INTERNET SLANG AND MEMES
USED FOR LEARNING: A CASE STUDY

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Abstract

With the evolution of technology, especially of the internet, and the wide-spread access to it by society, it has become increasingly easier for people to engage with humor on the internet, especially in the shape of memes. Memes are ubiquitous on the internet, from individual profiles of people to pages dedicated to the marketing of business, as well as out of the online space, in advertisements on television. As academic language is often considered by people in the early years of their academic journey (such as college freshmen) hard to decipher and a barrier in learning in their field of specialisation, a new phenomenon has started being noticed, namely the use of memes and viral material used and modified as content for specialised domains, designed to make learning easier and more engaging for the audience.

The present paper aims to analyse specific social media platforms centered around language, where memes and other forms of viral content are used to create educational content for the audience. The paper will focus on English-language memes (such as "Language Nerds" on Facebook), as well as a few Romanian pages (such as "Meme cu suculenţă juridică", also on Facebook) where content is curated with the purpose of creating humor targeted at people aware of certain specialised fields and the terminology used. The comments left on the posts will also be analysed in order to grasp the reception of the content.

1. Introduction

Memes, defined by Merriam-Webster[2] as "an amusing or interesting item (such as a captioned picture or video) or genre of items that is spread widely online especially through social media", and other types of viral content on the internet have existed since its fall into the mainstream. However, the slow growth of meme culture has seen a boom with the establishment of the lockdown protocol during the pandemic. The reason attributed to this was the continued need for socialisation of people and the restriction of nearly all interactions to the virtual. As such, the playground (so to speak) of recess was transferred to the online medium as well.

When it comes to students, specifically, the transition from socialising in-person to online has triggered an increase of pages dedicated to discussing their major or specialisation in college.

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[2] https://www.merriam-webster.com/dictionary/meme

Moreover, given the need to convey the humorous nature of a joke in only textual formats has led to the use of memes adapted to convey their specific topic and punchline.

However, it should be noted that not all memes which are created also survive the internet-specific process of selection, many of them falling into obscurity due to their nature being deemed as not funny enough or not international enough.

The fact that the lingua franca of the internet defaults to the English language has led to the higher probability of the humorous content produced in that language surviving the selection process of the masses (either through reposting, liking/hearting, upvoting, retweeting etc.). The way in which this bias of the internet was eschewed by other languages was through the creation of pages, communities, subreddits etc. that cater specifically to content relating to that topic in a specific language.

Though the communities have fewer people subscribed or joining, that can be attributed to the fact that there is a lower percentage of people speaking that language which are also interested in that field, and therefore there is a resulting lower number of people that will choose native-language meme content, which is considered niche, rather than the global, universally-relatable viral content.

However, certain fields require the specific creation of communities in order to find *relatability* among their peers. With cases such as domestic law, which is highly specific to a country, the default to the English language viral content would lead to misunderstandings — either by the English language speakers who are born in a different culture, and therefore a different legal system, or through confusion by there being different legal systems being turned into memes, which would make their legal content unreliable to the readers by a lack of differentiation in the system being discussed or memed.

Therefore the 'solution' for these language/culture-specific memes has been to segregate them to communities that would recognise the content and the legal system being discussed, in order to ascertain their validity.

The present paper aims to assess the ways in which viral content is used for educational purposes, highlighting the translation aspect involved in the process, and the alteration operated on the memes in order to produce a humorous effect in the audience of the community.

2. The definition, evolution, and place in society of memes

Before proceeding with the analysis, a definition of memes must be outlined. Though there is no agreed-upon, universal definition of a meme - mostly due to its ever-evolving nature, which can span different media, platforms, and formats - as Dongqiang et al. (2020, 15) outlined: "Memes can be both words and images. In other words, these are any statements, pictures, videos or sound sequences that have meaning, and is understood by people and are steadily distributed on the World Wide Web." An even more general description of a meme, given by Shiffman (2013, 362), states that: "Internet meme is commonly applied to describe the propagation of items such as jokes, rumors, videos, and websites from person to person via the Internet." He proceeds to expand on the general definition of memes aforementioned, however, in an attempt to better portray the way in which memes evolve and propagate through the digital environment, accounting for the shifts in form and substance they encounter in their many iterations:

"small cultural units of transmission, analogous to genes, that spread from person to person by copying or imitation. [...] Like genes, memes are defined as replicators that undergo variation, competition, selection, and retention. At any given moment, many memes are competing for the attention of hosts; however, only memes suited to their sociocultural environment spread successfully, while others become extinct." (Shiffman, 2013, 363)

Therefore, one can state the obvious that not all memes are made equal, there's a 'survivor bias' involved. There are many iterations present of the same meme, and the survival of each iteration of the meme template depends on several factors: whether the meme was posted in the right place (a niche platform, a community interested in a specific field, a certain social media website which contains statistically more people that will interact with that meme etc.), whether the audience was reached, whether the wording of the meme or the image chosen for the wording is appropriate (i.e. creates that humorous effect of memes). At times, even the hour when a meme is posted matters (if the majority of the audience is asleep at the time the meme is posted, the meme may get buried by others etc.)

Moreover, memes take many shapes, from text overlaid over images of cats to video or audio clips, and variations on the aforementioned. As put by Kien (2019, 6): "In the digital electronic realm, the evolution of memes may happen through mutations like repurposing images and words, rearranging and/or altering aesthetics, and/or jumping across platforms". This also plays a role in how a meme is perceived by its audience: a large number of references included in one meme may increase its chances of survival, or, conversely, it may make it unintelligible and too hard to uncover for the majority of the audience, thus ensuring its death by fall into obscurity. The readership/audience can have an active participation in mutating the 'genes' of a meme and redistributing it online in the new format, though it too may impact the survival of the meme[3].)

Though what makes memes thrive in the digital environment is the fact that "memes illustrate the emergence of digitally enabled democratic 'participatory culture' that makes creative public expression a real possibility. Public expression through playing with cultural codes is no longer the preserve of an artistic elite" (Boudana et al, 2017, 1226). Creation no longer requires a degree and standing in a field when it comes to memes. As they are all-accessible, both in terms of production and consumption of memes, they are the perfect medium for expression of ideas ("takes", such as Fig. 1) and encapsulation of information and one's personal take on the information (such as Fig. 7), which later becomes propagated on the internet.

The analysis will be conducted by close reading viral content on specialised community pages on Facebook, performing also a comparative analysis with the original format of the content and attempting to discern what changes triggered the appropriation of the meme into the specialised domain. The ultimate goal of the paper is to ascertain whether there is an educational value that can be attributed to memes and if so, whether it is quantifiable. The analysis of specialised memes (memes used in specific fields — mostly for learning/commiserating purposes) are the following, all pertaining to pages/communities viewed on Facebook (though their existence may not be limited to solely one platform): For memes on linguistics (in English): Language nerds; for memes on Romanian Law (in Romanian): Meme cu suculență juridică.

The selection process involved selecting only the meme formats that required input, where the humorous content could be provided by the user (not a screenshot of a viral tweet that was reposted on another platform, for example), they also had to be international memes, so to speak, namely memes which originated in English and were later either translated or repurposed for different fields, and memes catering to a specific audience — as discussed prior, the memes need to contain clear references to a specialised field of study.

Moreover, it should be taken into account that "virality" as a measure of the validity of the meme is relative, as specialised fields tend to have a very narrow audience, and therefore less interaction with the viral content. However, for the purpose of the analysis, the content with most interactions has been chosen from the community of 'memes with legal succulence' [meme cu suculență juridică].

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[3] Kien (2019, 7): "As memes copy, reproduce, transform, and mutate, they quickly become disconnected from their origins."

2. The Analysis of the Viral Content

The analysis will take into account the origin of the meme, as well as several iterations of it that have no 'specialised field' as a characteristic, before conducting a comparative analysis and discussing the interactions of the audience within the comments section. The main aspects to be considered are whether, by changing the content of the meme in order to adapt it to a specialised field, a naked difference is to be observed in the content of the meme. That is to say, if, from the perspective of the horizon of expectation, there is an added layer to the meme which makes it not only intelligible to the audience pertaining to the specific field, but also creates a humorous effect by flouting the expected rules, effect which can only be noticed and properly understood by the members of the specialised audience.

For the purpose of observing the length limit of the paper, the memes chosen for analysis are only emblematic (i.e. the ones with the most interactions) and used as examples of a larger phenomenon, with the purpose of illustrating the ways in which memes are used to create educational content, and the ways by which this is achieved.

2.1 Meme cu suculență juridică

Founded on Facebook, on May 15, 2018, and with its earliest found post also in May 2018, the community page Meme cu suculență juridică has in 2024 more than 10,000 likes and 11,000 followers. From its earliest posts, the likes on an individual meme exceeded 100, and the comment section contained mostly tags to other people (presumably also knowledgeable in the field of the Romanian Law).

Given that Law is rarely a subject that can be called humorous, the juxtaposition of serious information over meme templates is intended solely for disseminating humorous content. There is an antithesis created, which results in the serious content being reframed from a comedic perspective, inviting the audience to perceive the legal content from a different angle, namely one that lacks the seriousness attributed to the subject.

Figure 1. An image from the Cartoon "Scooby-Doo" with overlaid text stating, in order: "wash sale", "Action to set aside a simulated transaction", "unsecured creditors". *Source:* Meme cu suculență juridică, 2018

The origin of the meme according to KnowYourMeme (*Let's See Who This Really Is*, 2018) is credited to have originated in 2017 on Reddit, in a multi-panel format, where the naked ghost's head was replaced by an overlaid image of either an internet personality, a game character, or even other mem formats was "revealed" in the third panel to be a different personality/character/meme etc, for the purpose of bringing to the forefront the similarities of the two elements being compared.

As it has been posted on the community page, the meme features the final panel alone, where the action being portrayed is the uncovering by way of trial (Freddy) of a fraudulent sale conducted by a company found in a state of insolvency (the ghost) for the benefit of the unsecured creditors (the Scooby gang sans Freddy and the policeman, i.e. the ones with an interest in the matter).

The lack of a comparison being portrayed in the meme removes the comparison aspect of the meme, focusing instead on the action of uncovering as the main action being portrayed, instead of the juxtaposition of two elements. Therefore, the meme ceases to refer to the wash sale as a comparison with a sale to be presumed legal, instead showcasing that the action to set aside a simulated trade is the benefactor of the unsecured creditors in the case of a wash sale. Thus, the elements being showcased to the audience are the humorous image loaded with the previously-encountered content in meme form (the "precedent", to put it in legal terms), as well as the simplification of the object and beneficiaries of an action to set aside a simulated trade, namely the presumed wash sale and the unsecured creditors. Boasting 154 reactions, 27 shares, the comments section of 37 comments contais mostly tags to other people, without any additional comments, or tags followed by laughing or thoughtful emojis or phrases such as "[you know this type of stuff]"[4]

Another meme from the page uses the meme template by the "Problems, Stress, Pain" (though this is only a variation of the name, the meme being also known as "Three Guys Kicking Someone Then He Gets Hugged by A Fourth Person", or "Guy Gets Beat Up by Three People Then Hugged by Someone Else", "Bully Then Hug").

The original image contains three panels, where there are four characters of different colors, three of them antagonizing the fourth. The three are called "Problems", "Stress" and "Pain", while the fourth is implied to be an Everyman. In the second panel a third character appears, extending a helping hand at the character being bullied, subsequently portraying the two (The Everyman and new character) hugging in the last panel, the fifth character being revealed to be "Sleep". Again, the meme appeared first in 2017, being later reformulated in various ways (such as labeling the three bullies as "NSA, CIA, FBI" and the fifth character as "incognito Mode").

Fig. 2. An iteration of the "Problems, Stress, Pain" meme, where the three antagonists are relabeled as "Creditors", "ANAF", "joint debtor in recourse", while the fifth character is labeled as "insolvency".
Source: Meme cu suculență juridică, 2018

The meme was originally intended to showcase the relief one gets from being harassed by three antagonists, though the initial meaning of the meme referred strictly to emotional turmoil or concepts that did not necessarily have a corporeal form. In its legal iteration, the meme showcases the fact that the Everyman (an Everyman presumed to be a company in this case) can find relief from financial struggles and those wishing to recuperate pecuniary interests or damages from them by triggering the insolvency proceedings. As such, the content of the meme is changed to illustrate not only the antagonistic nature of the three entities, but also to showcase the benefits of the insolvency proceedings and how they might be the answer to the problems of the Company-Everyman. With 275

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[4] our translation

reactions, and 14 shares, the comment section (disregarding the tags to other people) has people commenting "[so insolvency isn't] "the bad guy" [in the story]", as well as "[I found the page with law school memes I'm dying]". [5] Thus, once again, the reframing of the legal process of opening the insolvency proceedings and superimposing the participants over a meme template had the effect of narrowing the scope of the meme to a legal proceeding and its participants, allowing the audience to understand the simplified explanation of the proceeding when recontextualized as a meme.

Fig 3. "The Jig" Meme with the caption "Banks: *abusive contractual terms*/ Bailiffs:
Source: Meme cu suculență juridică, 2019

The meme became popular in 2019, when it was also posted on the law memes Facebook page. The image is repurposed to illustrate that bailiffs are the ones benefitting from the abusive terms present in contracts with banks, which is the reason why they are portrayed as doing "the jig". The image therefore is not only made for the purpose of empathising with the ones entering into agreements with banks, but also in order to portray the relationship of the banks with the bailiffs.

The Jig meme had its origin in 2005, though it only became popular later in the English language in 2019, used mostly to describe one's happiness when faced with a certain situation. However, in the present iteration of the template, the meaning behind the image is not happiness, but a complicit sort of happiness at the thought of benefitting from the misfortune of others.

Fig.4 The "Fernanfloo Dresses Up" meme. On the left "Intern at his own wedding" and "Intern filing for conclusions at the HCCJ". *Source:* Meme cu suculență juridică, 2018, 2021

The image is used to describe one's skewed compass when faced with different situations, in terms of importance given to those events, which are represented through how one dresses for the occasion. In the present image, the "intern" sees his marriage as no cause for festive dress, but filing for conclusions at the High Court of Cassation and Justice is a big event, and thus merits one dressing in

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[5] our translation

their most formal suit. The meme was used in the past to illustrate the same idea, through the compared events were always generally understandable (i.e. the event requiring a suit was a popular concert, the release of a new movie, etc.). In the present iteration of the template, we are made privy not to niche legal information, but to the importance one in the field holds for the aforementioned event, to the detriment of his own private life.

The TV-show "Brooklyn 99" is also the source of a meme, titled "I set the bar too low", in reference to the guest star on the episode, meme, wherein the female character asks the male to prove that they are knowledgeable in a field by stating one thing, with the result that the male says something completely obvious, prompting the punchline.

The present meme in Fig 5 states "I like criminal procedure/ Oh yeah? Tell me 10 paragraphs from the Code of Criminal Procedure. / The participation of the prosecutor is mandatory/ That's on me, I set the bar too low". The meme therefore decries the ease with which one can understand those ten paragraphs of the Code of Criminal Procedure, implying the "bar is set too low" if that is the information given when prompted by another.

Fig. 5 The "I set the bar too low" meme. *Source:* Meme cu suculență juridică, 2022

Fig.6 Men only have four moods meme template wherein each section presents excerpts from the Criminal Code of Romania. *Source:* Meme cu suculență juridică, 2020

The "Men only have four moods" originated as a Tik Tok Meme in 2020. (Know your meme, 2020) The short video included the presumed sole four emotions men had. such as "clubbin', hatin' mom, hungry for chicken, looking for a bae etc. The meme was then adapted to solely visual format after reducing the four moods to "Acting like a gangsta", "party time with the boys", "simping", and "pain", to which images were added to represent each mood. However, the meme was modified to contain actual legal excerpts from the New Criminal Code of Romania in the interpretation of the template found on Meme cu suculență juridică. The modification operated on the meme not only brought it an educational valence, but it also reframed the for Articles of law being portrayed in the meme while also completely defying the horizon of expectation of the audience and their expectation of the specific meme template.

2.2 The Language Nerds

The Language Nerds is a Facebook community founded on 7 August 2017, centered on memes that have either language as their subject matter, or the academic experience of people. The community

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has 3.1 million likes and 3.6 million followers, making it a very popular page for people to follow and interact with. The page does not cater to only linguists, but to all people who are learning a new language and wish to commiserate about the difficulty, as well as language aficionados who wish to learn more fun facts about language. The page does not delve into the profound depths of language, choosing instead to keep their posts as relatable as possible, in order to not alienate their viewership.

Fig. 7. Crying Barbie meme with a screenshot of google translate from English to Spanish of the term "non-binary", which has the dual Spanish Translation "No binaria" and "no binario", for the feminine and masculine agreement, thus defeating the purpose of the word non-binary. *Source:* Language Nerds, 2023

The image gained popularity as a meme after the release of the Barbie movie trailer, showing a crying still of Margot Robbie as Barbie. One of the main uses of the meme is as a reaction image, though it was meme-ified to showcase one's reaction to certain instances already defined (i.e. people showcasing their reactions if/when certain things happen to them etc.). One of the more popular iterations of the reaction image is on twitter with the caption ""when someone starts explaining complex board game rules to me" (Knowyourmeme 2022). The image was then adapted for the linguistics community "Language Nerds" on Facebook to include the above screenshot of the translation into Spanish of the word "non-binary" into two different variants — both of which are gendered, and neither of which would invite a genderless reading. The split into two variants of translation occurred in Spanish on the Translate app in order to combat accusations that it was sexist in its translation from English to Spanish, where the ungendered word for professions such as "doctor" was translated into Spanish in the masculine variant, and other genderless words that referred to other professions, such as "cleaner" defaulted to the feminine translation in Spanish (Grinevičius & Marsh, 2021).
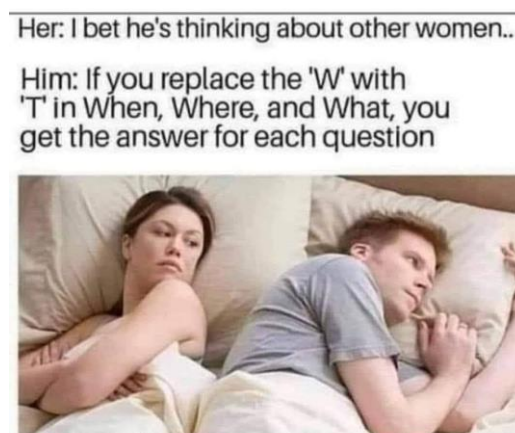

Fig. 8. "I bet he's thinking about other women" meme where the woman suspects her partner of cheating and the man is shown to be thinking about something entirely different, often absurd or silly. (*source*: Know your meme and Language Nerds, 2023)

The meme originated in 2017, with a different original image portraying the couple, though it was just months later replaced with the stock image pictured above. The range of topics the man thinks about is varied, but it is always something that has nothing to do with cheating, and is instead something that is either silly or thought-provoking, yet still in a very naive manner. Iterations of the meme contain him thinking "If two people on opposite sides of the world simultaneously drop a piece of bread, then the earth briefly becomes a sandwich", "buzz lightyear was in denial about being a toy but still froze when humans were around??", "Why do they keep making Fast and Furious movies?" etc. The meme was posted on Language Nerds on October 25, with the man thinking "If you replace the 'W' with 'T' in When, Where, and What, you get the answer to each question". The post attracted 4.500 reactions from people, and 129 comments, some of them debating whether a man would think that, others suggesting "We should totally be able to do this with why and how…", and others adding to the humour by commenting "Makes sense because W is is zigzaggy, it's uncertain, but T is [definitely] pointing with confidence" (spelling corrected).

Fig 9. Traumatized Mr Incredible meme highlighting the difference in meaning of the word "Gift" in English and in German (KnowyourMeme 2022). *Source:* Language Nerds, 2023

The image first originated in 2021 when a "reverse toonified[6]" version of Mr incredible was made, which spawned comparisons between the two versions of Mr Incredible (such as "How cinnamon smells"/ "how cinnamon tastes"). The image only gained wild popularity after the "reverse toonified" image was desaturated and a high contrast was applied to it (with the caption "the teacher's copy"/ "what students get" referring to the loss of quality of handouts students get after they get photocopied). The image then shifted to Mr Incredible being traumatised in the picture on the right, leading to memes such as the one above where a "normal understanding" of a concept is shown — to take the example of the linguistics page, the meme illustrates the word "gift" in English, and its morbid counterpart on the right, i.e. "Gift" in German—poison. In conclusion, the image is taken out of its normal sphere of general understanding, and brought into the niche field of linguistics where it aims to illustrate the discrepancy in the perception of a word, depending on the language from which one first perceives the word.

3. Discussion

There is no uncertainty that memes have a social value, both for the producers and consumers alike. According to Dongqiang et al (2020, 15): "[The] Covid-19 pandemic has greatly changed our usual way of life for many people, their home space has become an office, university and school. All this has contributed to the growth in the number of memes around the world, as new soil [...] has emerged for their creation. Though the paper does not account for the growth of memes in a post-pandemic setting, it is worthy of being mentioned that meme-production is greatly influenced by political, cultural and societal shifts. Taking into account the aforementioned regarding the "gene-like"

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[6] Jason Kottke (2020) explains the concept of "Reverse Toonification" of Pixar Characters: "Using an AI-based framework called Pixel2Style2Pixel and searching for faces in a dataset harvested from Flickr, Nathan Shipley made some more photorealistic faces for Pixar characters.", https://kottke.org/20/10/reverse-toonification-of-pixar-characters.

evolution and transmission of memes, it therefore strengthens the argument that for a meme to survive, it must encapsulate the mutations of a society (i.e. global pandemics, wars, etc.).

There is much to say on the evolution of memes, from their incipient stages as non-digital occurrences to the present-day post-modernist-cum-nihilist memes, however what is important is that there still is an educational content attached to memes used in specific corners or communities of the internet:

While maintaining the common goal of making people laugh, the topics on which users create memes have changed and evolved over the years: from simple funny images to tools for satire and expressing political opinions, to opportunities to show off specific knowledge in the many specialized groups that have sprung up spontaneously on the web. (Dongqiang et al, 2020, 19)

The global climate for meme-production does indeed favor the popular all-accessible memes. However, niche memes can still survive in the global digital ecosystem by catering to very specific audiences which propagate them to other members within the same consumer market. Moreover, within these niche fields, memes become almost entirely altered in content, due to the instability of their signs, and adapt to the niche fields completely. Memes in niche fields can range from the above-analysed educational memes, wherein popular memes are altered to portray reductive, yet helpful portrayals of specific instances (such as the insolvency proceedings, or the difference in meaning of the word "Gift" in German and English) which are not only helpful to the consumers wishing to grow more acquainted to the niche field, but also they also fulfill a social function, by bringing those who understand the meme together (in the comments section, most often) so they can find amusement over the subject matter of the meme, and comfort in the fact that they are not the only ones finding amusement over that specific element.

To further elaborate on their educational value, as was put by Dongqiang et al (2020, 16):

It can be seen that as a medium of education for students, memes can effectively convey educational content [...] Student educational activities are a hands-on and interactive process in which teachers and students participate together. It requires two-way communication and interaction between teachers and students. Memes are created in the process of communication and interaction between people. This growth process allows the meme to connect teachers and students and foster communication and interaction between them. With the help of memes, teachers can become closer and more understandable to students.

Memes are an unorthodox way of bridging the gap in learning situations, where the hierarchy of student-teacher and sometimes hard to comprehend specialised language can be easily broken down and replaced by the peer-to-peer paradigm and the easily-understood simplified language of meme culture. One should not, however, rely on the continuous unaltered perception of memes and their content. As memes age, so do their audience. And in the same way as one returns to an old book one read when young, only to be disappointed that the feelings experienced during the first reading do not match the ones in the second reading, so do memes deprecate in value in time, as their audience matures or their tastes change. As Denisova (2019, 161) further elaborates:

memes are limited in their potential to trigger a meaningful discussion as various users read memes differently. Understanding of a meme depends on one's intellectual level, education, digital literacy and comprehension of the context. Moreover, in the most peculiar cases, users even notice how their personal perception of the same meme can change over time.

However, it continues to be a valid argument that "[memes] can suggest an alternative interpretation; they can present an event in a specific context that would be educational for others" (Denisova 195). Through their accessible nature, memes can invite the audience to alternate readings of certain matters, or they can make intelligible difficult concepts. As it stands, the value of memes, though yet unassessed in a material manner, is easily discernible to both the audience, the producers of memes, and the impartial third parties assessing them without being part of the niche audience.

4. Conclusion

The present paper has considered the educational value of memes in specific communities focused on "niche" subjects. The analysis of the specific communities and the examples chosen showcased the ways in which memes are adapted and mutate to cater to audiences, concluding that memes have an extreme ability to adapt in order to simplify complex matters, be they linguistic, legal, or otherwise, so that they may be turned into humorous yet informative content. The analysis of the transformations suffered by memes is meant to showcase their adaptability in molding them from mere entertainment to educational, bringing into discussion a future in which memes become regular ancillary materials for the aid of study, through their specific way in which they can bridge the gap of understanding at a surface level. That memes are used as an educational aid is an obvious matter, however their impact is difficult to quantify, if not impossible. As such, memes remain ancillary materials (often made by students for students) as a way to not only share a joke but also communicate and bond over a shared experience (i.e. the "horror" of lawschool). That being said, tracing the evolution of a meme could potentially be a subject matter for a specialized paper, as length requirements have imposed a directly proportional narrowing of the scope of analysis within the paper.

However, as a final conclusion, as virtual education via online platforms has become a reality in order to adapt to the conditions of the pandemic, it seems that it will continue to exist as an alternative to in-person education. And as such, memes as a supplementary element meant to enhance learning needs to be taken into account, as well as a shift in perspective when it comes to memes, as they have proven themselves to not always be frivolous pieces of content meant to humour the audience, but instead they have shown that they are multi-faceted and able to incorporate information that could aid in the learning environment.

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