

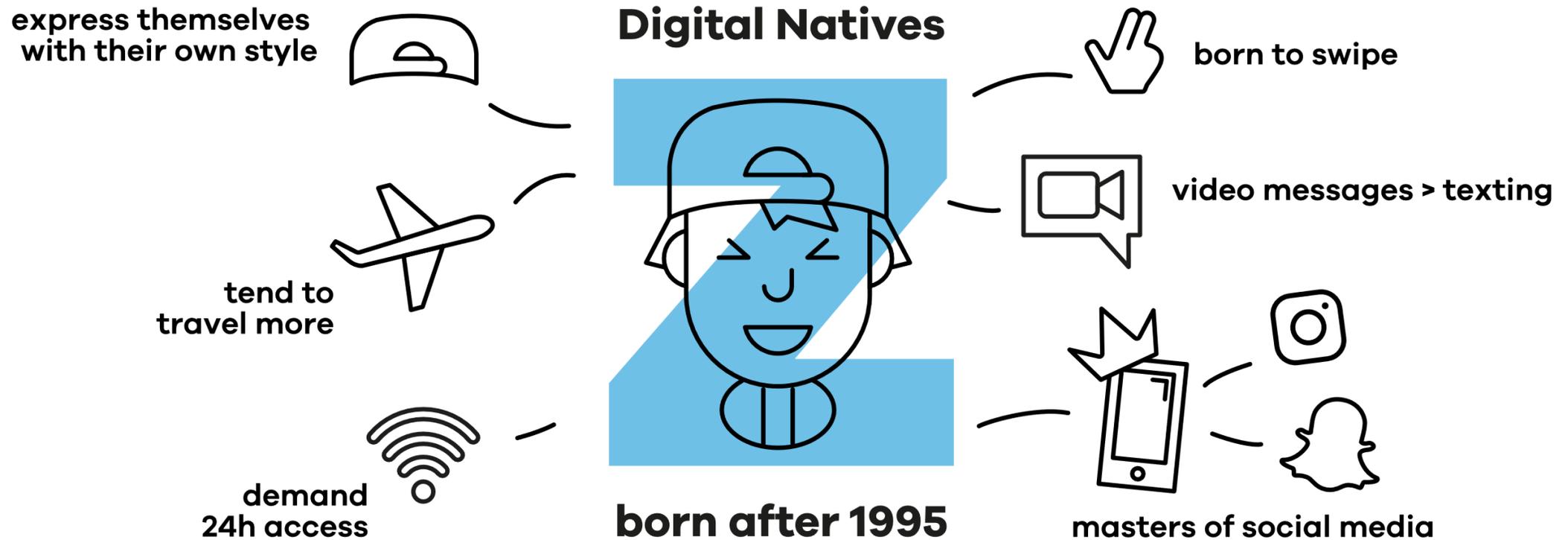
Meme-ing Meaning

Djamila Boulil, MA, BSc

What helps you communicate with students?



What helps you communicate with students?



Origin of Species



KILROY WAS HERE

Lots of Research

Internet **memes** as means of **communication**

B Buchel - 2012 - is.muni.cz

Anotace Táto práca sa zaoberá fenoménom známym pod názvom internetové memy. Pokúša sa popísať a konceptualizovať internetové memy pomocou metodologického ...

☆ Opslaan [Citeren](#) Geciteerd door 42 [Verwante artikelen](#) [Alle 3 versies](#) [»»](#)

Memes in a digital world: Reconciling with a conceptual troublemaker

[L Shifman](#) - Journal of computer-mediated **communication**, 2013 - academic.oup.com

This paper re-examines the concept of "meme" in the context of digital culture. Defined as cultural units that spread from person to person, **memes** were debated long before the digital ...

☆ Opslaan [Citeren](#) Geciteerd door 766 [Verwante artikelen](#) [Alle 5 versies](#) [»»](#)

Famous on the internet: The spectrum of internet **memes** and the legal challenge of evolving methods of **communication**

[SM Lantagne](#) - U. Rich. L. Rev., 2017 - HeinOnline

If you are one of the many people who use social media daily, chances are you have shared copyrighted photographs, retweeted copyrighted Vines, and reblogged copyrighted GIFs, all ...

☆ Opslaan [Citeren](#) Geciteerd door 21 [Verwante artikelen](#) [Alle 7 versies](#)

[PDF](#) Internet **memes** in youth **communication**

LN Lysenka - 2017 - dspace.spbu.ru

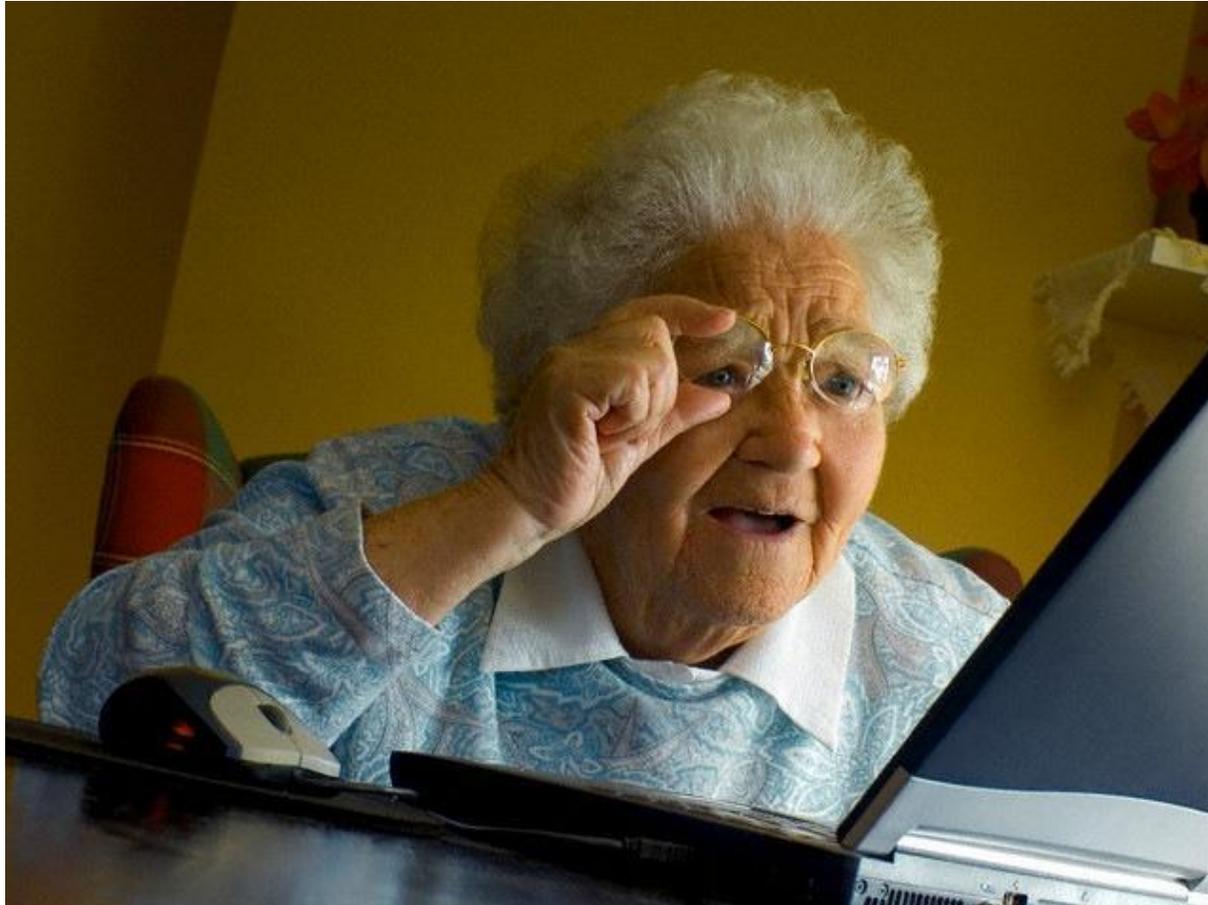
The phenomenon of Internet **memes** is highly popular nowadays, but it is still poorly examined, especially empirically. This article presents the results of a study of the attitudes ...

☆ Opslaan [Citeren](#) Geciteerd door 14 [Verwante artikelen](#) [»»](#)

Memes in digital culture and their role in marketing and **communication**: A study in India

H Sharma - Interactions: Studies in **Communication & Culture**, 2018 - ingentaconnect.com

Mememes and Where to Find Them



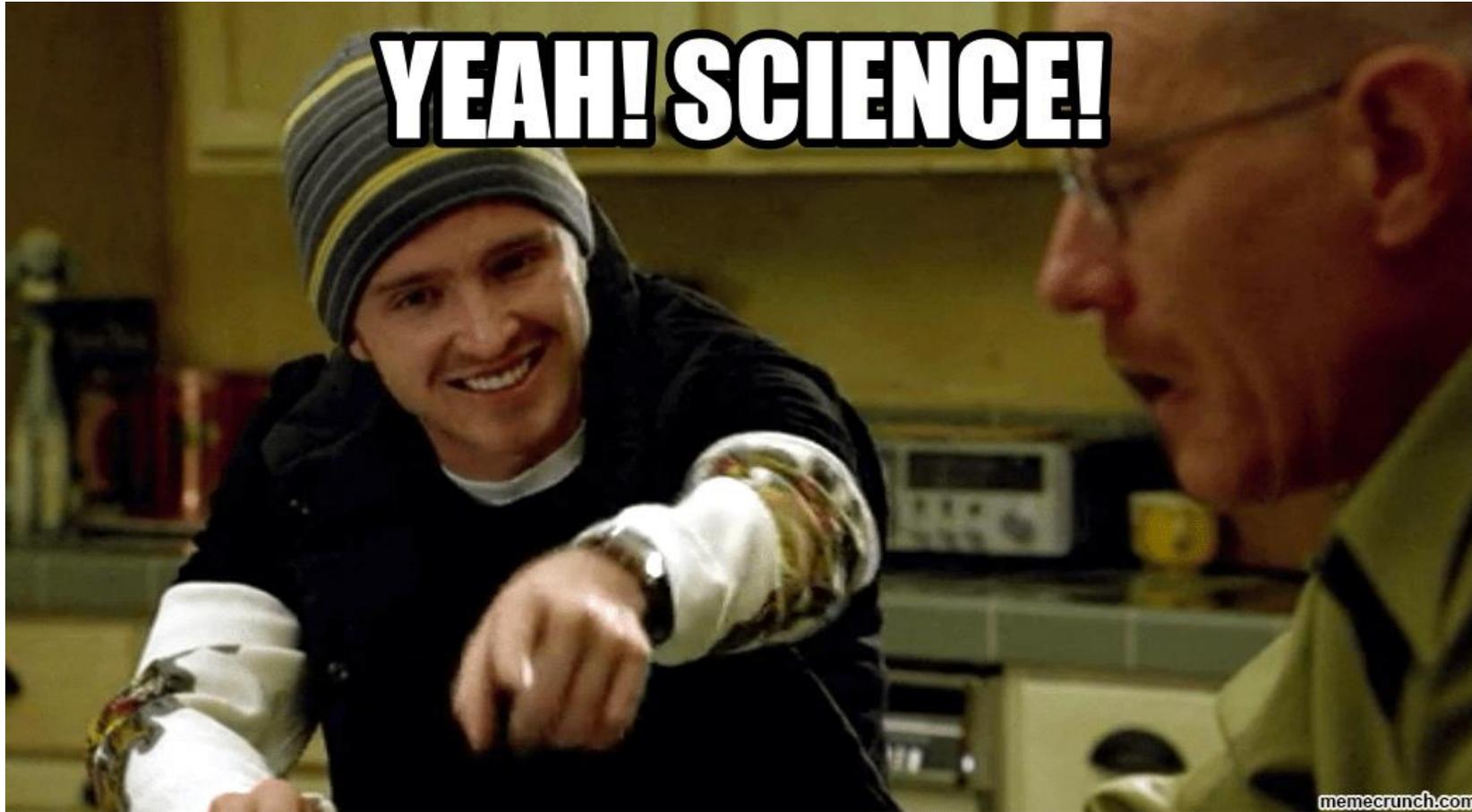
9GAG



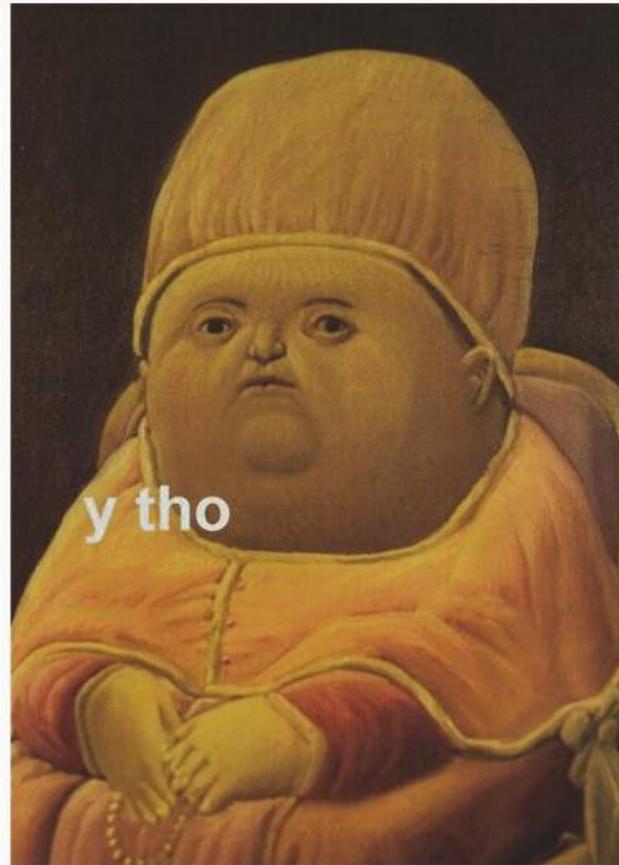
Let's Practice



Basics



Basics



Basics



'MEMBER?

Situational GIFs



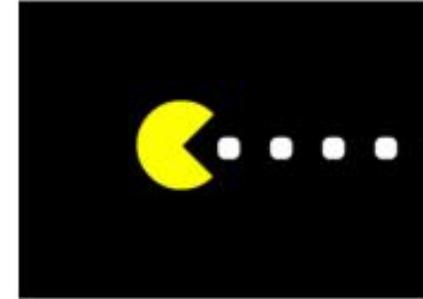
Situational GIFs



Meme-ing Meaning

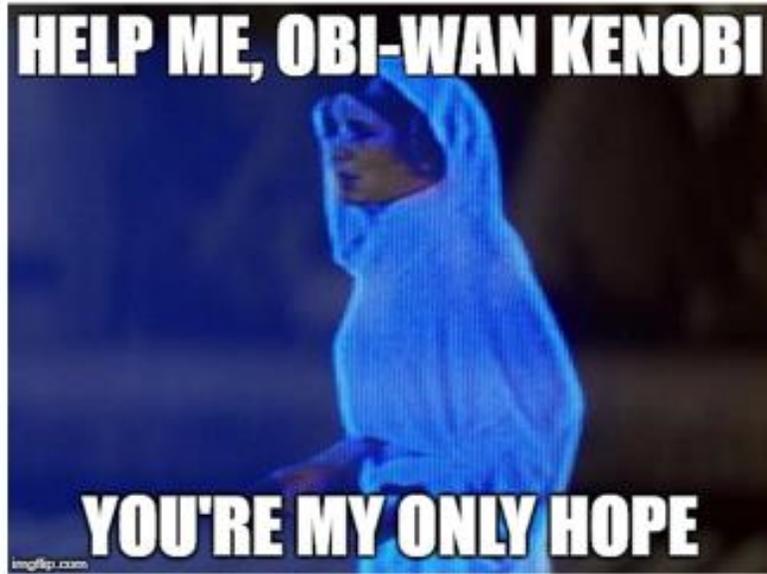
Strategy = Direction

- **Collaborative strategies** (more in week 6)
 - Integration
 - Cooperation
 - Networking
- **Competitive strategies**



Meme-ing Meaning

Homework Preparing Period 2



Making Your Own



Questions?



“To know is to know that you know nothing”