

Internet Memes

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Aurélié GARRÈRE

EISTI, CPI1

Year 2011/2012

Outline

- 1 Definition
 - General meaning
 - Internet memes
- 2 Examples
 - Videos/Memes
 - Miscellaneous
- 3 Conclusion

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What is a meme ?

General meaning

- First introduced by Richard Dawkins in *The Selfish Gene* (1976)
- Comes from the word "gene" and the Greek "mimesis" (imitation)
- Idea or behavior that spreads within a culture
- ie. trends, sayings, etc...

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On the Internet

- Concept that spreads through the Internet
- Big part of American culture
- Pictures, videos, catchphrases, websites...
- Can stay the same...
- ...or evolve through parody or imitation

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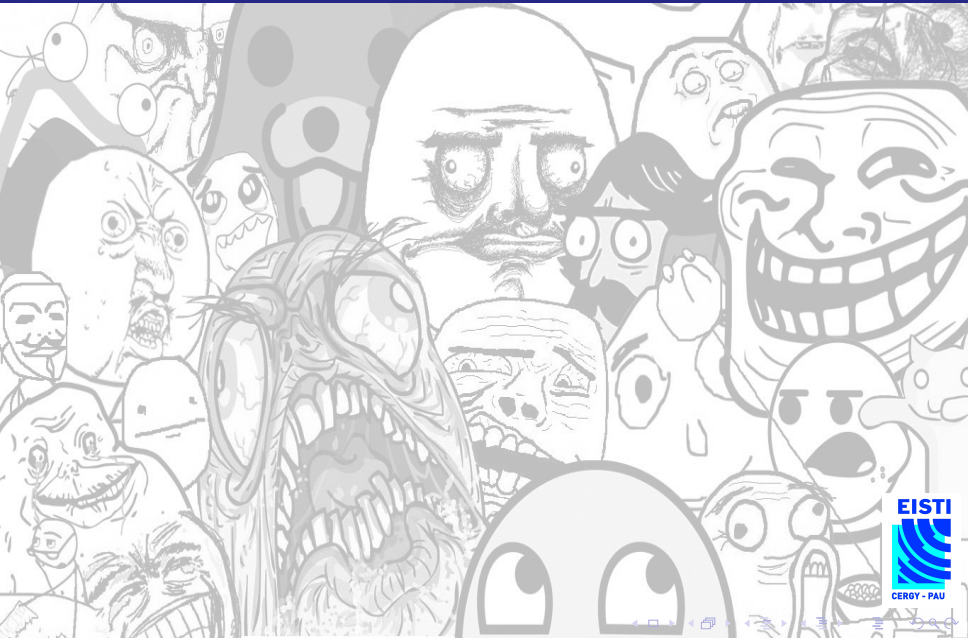
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Trololo

- Sung in 1976 by Eduard Khil
- Uploaded on YouTube in 2009
- Also known as the "Russian Rick Roll"
- Original title : *I Am Glad, 'cause I'm Finally Returning Back Home*
- Misconception : banned lyrics (USSR)

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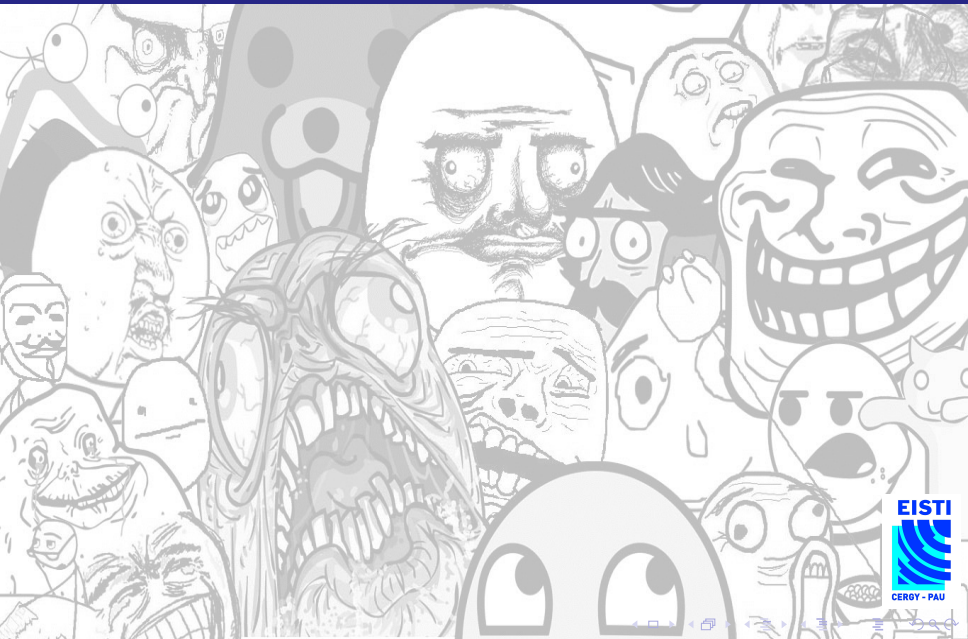
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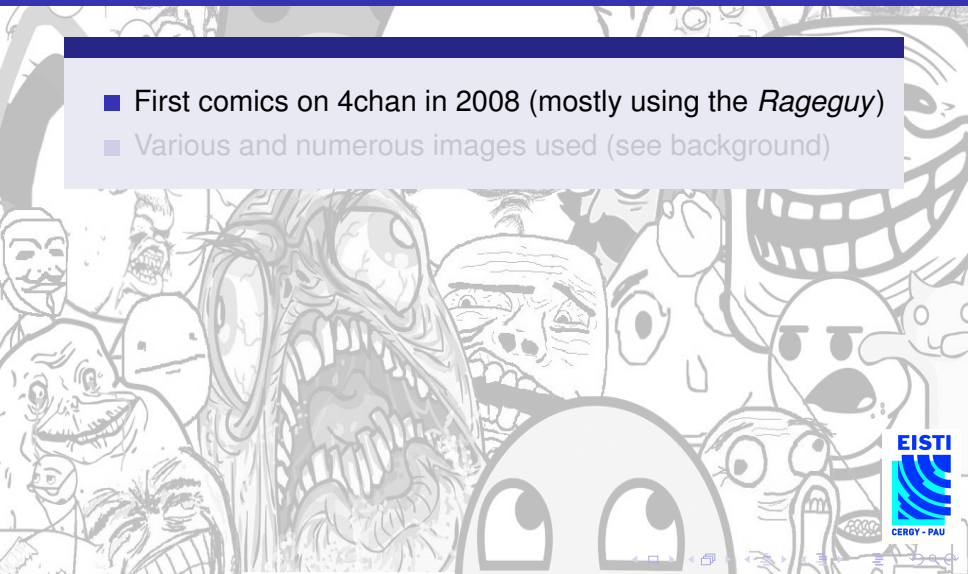
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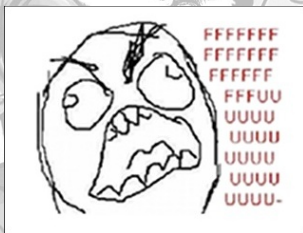
Rage Comics

- First comics on 4chan in 2008 (mostly using the *Rageguy*)
- Various and numerous images used (see background)



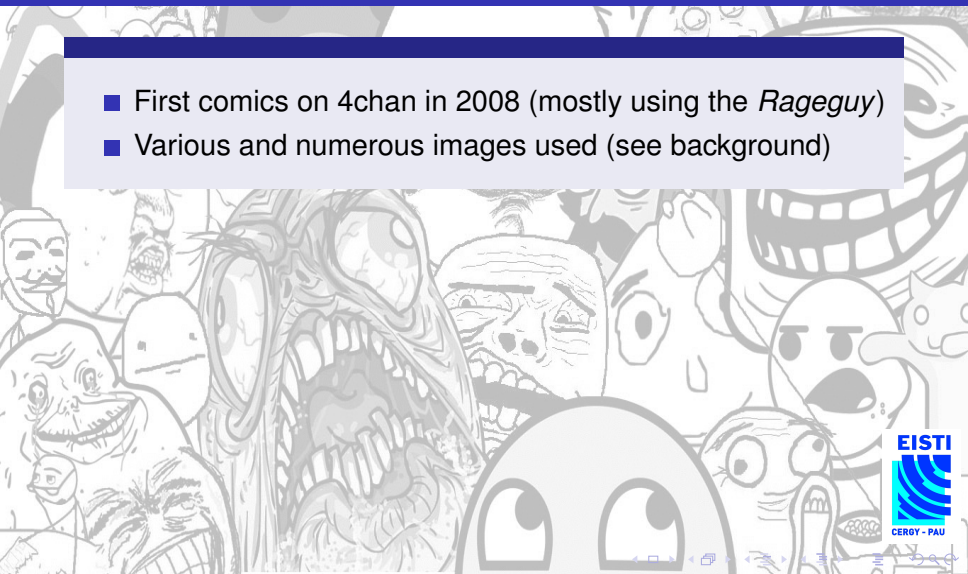
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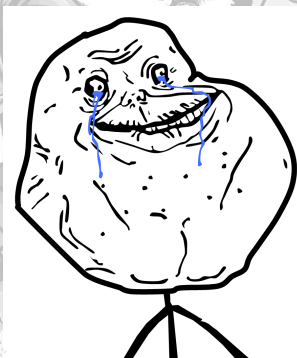
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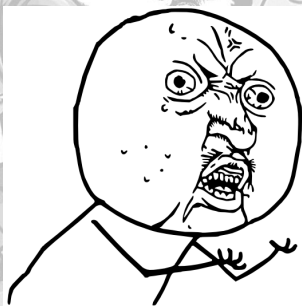
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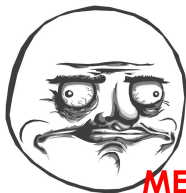
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ME GUSTA

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And many more !

Rage Comics

Example

le me working on presentation



Rage Comics

Example

le me working on presentation



le me looking at clock



Rage Comics

Example

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le me looking at clock



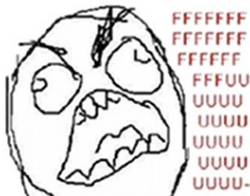
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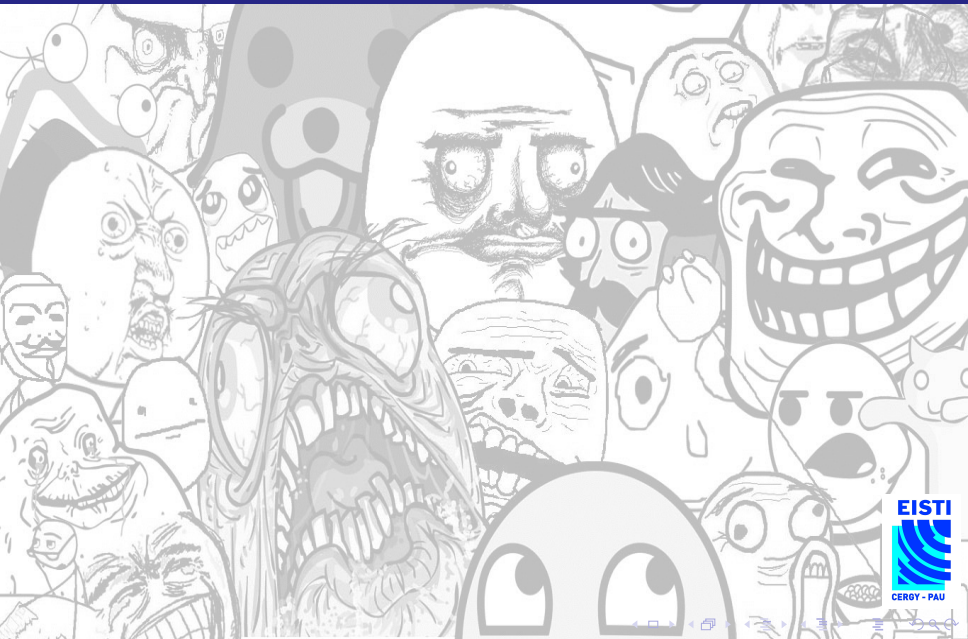
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Pictures with Captions

(or Caption Memes)



NOT BAD

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Skyrim Memes

- Game released in November 2011
- Catchphrases repeated by characters in the game
- Addictiveness of the game
- Some opposition to the "arrow in the knee" jokes

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MEMEBASE.com

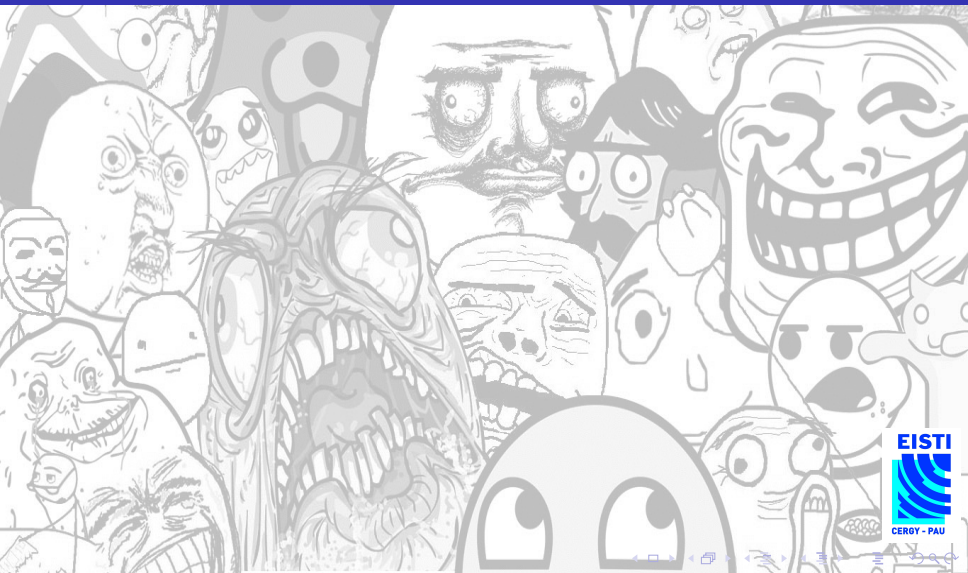
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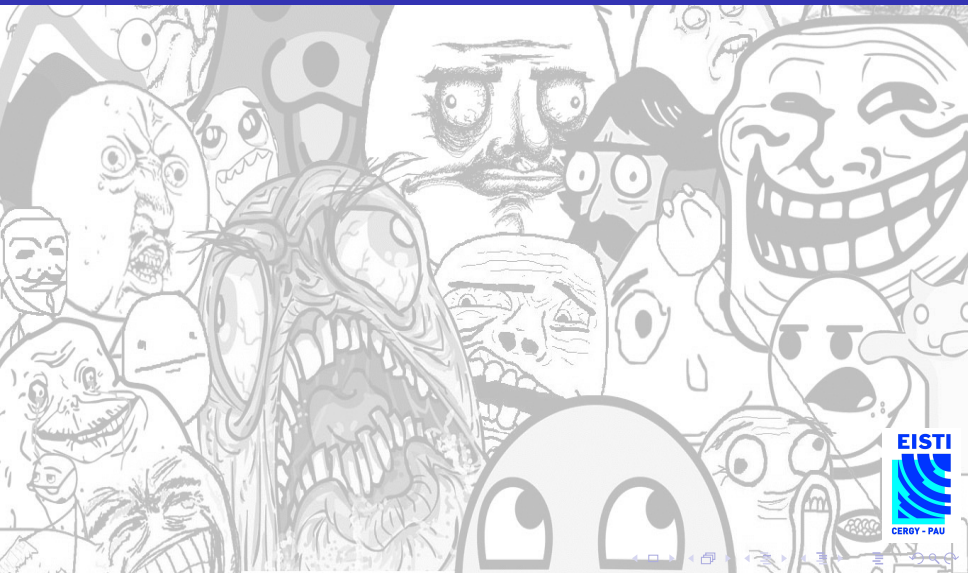
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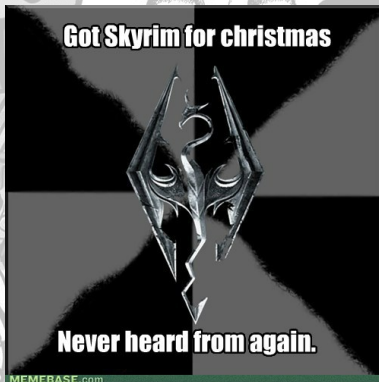
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Skyrim Memes



Skyrim Memes

Just got skyrim



BRB in like 20 hours

MEMEBASE.com

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Skyrim Memes



MEMEBASE.com

Explain all the memes?





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To sum it up...

- Most of them are catchy, likeable
- Always start on popular websites (4chan, YouTube, Reddit...)
- Some of them are overused

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