

# Meme culture : A new visual tool for digital era in India

\*Dr. Sandesh Mahajan,

Assistant Professor, Amity University Gwalior,  
6/3 South Harsiddhi, Indore – M P – 452007

## ABSTRACT

*Memes are a picture, video or part of text that is generally whimsical in nature and it is spread out swiftly throughout the internet users and it is virally transmitted further as a social image or a social thought which is used for presenting a information or an idea in a humorist way. Now a day's memes have become the recent movement on social media. In an overall meme is a social platform which carries irresistible curse. Meme includes both verbal and recorded articulations. Memes are one of the very good ways to convey messages to community with a simple visual interpretaion. This paper will trace the development of the meme as semiotic tool in India digital scenario.*

**Key Words:** Meme, Digital Generation, Visuals, Comic, Social media

## 1.Introduction:

The term meme was introduced by the biologist Richard Dawkins in his book *The Selfish Gene* (1976). As part of his larger effort to apply evolutionary theory to cultural change, Dawkins defined memes as small cultural units of transmission, analogous to genes, which are spread from person to person by copying or imitation. The word meme derives from the Greek mimema, signifying “something which is imitated,” which Dawkins shortened to rhyme with gene.<sup>1</sup>

A 'meme' is a virally-transmitted social image or social thought which is used for comically presenting a message in a humorous way. The concept of the Internet meme was first proposed by Mike Godwin in the June 1993 issue of *Wired*. In 2013 Dawkins characterized an Internet meme as being a meme deliberately altered by human creativity—distinguished from biological genes and Dawkins' pre-Internet concept of a meme. Dawkins explained that Internet memes are thus a "hijacking of the original idea", the very idea of a meme was mutated and evolved in this new direction. In today's scenario meme is something which is spreading out as a disease among the people as any image, video or piece of text are typically humorous and is spreading out rapidly by the internet users on social media. The dominant part of present day memes are the edited photographs that are proposed to be interesting and approached by every citizen which is creating a big and a greater impact on the public as it presenting a message in a humorous way. In overall meme, was putting a greater impact on internet as per the history and it is repeating same in the present with newly generated memes.

## 2. Importance Of Meme:

Many people say that memes are a fool's errand. While there is some truth to that fact, memes may well be extremely important to other folks. Memes can be passed down for self-expression, allowing people to comprehensively concede their feelings. This can serve people to believe that memes are an underrated type of art. Memes can also be used as a form of escapism. Their whimsical headlines and pictures can provide a good grin after a seemingly dismal day. Truly, there are many constructive outcomes when it comes to memes.

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<sup>1</sup> Limor Shifman(2013) *Memes in a Digital World: Reconciling with a Conceptual Troublemaker*

The things which is fascinating about the present meme culture and sub-culture is its dependency on virality. If meme lack to impress the audience and their appreciation either on the positive or negative spectrum, that will simply fade into obscurity.

Although an internet meme dose not have a longer life span but it do create an impact among the social media audience. The working of the memes lies in what the masses find which is an appropriate to express an idea, regardless how simple or pointless it maybe. The social media and viral platform companies are using meme as a strong tools to dessiminate their message tectfully.

Memes are an ever-present part of the online experience on various platforms especially on social media. This internet occurrence has grown in popularity, along with the visual nature on the web and social media as it is very interesting and now it is alarge part of our online cultures as it is promoting various issues.

Memes are meant to be funny and sarcastic but because of this memes grab our attaintion, a lot of messages can be transmitted which can use them to their advantages as long as it is done in a smart or knowledgeable way.

### 3. Literature Review

- Bauckhage,C (2011), in his research talks about internet memes the phenomena that rapidly gained popularity or notoriety on the Internet , often the modifications or spoofs add to the profile of the original idea thus turning it into a phenomenon that transgresses social and cultural boundaries.. In his paper, the issue is addressed and the epidemic dynamics of 150 famous Internet memes is investigated.
- Borzsei,L.K. (2013), in his study discusses about the historical backdrop of the Internet image as a bit of substance which is spreading on the web from user to user and changing en route from the 1980s to the mid-2010s.
- Jung, N. (2012), in his exploration discusses the dissemination of long range informal communication destinations, for example, Facebook, Twitter, Snapchat and Whatsapp via web-based networking media which have turned out to be a standout amongst the most prominent web portals.
- Murphy,S (2013). In his research he talks about what are the qualities which lead to some internet videos that reach millions of viewers while others suffer in obscurity. He addressed this issue by exploratory role of emotional response and video source on the possibility of spreading an internet video by validate the emotional response to an internet video and investigating the underlying mechanisms.
- Shifman,L.(2013). In his exploration he discusses the paper which rethinks the idea of "image" with regards to computerized culture and sub-culture.
- Cannizzaro, Sara. (2016). In her research paper Internet memes as internet signs: A semiotic view of digital culture. Sign Systems Studies. article proposes a working outline for the definition of internet memes and its applicability for the semiotic analysis of texts in new media communication

**4. Objective Of Study:**

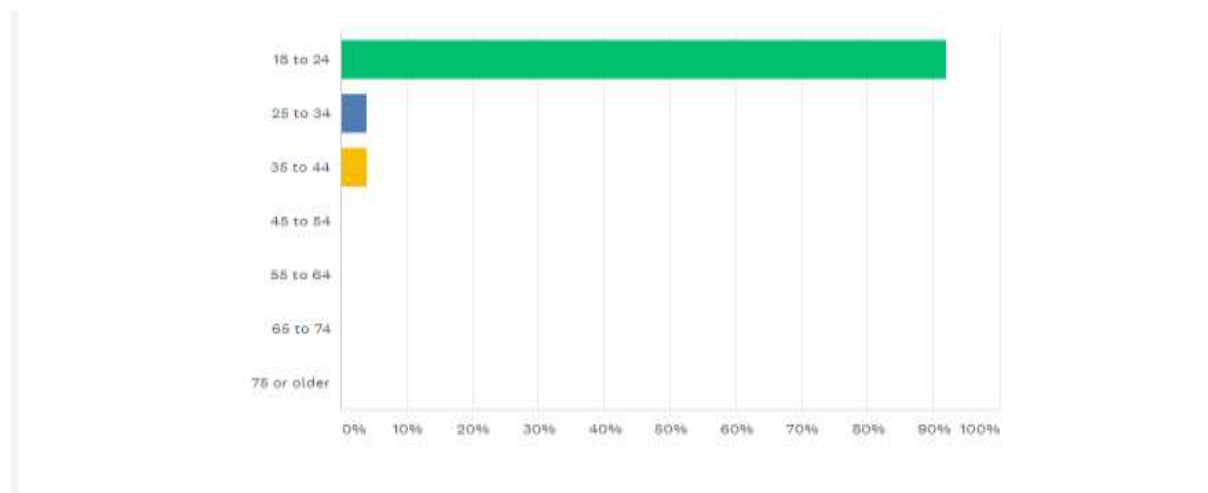
- To study the new trend of memes in social media.
- To study the impact of memes for conveying message.
- To study different type of memes and their origin with respect to semiotics.

**5. Research Methodology**

According to the study of memes qualitative research is used in this study, mainly a literature study. The selected examples are considered to be the most productive sample to answer the research questions, specifically what is the relationship between the social media sites and the spread of memes. The study is therefore based on my own interpretation and guided by the literature, particularly by the theories of memes/internet memes. The data is collected from social media users who uses this platform very oftenly.

**6. Data Analysis**

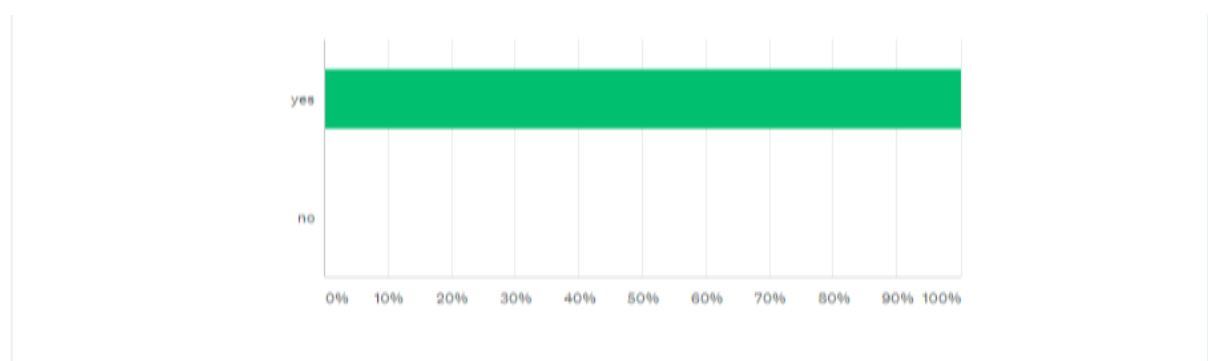
Figure. 1



The above figure suggests Age vs Total Population which indicates mostly population was young generation.

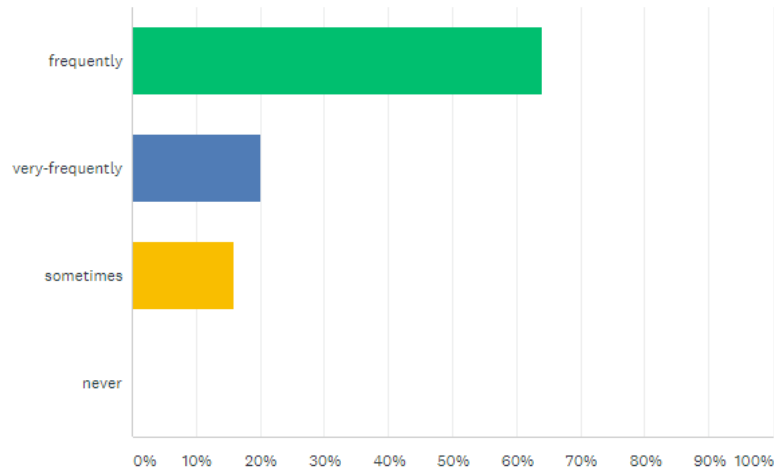
**Do you know the meaning of meme?**

Figure 2:



The above figure suggest almost everyone knew the concept of meme

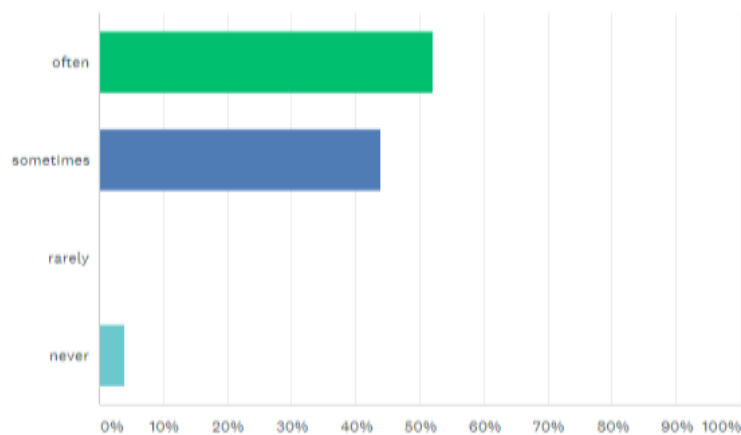
### How often do you watch meme?



The above figure suggests people often watch meme on social platforms.

### Do you find them interesting/ humourous?

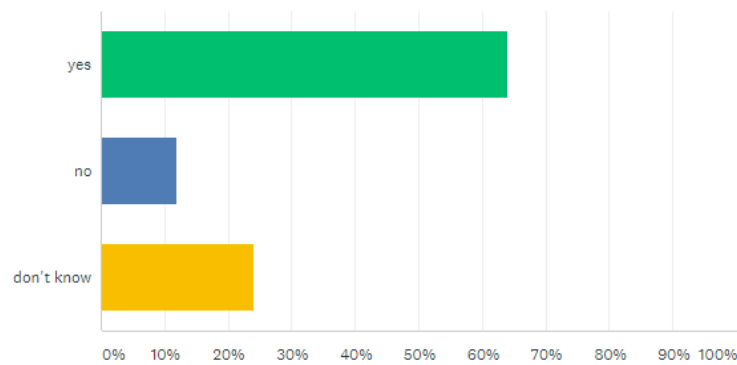
Figure 3:



The above figure points out that most of the time people find it hilarious and funny.

### Do memes should have boundries to follow?

Figure 4:



From the above figure it is evident that people sometime feel that their should be some decorum followed while creating meme.

### 7. Various Type Of Memes In Indian Digital Era

- POLITICAL MEMES



These are the political memes which are mostly spreaded out in a humorous way when any political leader or minister of any political party passes on any weird statement or comment in their speech that statement is formed as a funny dialogue and put it up as a picture and form a meme through which public is being entertained.

**TAGLINE MEMES**



These memes are originated when any sought of dialouges get viraled in the form of sentence which become so much popular that people or the audience start following it as a trend and start tagging their friends and relatives by adding those pictures to their timeline by adding the same dialogue in that particular picture.

**Viral video memes**



These type of memes are being originated when there are some of the videos which gets viral due to their funny and humours content and through which people use it to make funny pictures by editing it and by using their mind for making jokes.

- **Below the belt memes**



These type of memes are used in a sarcastic way due to their content and also gets viral in a very short time . These memes are termed as below the belt as the joke shared might be vulgure or of cheap taste.

- **TV COMMERCIAL MEMES**



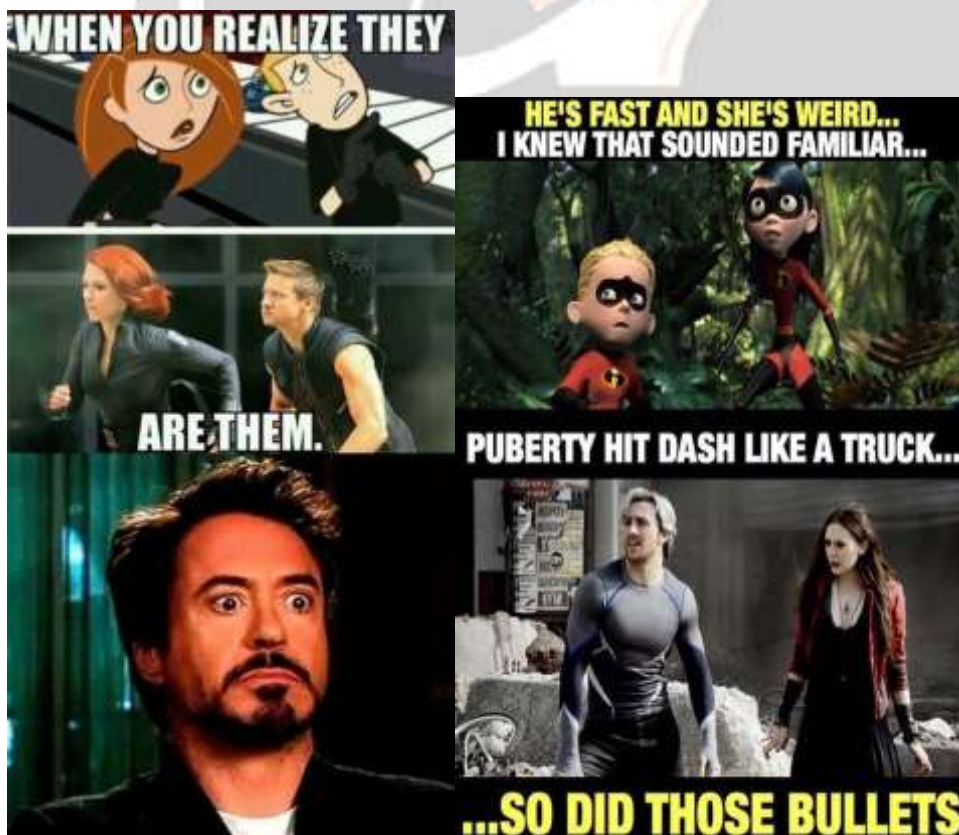
Basically these type of memes are being originated when there is some weird kind of ads which are being telecasted which and creates an opportunity for the people to form different sought of trolls and memes through which people get attracted towards that advertisement as various pages of memes are promoting those ads and making them popular all over the public.

- **TEASING MEMES**



These types of memes are used to make fun of your close ones like for example: if your friend is an engineer so many of us tag them in a humorous meme which is related to an engineering and tease them by tagging them in that particular picture and make them feel weird. These type of memes are termed as teasing memes.

- **COMIC MEMES**





These type of memes are the comic memes which are based on comic stories and movies which are mostly very uncommon because of its nature and because of this every-one does not get this until and unless they are aware of these comic stories and movies.

- **Famous memes**



These memes are so famous where the first meme is one of the remake of dreake memes which is so much popular and the second meme is the President of America which is now day so much roasting by the memes pages many trolls is make on him.

## 8. Conclusion

Meme plays a very important role in one's life as now a days we are seeing that memes are trending all over in our surroundings because in one or the other way memes are linking with our daily life and shows some kind of emotions that can't be described in any other way. Memes are typically hilarious and just overall a joke. Memes also built up the relationship and bond between the friends and relatives, this is when we tag a friend in some humorous pictures.

Example : tag your best friend, tag your cutest friend, tag your sister etc. Through these features of meme people are getting attracted towards this and have also started following it on social media like facebook, instagram, and various other pages of memes.

According to the study memes are so much viral because of the internet which is spreading out memes everywhere on the web these days also, for any individual who may be new to web-based social networking, picture sharing, and general web culture images can help them positively to know their friends and tag them in various kind of memes.

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