Memes and Intertextuality
Virality and Memes

- Viral video and viral meme characteristics
  - Lots of views in a short period of time
  - Significant responses and participation
  - Novel and pathos based
Virality and Circulation

- Digitality affords virality

- Two perspectives – metaphors!
  - Viral video and memes are rhizomatic
  - Viral video and memes are viruses

- Memes and viral videos teach us about circulation and rhetoric in different contexts – i.e. they help us read or analyze our culture

- You know, why? - >
Fuel for Viral Videos and Memes

- Juxtaposition - placing things side-by-side.
  - Offers contrasting and comparing effects

- Compositing (composite image) – merging elements into one
  - Offers contrasting and comparing effects

  - They help us metaphor and metonymize
Juxtaposition and Composite

THE DRIVE HOME

AFTER A RAVE
More fuel: Intertextuality

- Intertextuality – when one text is in some way connected in a work to other texts in the social and textual matrix.
  - It’s when one text references other texts!

- Archetypal allegory – where characters or events “represent particular qualities or ideas related to religion, morality, or politics” (Warnick and Heineman 81).
Cross reference – reference to a specific film, novel, or other work that is widely known by readers and media consumers (Warnick and Heineman 82)
Last Fuel: Intertextuality

- Parody – intentionally copies the style of someone famous or copies a particular situation, making the qualities of the original noticeable in a way that is humorous.

  Imitate and exaggerate the “original” text.

- Intertextual satire – form of expression where humor, irony, exaggeration, or ridicule is used so as to expose and criticize people’s stupidity or “vices.”
Activity

- Brainstorm 2
  - Select one of the ideas you came up with on Monday
  - Apply two terms we have learned to your idea...seriously!
    - Write down two concepts you could from our understanding of viral video and memes to be used in the idea.
  - Share the idea with each other in groups of three.

- Show me you can insert a gradient into a background stylishly using CSS3 into your Hashawha web page.
  - Seriously. It can add a lot to your page,