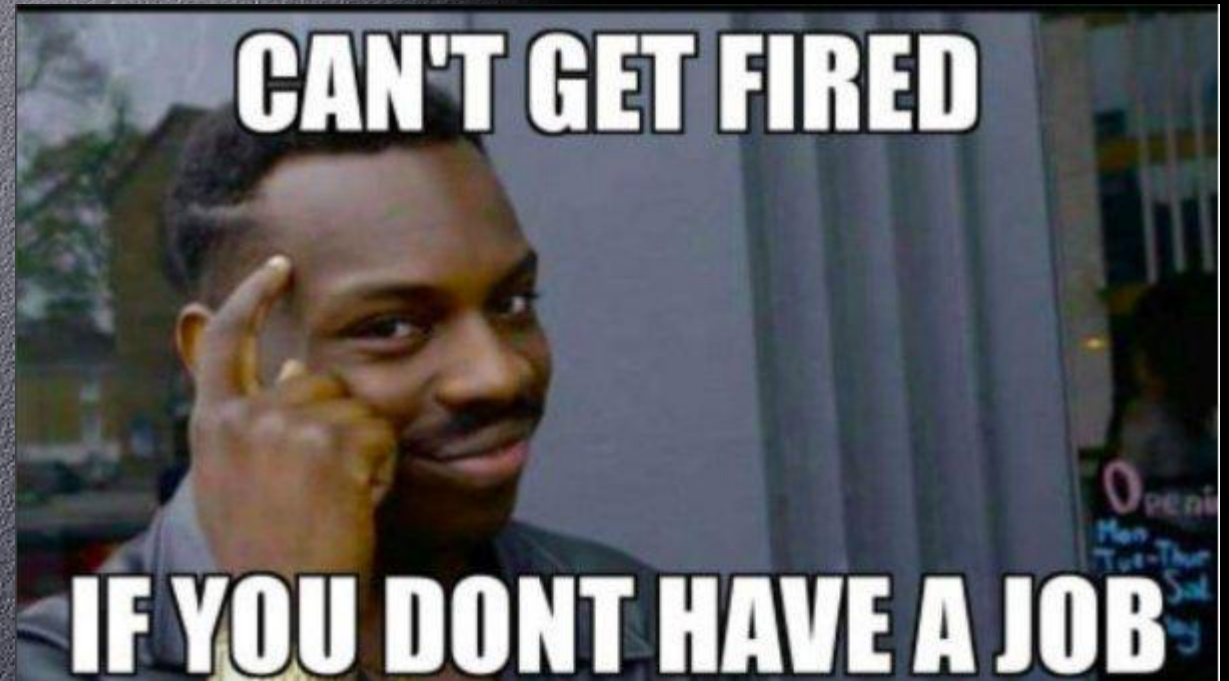
- The word 'meme' was coined by Richard Dawkins in his 1976 book *The Selfish Gene* to explain the way cultural information spreads like a disease - hence 'going viral'.
- It was a shortened version of 'mimeme' from the Greek 'mimesis' (representation or imitation of the real world in art and literature)
- Dawkins declared, to be 'pronounced to rhyme with cream'.

What is a Meme?

- A meme can be anything from a hashtag or catchphrase (often involving a misspelling or mistranslation — ‘Rekt’, ‘pwnd’, ‘lol’) to an image or a video.
- Often what gives them their virality — the quality that makes them shareable and which thus turns them into memes — is a certain relatability, wit, or bizarreness.
- By sharing them you are signaling that you are not an outsider but one of the group.

What is a meme?

Mememes incorporate popular culture using familiar faces, icons, and catch-phrases.



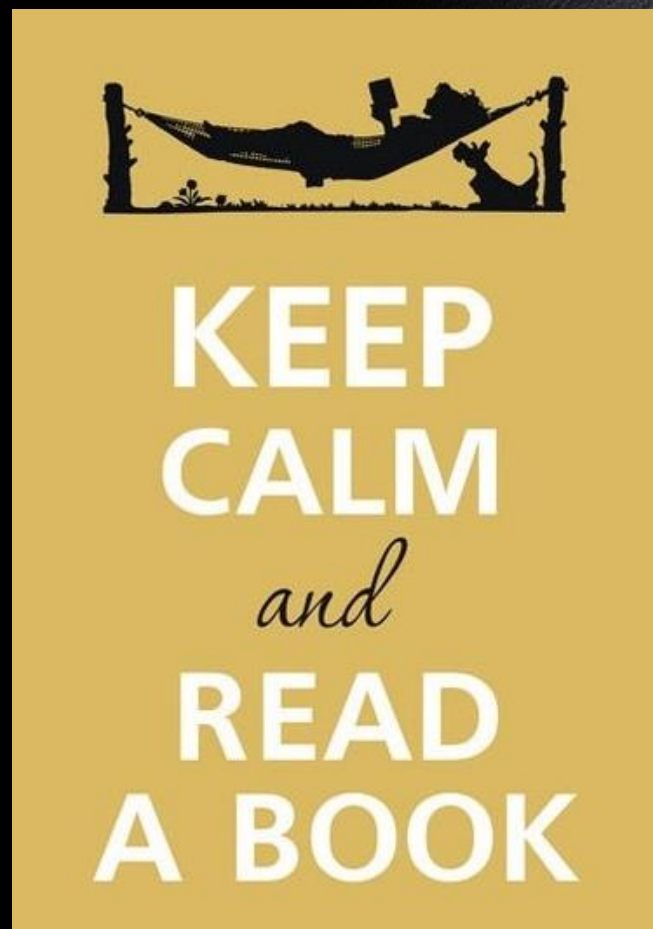
A meme can be popular today and “old news” tomorrow.



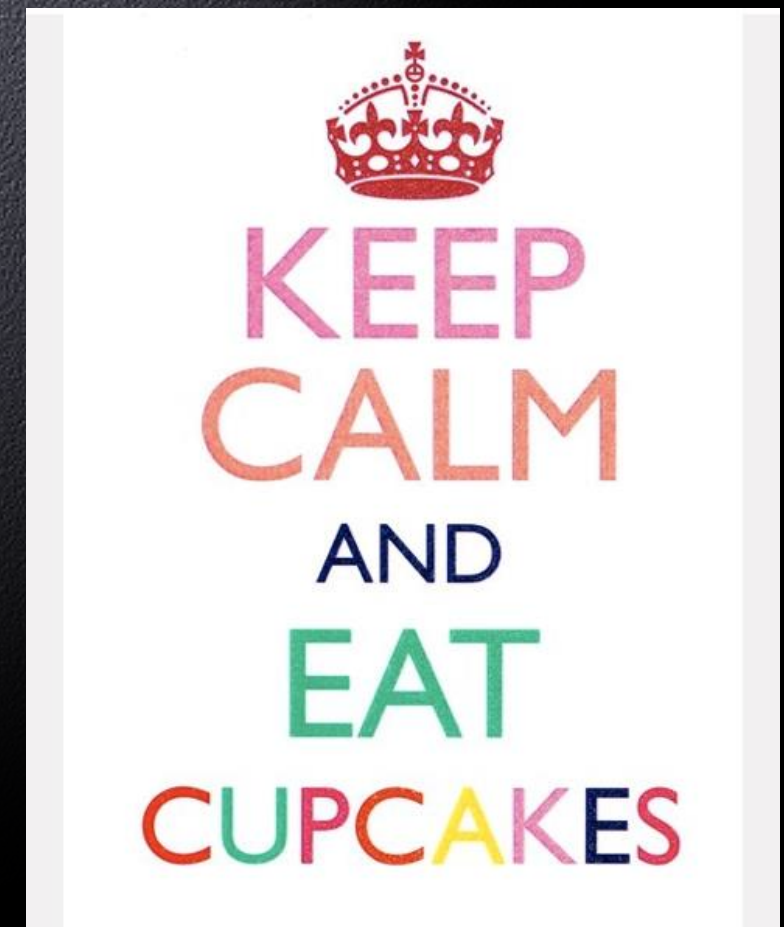
When you go to the hospital for something minor but the entire cast of Avengers shows up in costume



Mememes can encourage you to better yourself...



...or let you know
it's OK to be who
you are.



Some memes are just funny...

what personal space looks like
when you're a parent

@alyceoneword



**WHEN PEOPLE SING
HAPPY BIRTHDAY TO YOU**

AND YOU JUST SIT THERE LIKE...



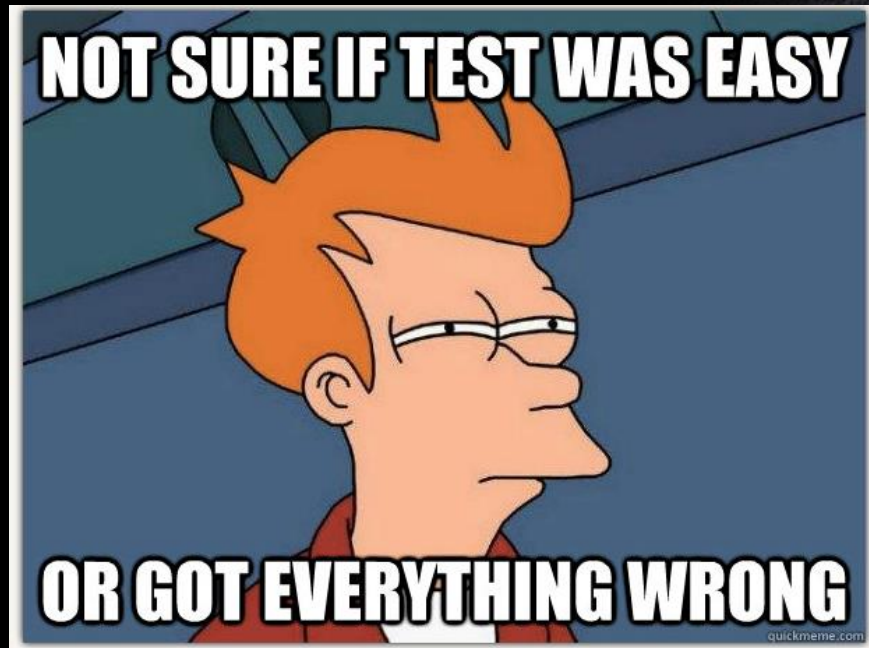
VIA 9GAG.COM



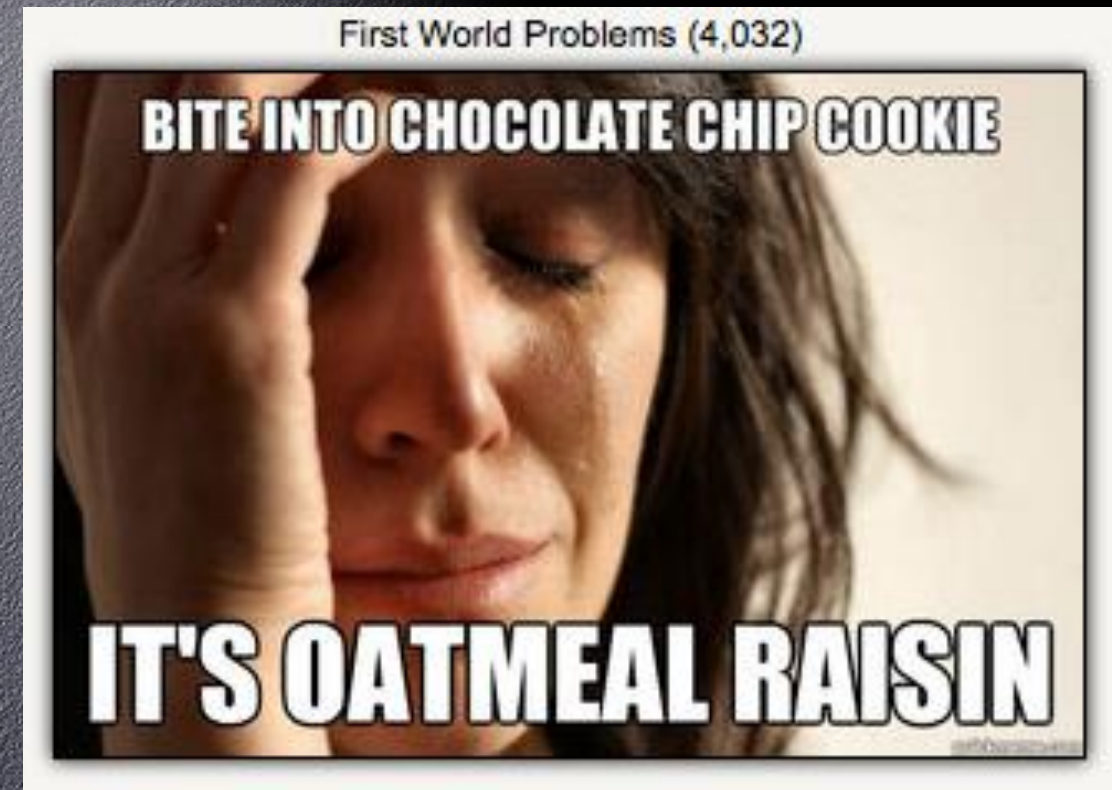
an 11
year old



Some memes express truths that expose our vulnerabilities or weaknesses.



When u see everybody have friends and social life but u have Dank Memes so at least you can laugh while crying



When u ask your crush if she thinks ur cute and she say "I mean... u funny."



We'll be best friends forever because you already know too much.



your  cards
someecards.com

Let's all take a moment and be thankful that spiders don't fly.



your  cards
someecards.com

Hurry up and clean the house! We don't want people to think we actually live the way we actually live!



your  cards
someecards.com

Leave me so I can cry over the deaths of fictional characters.



your  cards
someecards.com



What really happened
To stone henge.



ANGRY BIRDS
not as fun in real life



HINDSIGHT
Those really were the droids you were looking for.



The moment you realize
It's still not Friday

Some memes
encourage you to look
at things through a
different lens...

Misunderstood Shark

**WANTED TO PLAY MARCO POLO WITH THE
KIDS**



CLOSED THE BEACH FOREVER

quickmeme.com

TRIED TO HELP SOMEONE STUCK IN A CAGE



GOT SHOT WITH A SPEAR GUN

Have you ever
considered the
shark's
perspective?

...or to question the rules or mores of society.





EXERCISE

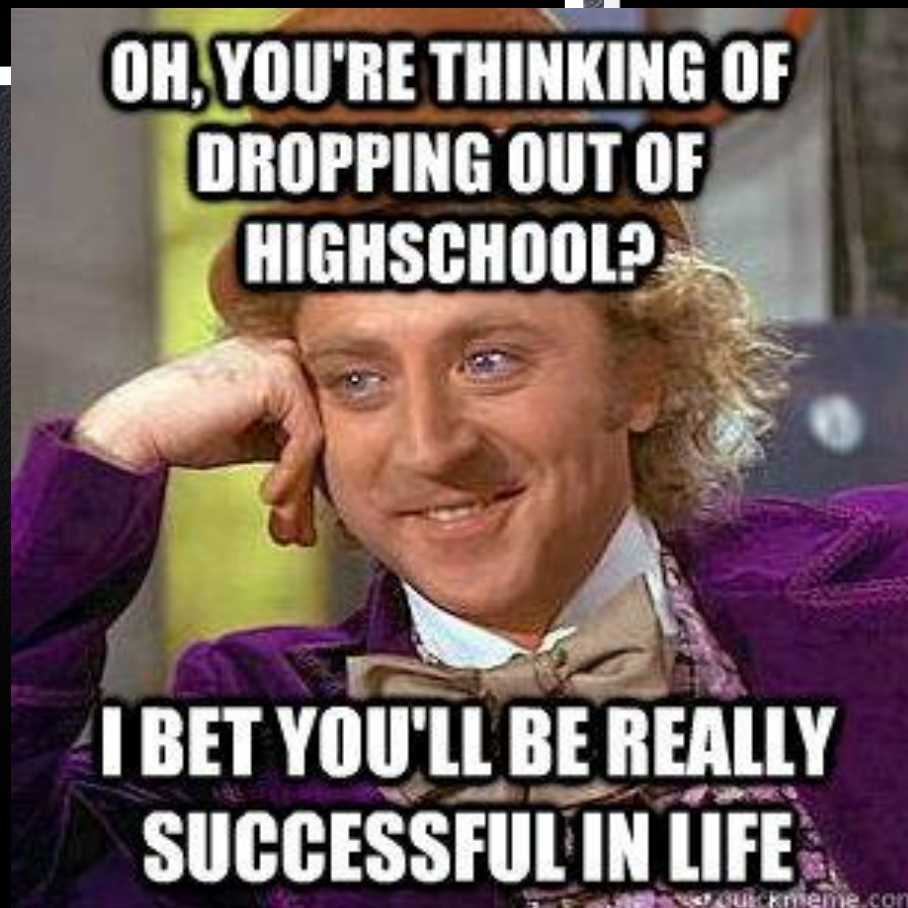
Welcome to America.



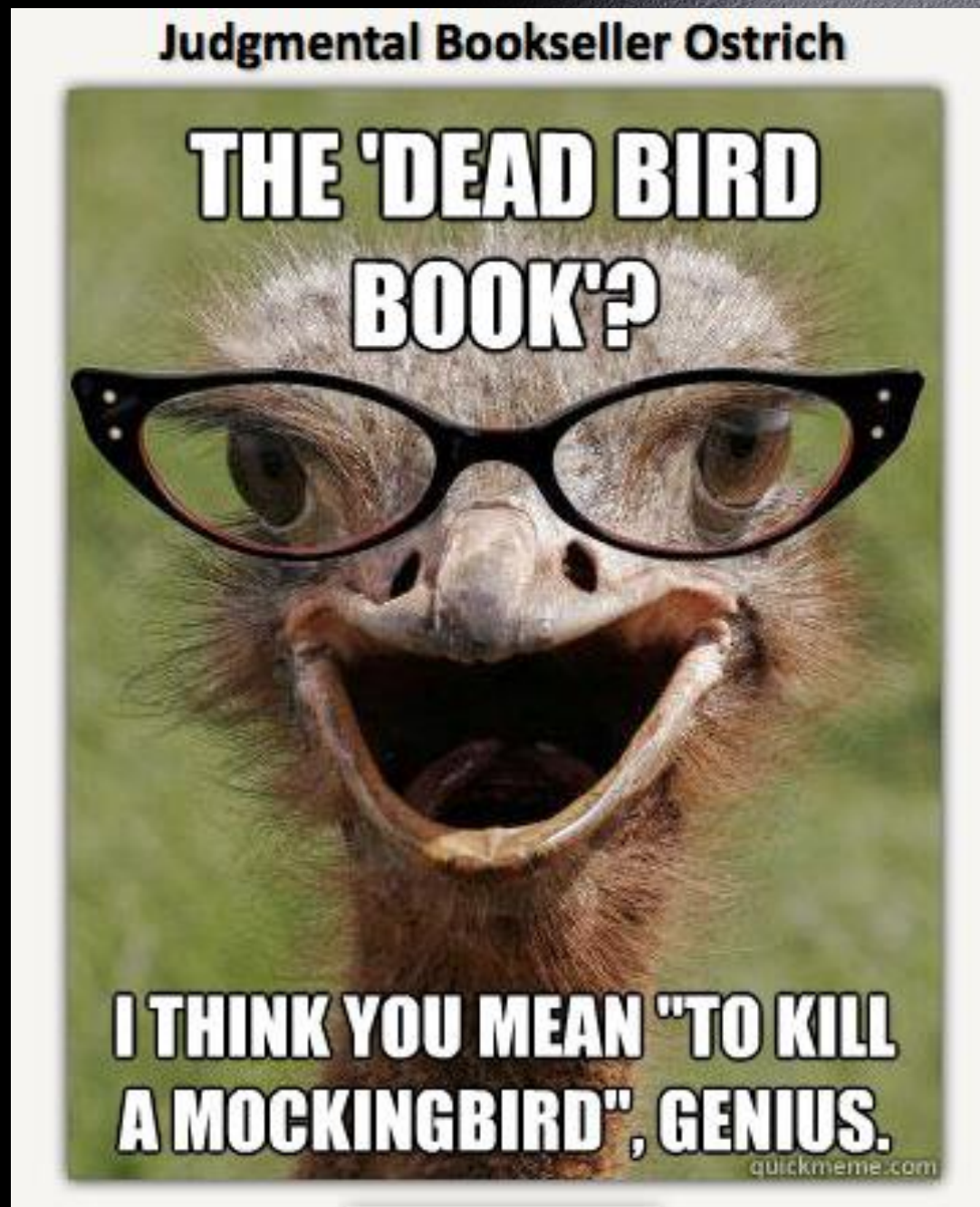
IRONY

When life imitates art.

Some use
sarcasm or
irony...



...others question a person's intelligence...



usa: france help me

france: can't im broke

usa: it's against the british

france:



And some memes have deeper meanings about stereotypes, racism, discrimination, poverty, or other social issues...

Here's to hoping your students appreciate you more than the government does.



your e cards
someecards.com

"I do this for the money," said no teacher ever.



your e cards
someecards.com

I JACKED THAT LADY'S CAR



**UP SO I COULD CHANGE
THE FLAT TIRE**

I ALWAYS BEAT MY WIFE



**TO THE CAR SO I CAN
OPEN THE DOOR FOR HER**

**Think about
stereotypes and
how YOU have
been stereotyped.**

Examples

AP STUDENT



what my friends think
I do



what my mom thinks I
do



what society thinks I
do



what my teacher thinks
I do



what I think I do



what I really do

powered by uthinkido.com 

English Literature Student



what my friends think
I do



what my parents think
I do



what my professors
think I do



what society thinks I
do



what I think I do



what I really do

powered by uthinkido.com



High School Golfer



what my friends think
I do



what my mom thinks I
do



what society thinks I
do



what older
golfers think I do



what I think I do



what I really do

powered by uthinkido.com 

High School Cheerleading



what my friends think
I do



what the
administration thinks
I do



what the haters think
I do




what my parents think
I do



what I think I do



what I really do

powered by uthinkido.com 

Baseball Player



what my coach thinks I
do



what my parents think
I do



what society thinks I
do



what my teammates
think I do



what I think I do



what I really do

powered by uthinkido.com 

Being a tennis player



what society thinks I
do



what my mom thinks I
do



what boys think I do



what my coach thinks I
do



what I think I do



what I really do

powered by uthinkido.com



Basketball Player



what my friends think
I do



what the fans think I
do



what my coach thinks I
do



what my family thinks
I do



what I think I do



what I really do

powered by uthinkido.com 

Fly Fishing for Carp



What My Parents Think
I Do



What Society Thinks I
Do



What Bait Fisherman
Think I Do




What Trout Bums Think
I Do



What I Think I Do



What I Really Do

powered by uthinkido.com 

Karaoke Singer

(Ladies Edition)



How my friends see me



How my Mom sees me



How society sees me



How the Internet sees me



How I see myself



How it is

Night before an exam



What my teacher thinks i do



What my parents think i do



What society thinks I do



What my mates think i do



What I think I do



What I actually do



This is where the fun begins.

ASSIGNMENT:

Create your own meme using the template.

The project is due Thursday September 13

**The assignment must be a hard copy
(printed or magazine cut outs)**

[Insert Your Name/How You Identify Yourself]

A large, empty white rectangular box with a gray border, intended for writing what friends think the person does.


What my friends think I do.

A large, empty white rectangular box with a gray border, intended for writing what family thinks the person does.

What my family thinks I do.

A large, empty white rectangular box with a gray border, intended for writing what teachers think the person does.

What my teachers think I do.

A large, empty white rectangular box with a gray border, intended for writing what society thinks the person does.

What society thinks I do.

A large, empty white rectangular box with a gray border, intended for writing what the person thinks they do.

What I think I do.

A large, empty white rectangular box with a gray border, intended for writing what the person really does.

What I really I do.