Lance Bennet, W. “Chapter 2.” *Contesting Media Power Alternative Media in a Networked World*, by Nick Couldry and James Curran, Lanham (ML), 2003.

“The public political vocabulary of this movement is laden with memes –easily imitated and transmitted images that cross social networks because they resonate with common experiences, from enjoying the beauties of nature, to personal identifications with branded products.”

“In other cases, however, the Internet and other technologies such as cellular phones and digital video, enable people to organize politics in ways that overcome limits of time, space, identity, and ideology, resulting in the expansion and coordination of activities that would not likely occur by other means.”

Memes are not also silly little jokes made for no other reason but to make you laugh. Sometimes they have very important messages employing a satirical appearance. How effective do you think memes are in a political sphere?

Do you think political figures could employ memes in their campaign effectively?

2.

Hinchman, K.A. &  Chandler‐Olcott, K. ( 2018).  Memes. *Journal of Adolescent & Adult Literacy*,  62( 3),  249– 251. <https://doi.org/10.1002/jaal.918>

“As we talked about using Memes as this issue’s theme, we appreciated how much prior knowledge and inferencing ability are needed to draw together ideas from multiple sources to get the jokes represented by most memes—sophisticated literacy indeed.”

“Memes became a useful way for us to think about the enduring ideas we encountered across multiple articles—not just Harvey and Palese’s—as well as about the various authors’ tweaks and reframings of those ideas to make them worthy of attention and circulation at this particular moment.”

What sort of inside knowledge is needed to understand a meme?

How do we convey complex cultural ideas through memes, a media that is categorized by simplicity?

3.

Marwick, A. (2013). Memes. *Contexts*, *12*(4), 1213. <https://doi.org/10.1177/1536504213511210>

“According to Patrick Davison, “an Internet meme is a piece of culture, typically a joke, which gains influence through online transmission.” Limor Schifman defines them as “cultural infor- mation that passes along from person to person, yet gradually scales into a shared social phenomenon.” The availability of social media means that any piece of Internet content has the potential for an enormous audience.”

“The term “meme” was coined by evolutionary biologist (and famed atheist) Richard Dawkins in his 1976 bestseller *The Selfish Gene*. Though the book is mainly concerned with the propagation of genetic material, Dawkins briefly turned his attention to the propagation of *cultural* material.”

The internet is best known for the accessibility of information. Do you think this acessability opf information can be dangerous in the context of memes?

Why do you think the term meme has such close ties with a very scientific word?

4.

 Andrew S. Ross, Damian J. Rivers, Digital cultures of political participation: Internet memes and the discursive delegitimization of the 2016 U.S Presidential candidates, Discourse, Context & Media, Volume 16, 2017, Pages 1-11, ISSN 2211-6958, https://doi.org/10.1016/j.dcm.2017.01.001.

 “Now, social media sites such as [Twitter](https://www.sciencedirect.com/topics/social-sciences/twitter) and [Facebook](https://www.sciencedirect.com/topics/social-sciences/facebook) facilitate a higher degree or [political participation](https://www.sciencedirect.com/topics/social-sciences/political-participation) with greater ease ([Loader et al., 2014](https://www.sciencedirect.com/science/article/pii/S2211695816301684%22%20%5Cl%20%22bib21)), and Internet memes can be added to the list of new tools for political participation.”

“Finally, the [anonymity](https://www.sciencedirect.com/topics/social-sciences/anonymity) involved with meme creation and dispersion is an aspect that should not be overlooked in terms of encouraging engagement in participatory digital cultures. [Davison (2012)](https://www.sciencedirect.com/science/article/pii/S2211695816301684%22%20%5Cl%20%22bib8) points out that memes actually encourage non-attribution and anonymous participation and unlock new and potentially transgressive or empowering modes of communication and participation, thus making the form more dynamic.”

How do you think that memes facilitate a younger generation’s involvement in politics?

Do you think that the anonymity in memes is a strength, and part of the reason that they have become such a common way to spread ideas?

5.

Karcher, M. (2016). *Memes, ARGs and viral videos: Spreadable media, participatory culture, and composition pedagogy*(Order No. 10242501). Available from ProQuest Dissertations & Theses Global. (1850201579). Retrieved from http://libproxy.lib.unc.edu/login?url=https://search.proquest.com/docview/1850201579?accountid=14244

“Two circumstances are necessary for viral media to exist. First, the viral media text in question must be posted in an online digital environment. Second, individuals who receive the viral media text must be part of a larger community of people networked via social media.”

“The term “viral” seems to imply that something is passively passed on from an unwitting “infected carrier” to another person, implying that some other force… is controlling what gets passed on, how, and to whom.”

Do you think we have a choice in whether or not we are part of this digital age and meme culture?

What are the key components of a viral meme?