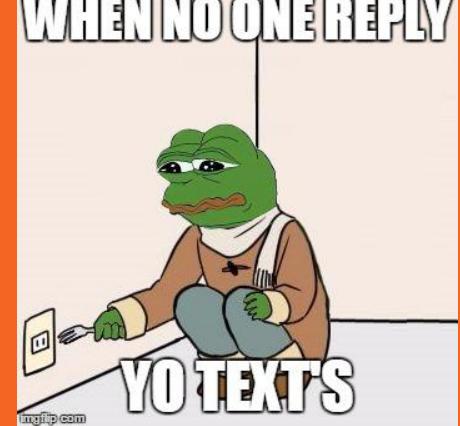

Analysis and the elements of the lifespan of memes from the scope of semiotics and Darwinian theory

**Digital Presentation of capstone,
By Noubar Ounjian**

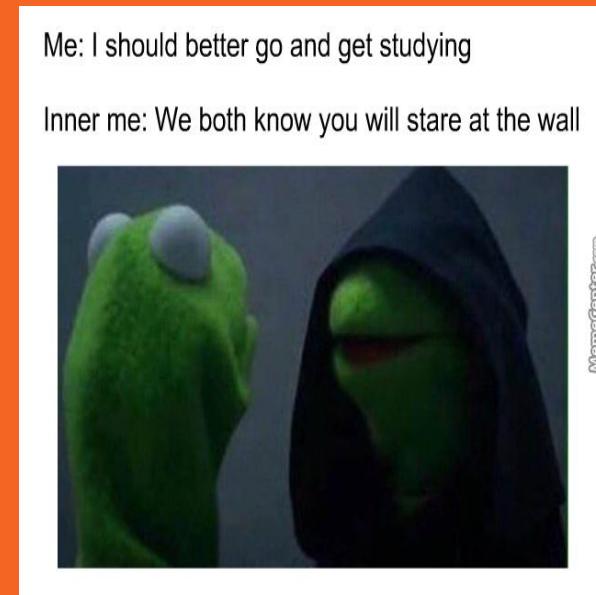
A meme? What is that?

A meme is an image, typically humorous in nature, that is mutated and spread rapidly by internet users, often in original form or in altered form.

WHEN NO ONE REPLY



Different examples of memes...



So what do memes signify?

MEMES

As you saw, those images as we call them memes or image macros, signify humor, dark jokes, insecurity issues and much more. The narrative most of the time corresponds to the symbol which results in better interpretation of memes.

But what does Richard Dawkins Say about memes?



Richard Dawkins states memes are self-replicating ideas or norms traveling from human brain to another brain in an altered form, putting a heavy emphasis on the interpreter's decoding approach causing an alteration in interpretation of the meme

But what does Richard Dawkins Say about memes?

So in other words, we can see different types of memes or these humorous pictures with having the same character and symbol, while trying to signify the same narrative. For example in my capstone...

Pepe the frog in this case



You can witness here how “sad pepe” which is a meme, is used in different images to signify its sadness and depression while having different settings. The most important element is to signify clearly to the viewer so there won’t be any distortion in the narrative

Me on Instagram for the next few weeks trying to get my followers back up.



**BUT HOW DID
HE DO THIS??**



Now let me explain my methodology

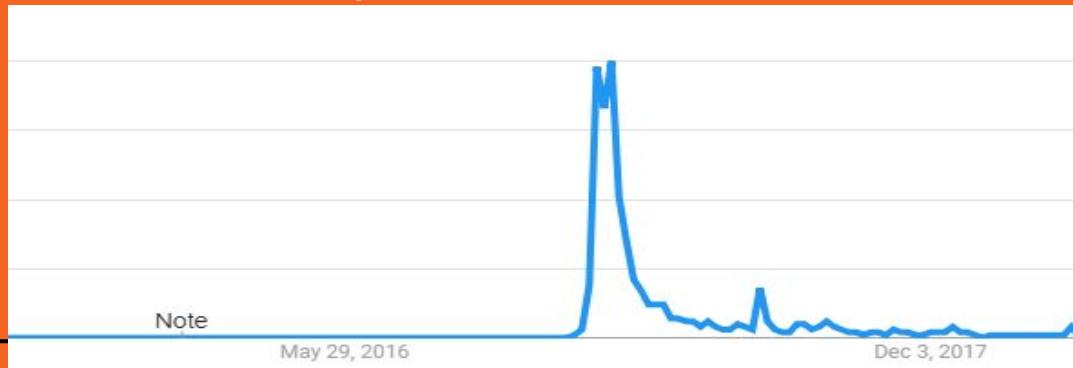
- Mostly, my research was based on Darwinian theory from his selfish Gene book (1976), whilst mixing up semiotics (study of signs) to further understand how the relationship between sign (which is the meme) and the interpreter (the viewer), is established.
- Google Trends came in handy, to analyze the patterns of the life cycle of the meme, if its peaking, fluctuating, or crashing.
- Resorted to AUA Papazian Library's E-resources database where most of the scholarly articles were gathered from J-Store and EBSCOhost.

What memes did I looked into?



CASH ME OUSSIDE HOW BOW DAH

If you have seen this meme before, or watched the show, you have probably yelled "CASH ME OUSSIDE HOWBOW DAH" several times in 2016 when it seemed funny and cool. Although in my findings i discovered that this meme faded away just because the joke was so repeated that it lost its humor. Even Google Trends lost its interest towards the catchphrase, and did not have any attributes to adapt to the meme pool.



One of the other Memes



Kermit the Frog

Kermit the frog unlike "Cash me Ousside howbow dah', incorporated lot of elements in adapting to its environment and keep its relevance in the meme pool.

Me: I should better go and get studying

Inner me: We both know you will stare at the wall



MemeCenter.com

When you in an argument and look to your friend for backup



After you tell somebody "bless you" twice and they keep sneezing





NO THIS

BITCH DIDN'T

How did Kermit the Frog succeed?

Just as Dawkins stated in his *Selfish Gene* book (1976), that memes need to find ways to adapt to its environment, just like us humans did during thousands of years. If they fail to adapt they will go extinct just as some of our memes go extinct throughout time. In Kermit's case, we saw how different image macros or memes were created to suit to any kind of situation, while strongly signifying the narrative and projected symbol which needs to be parallel with the narrative. In other words Memes need to be flexible and dynamic to keep their longevity.



Overall conclusion

All in all, memes need to adapt to their environment in order to keep their longevity, but since memes are mutating and changing even while you are reading this, it is unknown that what holds the future for any meme since they can be vulnerable to be transient and lose its relevance quickly.

NOTHING LASTS FOREVER
