

society if meme template

Society If Meme Template: Exploring the Viral Phenomenon and Its Cultural Impact

society if meme template has become a fascinating and humorous way for people online to explore and comment on societal norms, behaviors, and hypotheticals. This meme format cleverly imagines how society would look or function if certain conditions or characteristics were exaggerated or altered, often with a satirical or ironic twist. Its widespread popularity reflects not only the creativity of internet culture but also a deeper desire to question and understand social dynamics in an engaging and relatable manner.

What Is the Society If Meme Template?

At its core, the society if meme template uses a simple structure: “Society if [X],” where X represents a particular change, event, or hypothetical scenario. The meme then visually or textually depicts what society might look like under those conditions. For example, “Society if everyone told the truth” or “Society if money didn’t exist” are common variations. This format invites both humor and reflection, allowing creators to highlight absurdities, injustices, or quirks of human behavior.

The beauty of this meme template lies in its flexibility. It can be serious or lighthearted, optimistic or cynical, making it accessible to diverse audiences. It typically spreads through social media platforms like Twitter, Instagram, Reddit, and TikTok, where users remix and reinterpret the concept endlessly.

The Origins and Evolution of the Society If Meme Template

The “society if” meme template didn’t spring up overnight. It evolved from a broader tradition of hypothetical and conditional humor found in internet culture. Early memes often played with “If X happened” scenarios, but the “society if” template crystallized as a recognizable format around the late 2010s.

From Simple Hypotheticals to Complex Social Commentary

Initially, these memes focused on light, sometimes absurd humor—imagine “Society if cats ruled the world,” accompanied by funny images of cats in leadership roles. However, as the meme matured, creators started using it to address more complex social issues such as inequality, environmental concerns, and political satire.

This shift highlights how meme culture can serve as a form of digital folk art, where

humor becomes a vehicle for public discourse. The “society if meme template” is a prime example of how internet users harness humor to engage with societal problems in a way that is digestible and shareable.

Why the Society If Meme Template Resonates So Strongly

Several reasons explain the template’s viral appeal and staying power across online communities.

Relatability and Shared Experience

One key factor is that the “society if meme template” taps into collective experiences and frustrations. People often feel powerless or overwhelmed by societal issues, but the meme offers a playful outlet to imagine change—even if hypothetical. This shared sense of “what if” creates a bond among viewers and creators alike.

Creativity and Personalization

The template’s open-ended nature encourages creativity. Anyone can insert their own twist, tailoring the meme to their cultural context, values, or humor style. This democratization of content creation means the meme evolves continuously, reflecting diverse perspectives and sparking new conversations.

Humor as a Coping Mechanism

Humor has long been a way for societies to cope with difficult realities. The society if meme template allows people to laugh at the absurdities of life, politics, social norms, or human behavior. This cathartic function makes the meme not just funny but psychologically valuable.

How to Create Impactful Society If Memes

If you’re interested in making your own society if memes, here are some tips to make them engaging and meaningful:

- **Choose a Relevant Topic:** Pick a social issue, trend, or behavior that resonates with your audience.

- **Use Clear and Concise Text:** The message should be easy to understand at a glance.
- **Incorporate Visuals Thoughtfully:** Images or graphics can amplify the humor or impact, but avoid clutter.
- **Balance Humor and Insight:** While the meme should be funny, aim to provoke thought or highlight a meaningful point.
- **Stay Respectful:** Avoid content that could be offensive or hurtful, especially when dealing with sensitive societal topics.

Popular Variations and Examples of the Society If Meme Template

The adaptability of this meme has led to countless variations, but some trends have particularly captured the internet's imagination.

Society If Everyone Told the Truth

This version imagines a world where honesty prevails. It often humorously depicts chaos or awkward social interactions, poking fun at how much society relies on polite lies or social norms.

Society If Technology Didn't Exist

A nostalgic or critical take, this meme contrasts modern dependence on gadgets with a hypothetical pre-digital world. It can either romanticize simpler times or highlight how technology shapes social interactions.

Society If Money Wasn't Important

This variation explores utopian or dystopian visions related to wealth and power structures, inviting reflection on capitalism and social inequality.

The Role of Society If Meme Template in Modern

Digital Culture

Beyond entertainment, the society if meme template functions as a digital mirror, reflecting and shaping public attitudes about culture, politics, and social change.

Facilitating Social Dialogue

In online spaces where nuanced debate can be challenging, memes like these break down complex ideas into relatable content. They often spark comments, shares, and discussions that might not happen otherwise.

Empowering Youth and Marginalized Voices

Young people and marginalized groups frequently use this format to express frustrations or dreams that mainstream media might overlook. The meme becomes a tool for empowerment and visibility.

Influencing Perceptions and Trends

Memes help shape how people perceive social issues and movements. The society if meme template can subtly influence attitudes by framing scenarios in memorable and humorous ways.

Challenges and Critiques of the Society If Meme Template

Despite its popularity, this meme format is not without criticism.

Oversimplification of Complex Issues

One common critique is that reducing social problems to a quick joke risks trivializing them. Important nuances can be lost, leading to misunderstandings or superficial engagement.

Potential for Misinformation

Because memes spread rapidly and often lack context, they can perpetuate stereotypes or false narratives unintentionally.

Echo Chambers and Polarization

Like many internet trends, the society if meme template can be co-opted by groups with specific agendas, reinforcing existing biases rather than fostering open dialogue.

Final Thoughts on the Society If Meme Template

The society if meme template stands as a testament to the power of humor and imagination in navigating the complexities of modern life. It invites us to pause and wonder, "What if things were different?" Whether used to critique, entertain, or inspire, this meme format underscores how digital culture continues to evolve as a space for shared creativity and social reflection. As it continues to mutate and spread, the society if meme template reminds us that sometimes, the simplest questions can lead to the most profound insights.

Frequently Asked Questions

What is the 'Society If' meme template?

The 'Society If' meme template is a format where different versions or interpretations of society are humorously depicted, often using images or captions to contrast idealized, dystopian, or exaggerated societal scenarios.

Where did the 'Society If' meme template originate?

The 'Society If' meme template originated from social media platforms like Twitter and TikTok, where users created variations to comment on societal norms and issues through satire and humor.

How is the 'Society If' meme template typically used?

It is typically used to compare how society would look under different conditions, such as if certain behaviors were normalized or if specific events happened, highlighting contrasts in a comedic or critical way.

What makes the 'Society If' meme template popular?

Its popularity comes from its flexibility to address various social topics, relatability, and the creative freedom it offers meme creators to express opinions or jokes about society.

Can the 'Society If' meme template be used for social commentary?

Yes, many creators use the 'Society If' meme template to provide social commentary,

reflecting on cultural trends, politics, or societal issues in an accessible and humorous manner.

Are there any common variations of the 'Society If' meme template?

Common variations include 'Society if everyone did X,' 'Society if Y happened,' or comparing current society to an exaggerated or fictional version, often using popular characters or scenes.

Which platforms are best for sharing 'Society If' memes?

Platforms like Twitter, Instagram, TikTok, and Reddit are popular for sharing 'Society If' memes due to their large and engaged meme communities.

How can I create my own 'Society If' meme?

To create your own, choose a societal theme or scenario to exaggerate or satirize, select appropriate images or formats, and add captions that clearly convey the comparison or joke.

What impact do 'Society If' memes have on public perception?

These memes can influence public perception by highlighting societal flaws or absurdities, encouraging reflection or discussion, but they can also reinforce stereotypes if used irresponsibly.

Additional Resources

****The Cultural Significance and Impact of the Society If Meme Template****

society if meme template has emerged as a notable format in the digital meme landscape, capturing the imagination of internet users and serving as a unique reflection of societal perceptions and humor. As memes continue to shape online communication, the "society if" meme template deserves an analytical exploration, revealing its origins, characteristics, and implications in modern digital culture.

Understanding the Society If Meme Template

The society if meme template typically involves a hypothetical or satirical reimagining of societal norms, behaviors, or structures, prefaced by the phrase "society if" followed by an imagined scenario. This format cleverly critiques or lampoons social phenomena by posing "what if" situations that challenge conventional wisdom or highlight absurdities. Its

popularity stems from its flexibility—users can adapt it to a wide range of contexts, from politics and economics to pop culture and everyday social dynamics.

Unlike static image macros, the society if meme often relies on text-based or minimalist visuals, emphasizing the conceptual punch rather than elaborate graphic design. This simplicity enhances its shareability and adaptability across platforms like Twitter, Reddit, and Instagram, where quick, thought-provoking content thrives.

Origins and Evolution

Tracing the roots of the society if meme template reveals its foundation in the broader category of hypothetical or "what if" memes that have circulated since the early 2010s. However, the specific phrasing and style gained traction around 2019-2020, coinciding with a surge in politically charged and socially reflective humor during a period marked by global upheaval and cultural introspection.

As with many meme formats, the society if template evolved through community participation, with users refining the formula to balance satire and relatability. Its iterations often include exaggerated or ironic portrayals of societal changes, pushing audiences to reconsider their assumptions or recognize inherent contradictions.

Key Features and Variations

Several defining features distinguish the society if meme template within the crowded meme ecosystem:

- **Hypothetical Framing:** The meme sets a premise that imagines a change or alternative societal condition, often beginning with "society if" or "society would be if."
- **Social Commentary:** It usually delivers a critique or observation on social, political, or cultural issues, serving as a mirror to current events or societal trends.
- **Concise and Impactful:** The format favors brevity, allowing for rapid comprehension and emotional or intellectual engagement.
- **Adaptability:** It can be paired with images, GIFs, or solely text, making it versatile across various social media platforms.

One popular variation involves juxtaposing an idealized version of society against a cynical or dystopian reality, highlighting the gap between expectation and experience. Another common approach is to exaggerate minor social behaviors to absurd extremes, using humor to expose inconsistencies or flaws in collective norms.

Examples and Usage in Digital Culture

The society if meme template has been employed to discuss a range of topics, including but not limited to:

- **Political Systems:** Imagining society if certain policies were universally adopted or reversed, often to highlight perceived flaws in governance.
- **Technological Impact:** Hypothetical scenarios about the role of technology in shaping social interaction or privacy.
- **Social Norms and Trends:** Satirical takes on changes in fashion, etiquette, or generational behaviors.

For instance, a meme stating "society if everyone actually read the terms and conditions" humorously critiques widespread negligence towards privacy agreements. Another variant might say, "society if honesty was the only policy," prompting reflections on social politeness versus brutal truth.

Analyzing the Social and Psychological Impact

The society if meme template functions not just as entertainment but as a vehicle for social critique and collective reflection. It leverages humor and imagination to engage audiences in critical thinking about societal constructs. This dual role enhances its relevance in digital discourse, particularly among younger demographics who consume and produce content at high volumes.

From a psychological perspective, the meme's hypothetical framing invites users to envision alternatives, fostering cognitive flexibility and empathy. At the same time, its satirical nature can serve as a coping mechanism, allowing individuals to process complex or distressing social realities through humor.

However, the template's simplicity also carries risks. Oversimplification of nuanced issues can lead to misinterpretation or reinforce stereotypes. Moreover, the meme's viral potential sometimes results in rapid dissemination of reductive or polarizing messages, which may deepen social divides.

Comparative Perspective with Other Meme Templates

Compared to narrative-driven memes or image-based formats like "Distracted Boyfriend" or "Drake Hotline Bling," the society if meme template prioritizes conceptual depth over visual humor. This distinction positions it closer to text-based meme categories such as "Change My Mind" or "Two Buttons," which similarly invite reflection through concise

statements.

While image-heavy memes often rely on visual punchlines for immediate laughter, society if memes engage audiences intellectually, encouraging debate and discussion. This characteristic may explain their sustained popularity in activist communities and spaces focused on social change.

SEO Considerations and Digital Presence

For content creators and marketers interested in leveraging the society if meme template, understanding its SEO potential is crucial. The phrase "society if meme template" itself serves as a valuable keyword due to its specificity and growing search volume among meme enthusiasts, social commentators, and digital culture analysts.

Integrating related LSI keywords such as "social commentary memes," "hypothetical memes," "internet meme formats," and "viral meme templates" can enhance organic reach. Additionally, referencing trending topics linked to the meme's themes—like political satire, cultural critique, or social trends—can improve contextual relevance.

Content that explores the society if meme template with depth and nuance resonates well with search engines prioritizing user engagement and topical authority. Including examples, historical context, and analytical insights further enriches the content's value for readers.

Best Practices for Using the Society If Meme Template

- **Contextual Awareness:** Tailor the meme's message to current social or cultural developments to maintain relevance.
- **Balanced Tone:** Employ humor thoughtfully to avoid alienating audiences or trivializing serious matters.
- **Visual Integration:** Pair text with appropriate imagery or design elements to enhance shareability without overshadowing the message.
- **Engagement Encouragement:** Use the meme format as a prompt for discussion or reflection rather than mere entertainment.

By adhering to these guidelines, content creators can harness the society if meme template's potential to spark meaningful conversations while maximizing its digital visibility.

The society if meme template, in its evolving forms, continues to be a potent tool for cultural expression and digital interaction. Its ability to distill complex societal critiques

into accessible, shareable formats ensures its place in the ongoing dialogue between internet users and the world they inhabit. As online communication trends shift, this meme template exemplifies how humor and imagination can illuminate the multifaceted nature of society itself.

Society If Meme Template

society if meme template: Society and the Internet Mark Graham, William H. Dutton, 2019-07-24 How is society being reshaped by the continued diffusion and increasing centrality of the Internet in everyday life and work? Society and the Internet provides key readings for students, scholars, and those interested in understanding the interactions of the Internet and society. This multidisciplinary collection of theoretically and empirically anchored chapters addresses the big questions about one of the most significant technological transformations of this century, through a diversity of data, methods, theories, and approaches. Drawing from a range of disciplinary perspectives, Internet research can address core questions about equality, voice, knowledge, participation, and power. By learning from the past and continuing to look toward the future, it can provide a better understanding of what the ever-changing configurations of technology and society mean, both for the everyday life of individuals and for the continued development of society at large. This second edition presents new and original contributions examining the escalating concerns around social media, disinformation, big data, and privacy. Following a foreword by Manuel Castells, the editors introduce some of the key issues in Internet Studies. The chapters then offer the latest research in five focused sections: The Internet in Everyday Life; Digital Rights and Human Rights; Networked Ideas, Politics, and Governance; Networked Businesses, Industries, and Economics; and Technological and Regulatory Histories and Futures. This book will be a valuable resource not only for students and researchers, but for anyone seeking a critical examination of the economic, social, and political factors shaping the Internet and its impact on society.

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society if meme template: The Datafied Society Mirko Tobias Schäfer, Karin Es, 2025-10-01 As machine-readable data comes to play an increasingly important role in everyday life, researchers find themselves with rich resources for studying society. The novel methods and tools needed to work with such data require not only new knowledge and skills, but also a new way of thinking about best research practices. This book critically reflects on the role and usefulness of big data, challenging overly optimistic expectations about what such information can reveal, introducing practices and methods for its analysis and visualisation, and raising important political and ethical questions regarding its collection, handling, and presentation.

society if meme template: Status and Culture W. David Marx, 2022-09-06 Subtly altered how I see the world. —Michelle Goldberg, New York Times “[Status and Culture] consistently posits theories I'd never previously considered that instantly feel obvious.” —Chuck Klosterman, author of The Nineties “Why are you the way that you are? Status and Culture explains nearly everything

about the things you choose to be—and how the society we live in takes shape in the process.” —B.J. Novak, writer and actor Solving the long-standing mysteries of culture—from the origin of our tastes and identities, to the perpetual cycles of fashions and fads—through a careful exploration of the fundamental human desire for status. All humans share a need to secure their social standing, and this universal motivation structures our behavior, forms our tastes, determines how we live, and ultimately shapes who we are. We can use status, then, to explain why some things become “cool,” how stylistic innovations arise, and why there are constant changes in clothing, music, food, sports, slang, travel, hairstyles, and even dog breeds. In *Status and Culture*, W. David Marx weaves together the wisdom from history, psychology, sociology, anthropology, economics, philosophy, linguistics, semiotics, cultural theory, literary theory, art history, media studies, and neuroscience to demonstrate exactly how individual status seeking creates our cultural ecosystem. Marx examines three fundamental questions: Why do individuals cluster around arbitrary behaviors and take deep meaning from them? How do distinct styles, conventions, and sensibilities emerge? Why do we change behaviors over time and why do some behaviors stick around? The answers then provide new perspectives for understanding the seeming “weightlessness” of internet culture. *Status and Culture* is a book that will appeal to business people, students, creators, and anyone who has ever wondered why things become popular, why their own preferences change over time, and how identity plays out in contemporary society. Readers of this book will walk away with deep and lasting knowledge of the often secret rules of how culture really works.

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society if meme template: *The Metaweb* Bridgit DAO, 2023-10-09 Buckle up for a fascinating journey through layers of insight and metaphors that explain the past, present, and future of the Web. Readers from all walks of life will learn something ancient, something novel, and something practical. Those who give it careful consideration will never see the Web the same way again. This book proclaims into existence decentralized public space above the webpage that enables the shift from personal to collective computing. The Web's next frontier is the Metaweb, a hyper-dimensional web over Today's Web that connects people and information silos, with accountability and fair value exchange. The Metaweb can drastically reduce false information, abuse, and scams, as well as enable the unprecedented level of collaboration needed to address humanity's global challenges. The book posits a symbiotic relationship between AI and the Metaweb, where AI assists in generating, organizing, and curating content, while the Metaweb provides the necessary constraints, data, and context for AI to function effectively, transparently, and in alignment with humanity. The AI-assisted collaboration among humans on the Metaweb will enable a vast collective intelligence and the capture of tremendous untapped value. For more information go to: <http://metawebbook.com>

society if meme template: *Internet Memes and Copyright Law* Brian Chun Lok Leung, 2025-09-30 This book explores the intricate relationship between copyright law and internet meme culture, challenging an assumption that copyright is a barrier to digital creativity. Using the lens of internet memes to analyse copyright law in the context of participatory remix culture, the book confronts a common perception that copyright is the 'destroyer' of internet memes on social media platforms. Following the European Union’s Copyright Directive, widely known as the 'Meme Ban', this book critically examines whether copyright might instead be reimagined to foster rather than inhibit re-creations that define internet meme culture. The book argues that this culture directly

challenges copyright's core assumptions, and proposes a new, holistic approach to copyright that distinguishes between traditional and emergent forms of creative processes. Arguing for a flexible interpretation of copyright that limits private proprietary rights in the case of internet memes, it provides a legal framework to support socio-cultural discourse without undermining copyright's foundational principles. Covering core copyright concepts such as authorship, idea/expression, originality, fair dealing, and user rights, the book provides a compelling argument as to how copyright can adapt to the digital age as a 'protector' of cultural expressions, ensuring that internet memes are not only preserved but celebrated. The book will be of interest to researchers in the field of copyright law, the law of emerging technologies, and intellectual property law.

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society if meme template: The Geologic Model of Religion Andrew Clifford, 2012-07-17 Men are haunted by the vastness of eternity The opening line of the film Troy captures the tragic essence of personal mortality: ones' passing into oblivion and fading from all memory. Since the prehistoric dawn of humanity death has shadowed everyone's footsteps. Even into the current scientific era religion has long been the only defense. The sole comfort against oblivion offering a promise of new life or even immortality. The Geologic Model of Religion is a sympathetic study of this defense from its ancient beginnings, drawing upon archaeology, anthropology and comparative religion to clearly explain one of the most complex subjects known. From the study a new model emerges which: * Decomposes religion into its distinct worldview and afterlife paradigms * Categorizes evidence of belief systems held by prehistoric hunter-gatherers, culminating in the Temples of Rebirth such as Gobekli Tepe * Concludes that spirituality began in the Fertile Crescent 11,000 years ago, spreading with the Neolithic revolution throughout the world * Shows why judgment in afterlife was the keystone in the emerging edifice of civilization, and how it enabled hierarchies overcoming Dunbar's number which limited village sizes * Overviews the interaction between science and religion and projects the ultimate fate of religion itself There might be 100,000 books written about religion but the Geologic Model of Religion is unlike any other. Drawing upon evidence from anthropology, archaeology and scripture religion is divided into worldviews and afterlife paradigms. This new model evidences several long lost prehistoric religious belief systems and explains the origin of spirituality in settled societies.

society if meme template: The Death of Homo Economicus Peter Fleming, 2017-09-20 In today's workplaces we work harder and longer, labouring under the illusion that this will bring us more wealth. As this myth becomes increasingly preposterous, it's time to understand why we believe in it, and where it came from. The Death of Homo Economicus explores the origin of this oppressive myth, in order to destroy it. The story begins with the creation of a fake persona labelled the 'dollar-hunting man', invented by economists Adam Smith and Friedrich Hayek. Today, this persona, driven by competition and ego, is used by politicians and managers to draw a veil over the terrible reality of work under capitalism. Creeping into all aspects of life, the desire to constantly compete and accumulate must be resisted if we are to create a better way of life for all.

society if meme template: Edtech for Multilingual Learners Brent G Warner, 2025-06-24 This friendly, accessible book offers dozens of creative activities to help teachers use edtech tools to engage their students in the language-learning process. Many teachers of multilingual students could improve learning outcomes through the use of education technology but don't have time for in-depth professional development that would help them in their work in this area. This book fills that gap, offering guidance and inspiration to teachers of English as a Second or Other Language (ESOL), as well as to educators in other disciplines who work with multilingual learners. Organized

by six key language acquisition skills (reading, writing, speaking, listening, vocabulary and pronunciation), each chapter features eight to twelve activities to engage students and facilitate language learning. The activities are tech-driven, yet flexible enough to adapt to the needs of different classroom settings. While some specific tools are discussed, the book shows teachers how to make the activities work with the technology they have available. The book:

- Includes links to ready-to-use slide decks for every activity.
- Offers a knowledgeable and thoughtful introduction to using AI with language learners.
- Features a backward-design pedagogical approach in which each activity has an end goal in mind, and is then developed to incorporate appropriate and effective tools.
- Is accompanied by a searchable online database of edtech tools for English language teachers, hosted by TESOL International Association.
- Includes connections to the ISTE Standards in every chapter.

Based on research-backed practices, this book's fun and practical approach will help busy teachers leverage technology to make the language-learning process more fun and effective for their students. Audience: Secondary and higher ed TESOL educators and teachers working with ESL students

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society if meme template: *The Playful Politics of Memes* Mette Mortensen, Christina Neumayer, 2023-05-22 Memes work as rhetorical weapons and discursive arguments in political conflicts. Across digital platforms, they confirm, contest and challenge political power and hierarchies. They simultaneously create social distortion, hostility, and a sense of community. Memes thus not only reflect norms but also work as a tool for negotiating them. At the same time, memes meld symbolic and cultural elements with technological functionalities, allowing for replicability and remixing. This book studies how memes disrupt and reimagine politics in humorous ways. Memes create a playful activity that follows a shared set of rules and gives a (shared) voice, which may generate togetherness and political identities but also increase polarization. As their template travels, memes continue to appropriate new political contexts and to (re)negotiate frontiers in the political. The chapters in this book allow us to chart the playful politics of memes and how they establish or push frontiers in various political, cultural, and platform-specific contexts. Taken together, memes can challenge and regenerate populism, carve out spaces for new identity formations, and create togetherness in situations of crises. They can also, however, lead to the normalization of racist discourses. This book will be of interest to researchers and advanced students of Media and Communication Studies, Information Studies, Politics, Sociology, and Cultural Studies. It was originally published as a special issue of the journal, *Information, Communication & Society*.

society if meme template: *Sense and Goodness Without God* Richard Carrier, 2005-02-23 If God does not exist, then what does? Is there good and evil, and should we care? How do we know what's true anyway? And can we make any sense of this universe, or our own lives? *Sense and Goodness* answers all these questions in lavish detail, without complex jargon. A complete worldview is presented and defended, covering every subject from knowledge to art, from metaphysics to morality, from theology to politics. Topics include free will, the nature of the universe, the meaning of life, and much more, arguing from scientific evidence that there is only a physical, natural world without gods or spirits, but that we can still live a life of love, meaning, and joy.

society if meme template: *Online Virality* Valérie Schafer, Fred Pailler, 2024-08-19 The book *Online Virality*, edited by Valérie Schafer and Fred Pailler (C2DH, University of Luxembourg), aims to provide a comprehensive examination of online virality. It explores the many ways we can think

about this modern phenomenon and analyse the circulation, reception, and evolution of viral born-digital content. Virality and content sharing always intertwine material, infrastructural, visual and discursive elements. This involves various platforms, stakeholders, intermediaries, social groups and communities that are constantly (re)defining themselves. Regulation, curation and content moderation politics, as well as affects and emotions (fears, humour, empathy, hatred...), are also at the core of online virality. The publication offers an interdisciplinary overview on online virality by including different types of scientific inputs, such as precise case studies, various methodological approaches (including close and distant reading, visual studies, discourse analysis, etc.), as well as historical and socio-technical analyses. The book is organised around three main topics: Expressions and Genres; Mobilisations and Engagements; Circulation and Infrastructures. The first part explores the semiotics of virality, the diverse and creative forms of expression, specific genres, the relation to other media, and the affective side of virality, such as using humour or provocation. The second part focuses on the political dimension of memes and viral content and their use in the context of controversy or political and ideological opposition. Finally, the third part delves into the often understudied but essential side of virality, by examining the role of platforms and their curation, in short, the infrastructural dimension of virality. These three parts allow us to question such fundamental notions linked to virality as, among others, circulation, reception, economy of attention, instrumentalisation and affect. This volume brings together authors from various disciplines, including semiotics, history, information and communication sciences, computer science, digital humanities, media studies. In addition, the contributors approach the question via case studies that allow for a perspective that is not exclusively US and European-centred. Some chapters explore virality in Brazil, Chile, while the book also examines a wide variety of platforms (YouTube, Twitter, Instagram, TikTok, video game platforms, etc.).

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society if meme template: New Statesman Society, 1993-10

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