Basic Script for the Memes Podcasts:

Guest Speaker: Kylie Mihok

Hi guys and welcome to my podcast. Today I am here with my roommate Kylie Mihok (Kylie says hi).

Today we will be discussing a topic that everyone in our generation is very familiar with. It’s almost impossible to open any sort of social media without seeing memes and as a generation that is borderline addicted to social media, we should all be pretty familiar with this term.

Bryanna: Kylie can you define the term meme for me?

Ky:-

Bryanna: The way I would describe a meme would be basically an inside joke that the entire internet is in on.

Quote: 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 information that passes along from person to person, yet gradually scales into a shared social phenomenon.”

Discuss some popular memes

Birdbox, spongebob no pants, my FBI agent, jealous girlfriend, moth memes (simplistic!)

Do you think memes have enough of an impact to actually sway people’s opinions on certain topics? ANTIVAX MEMES

Where do you think memes stand in the political realm?

Do you think memes can be actually incorporated into political campaigns, or do you think that they are too unsophisticated for people to actually put consideration in them?

Quote:  Andrew S. Ross and Damian J. Rivers say ““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#bib21)), 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#bib8) 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.”

Since memes appeal to the younger generation of people (particularly those under the age of 30), do you think that political memes are a way to get younger people interested and paying attention to politics?

Can you describe a political meme you’ve seen before?

Do you think mems about sensitive subjects (anxiety depression politics etc.) are inappropriate or help start important conversations?

CLIP (in itunes)

Matt Carlson Ph.D., Associate Professor in the Department of Communication, discusses political memes and social media.

https://www.youtube.com/watch?v=y4qJloMpvUU