

Memos influence on the political change of digital era

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Abstract - This article explores that the memos are digitally interrelated as a communicating tool in the evolution of digital era. It also focuses that how memos are interrelated with social media and online politics in which directly or indirectly influences on the voters and to provide political information. Memos are used as a political tool to promote the election campaign in humour and entertainment to keep up the political engagement among the audiences. The spreading of negative memos reaches wider range that decide the political change and also create a discussion about the political participation. This article finally concludes that, the social media makes the meme creation and consumption allows the people to take a part in the political conversation and have a political engagement in sharing of memos to develop the knowledge about the current politics.

Key Words: memos, political engagement, social media, politics.

1. INTRODUCTION

In the ever-evolving digital landscape, memos have emerged as a powerful form of cultural expression, transcending the boundaries of traditional communication. These captivating visual and textual snippets have become the language of the internet, serving as a universal language that bridges the gap between diverse online communities. The concept of memos was first introduced by the renowned evolutionary biologist "Richard Dawkins" in his 1976 book "The Selfish Gene." Dawkins defined memos as "units of cultural transmission" that spread through imitation, much like genes spread through biological reproduction. The internet and social media platforms gained traction in the early 2000s, meme culture began to flourish. The rise of image-sharing websites like 4chan and Reddit provided fertile ground for the creation and dissemination of memos. Classic memos from this era, such as "Grumpy Cat," "Doge," and "Rage Comics," became widely recognized and replicated across the web. The 2010s saw an explosion of meme formats and genres, as the democratization of digital content creation tools empowered more people to participate in the meme-making process. Memos has the power of changing the communication and in the cultural evolution.

2. Memos in Digital era:

Memos occupy more space in everyday life and communication (Garcia and Cardama 2023) The internet memos have communicative meaning of the linguistic, semiotics, and pragmatics. the memos uphold or challenge dominant ideologies and underscoring the importance of between memetics and hegemony (Kim Sisu 2023) evolution of memos from universally relatable sentiments to obscure, irony-laden, self-referential in-jokes, highlighting their impact on political discourse and cultural norms (Gabriel keehn 2022) . The sharing of memos enhance the commitment to their political meanings. (Micheal P. Lynch 2022) the memos serve as carriers of visual humor, combining pre-known circulated images with new textual information to create a twist that engages the audience. (Eman Abdou 2022)The memos are part of everyday communication and cultural expression, and can be valuable tools for building rapport, infusing creativity, and enhancing remote data collection in research (Contance lloh 2021) the influence of the internet and traditional media on shaping political views, with a focus on the role of infotainment and entertainment in political content consumption (Jakub Jakubowski 2021) the memos have a limited presence in this context, with uneven distribution in the alternate media outlets, memos play a limited role in the digital visual culture of far-right non-party organizations, with their usage tied to national contexts and organizational logics (Jordan et. al 2021). The influence of memos on opinion and the audience awareness and critical thinking when consuming media. (Faye et. al 2021) Memos are context-bound and require an understanding of cultural, social, political, and Internet-specific references to be properly comprehended, memos are the combination of creativity and convention (Anastasia Denisova 2021) It also explores the evolving nature of the internet memos and their significance in the contemporary digital communication (Cilli hvass holm 2021) the citizens who trust politicians are more likely to be influenced by campaigns in their voting decisions, the impact of the election campaigns on first-time voters' behavior, focusing on trust in politicians, perception of campaign informativeness, and social media use for information (Serigu Gherghina 2021) the internet memos are a way to create, modify and add to the images online in order to provoke laughter and humour (Ankita Chatterjee 2020) memos are the online communication tools to increase civic

participation and expression among young people in the digital age. (Paul mihailidis 2020) The humour and irony of the respondent's sarcasm reacting to the post of social media, it also deals with the role of humour in social interaction and its potential to influence perspectives and attitudes (Sameul F. Joshua 2020) Memes play a role in addressing local grievances in a unique manner, allowing for personal appropriation and the expression of social commentary (Abdul Saad 2019) the internet memes serves as a tool for self-identification and group belonging, refelecting shared cultural values. The memes are normalizing advocating radical progressive are not simple expressing themselves and bonding with one another through sharing of entertaining to create cultural wars with global repercussion (Julian Burton 2019) the several key trends in digitally mediated political participation, emphasizing the importance of visual media such as Gifs and memes (Jonathan Dean 2018) The reach of memes compared to traditional media sources, showcasing their ability to shape public opinion and political narratives (Domagoj and Volarevic 2018) Memes are primarily seen as a source of entertainment and are utilized by media organization to frame issues in the minds of the audiences, Memes are indeed used as a tool in communicating political satire, they don't have significant impact on the change of political behaviour and political views (Anushka 2017) the communication process of humorous memes on Facebook and analysing the impact of different styles and types of humour on meme virality (Viriya and Nueangjamnong 2015).

3.Memes on social media

The memes are not viewed on the merely as a tool of political campaign and the integral components that shapes the landscape of political discourse (Uygar 2023) Memes are defined as patterns of information conveyed online that shape mindsets and behaviors, and they are considered to have cultural and historical value as ephemeral digital folklore. (Garcia and Cardama 2023) explores the individuals engage in digital activism, challenge mainstream narratives, and express dissent through comments, memes, and other forms of online content (Wenhao Bi 2022) The impact of memes in political contexts by analyzing the experiences and perspectives of users, the strengths of memes in raising awareness on social issues, influencing attitudes, and fostering social change (Annie Leiser 2022) humor and memes in Egyptian painting after the revolution have evolved to address societal issues, engage viewers, and critique political realities in a visually engaging and thought-provoking manner (Eman Abdou 2022) the people are sharing the misinformation content through the memes in social media. The political implication of the memes are in literal truth value (Micheal P. Lynch 2022) the right-wing memes serve as a form of political education, shaping beliefs and fostering in-group belonging (Gabreil keehn 2022) the citizens were the main creators of the political memes to

engage others with low policy information (Liam and southern 2021) the memes evolved to entertainment tool as a mean of political and social deliberation, (Anastasia Denisova 2021) Meme evolution provide valuable insights into the role and influence of memes in socio-political contexts , memes are a potent tool in political messaging, used to quickly distribute messages and influence societal beliefs (David M beskow et. al 2020) Meme evolution provide valuable insights into the role and influence of memes in socio-political contexts, memes are a potent tool in political messaging, used to quickly distribute messages and influence societal beliefs (David M beskow et. al 2020) Memes as a form of cultural resistance and political engagement, shedding light on the evolving landscape of online articipation in non-democratic contexts.(Cristina Almeida 2020) the polarization of opinions among users and the potential impact of memes on shaping political discourse, emphasizing the need to avoid over-generalization when interpreting the data (Julia and Nuckols 2019) Importance of recognizing both the positive aspects, such as democratizing news reporting processes and providing a platform for underrepresented voices (Francesa Sobande 2019) Memes serve as a form of personal appropriation, allowing individuals to reinterpret mass culture in ways that resonate with their identities multidimensional discourse (Abdhulla saad moaswes 2019) The meme's transformation from harmless joke to controversial symbol reflects broader social and political dynamics (Laura and Hall 2019) the substantial contribution of internet memes to political communication and their effectiveness in influencing public perception (Domagoj and Volarevic 2018) The Memes are primarily seen as a source of entertainment and are utilized by media organizations to frame issues in the minds of the audience (Anushka 2017) affiliative and aggressive of humours are the most prevalent in Facebook memes styles and also founds that sarcasm and silliness are mostly commonly used in print and broadcast media (Viriya and Nueangjamnong 2015)

4.Meme – the political tool :

The rising influence of political memes on social media as a form of engaging and widely circulated political content that viewed on the political memes play a role in shaping political communication and can have an impact on individuals' political attitudes and behaviours (Audrey and E. weeks 2023) Internet memes and the protest movement in Russia” focusing on the internet memes that organise the protest movements, In Russian protest the memes are discoursed by addressing topics not covered by official sources and giving voice to through memes to express the grievances' publicly in the internet (Svetlana 2023) , digital participation serves as a rehearsal of citizenship, offering a space for civic engagement, empowerment, and expression within the constraints of the prevailing political structure. (Wenhao Bi 2022) Memes serve as powerful tools for facilitating political discourse, identifying like-minded individuals, and making political content more engaging (Annie Leiser 2022)

importance of using memes as a means of dissemination and communication without solely relying on them for political discourse (Gabreil keehn 2022) political memes are an example of engaged citizens in the political discourse were it creates an politainment among the citizens (Macro lopez et.al 2021) political memes are hidden message that manipulate the public perception (Faye et. al 2021) , the political memes have the higher engagement during the election campaign particularly in the facebook, memes can potentially influence political participation and make impact on increasing political knowledge among voters remain limited (Liam and southern 2021) memes reflect user's with the biased opinions and intensify collective identity (Anastasia Denisova 2021) the share of political memes in social media creates a political engagement those are the main motivation for the meme's creators and the users. The use of political memes for expressing the political opinions is positively related to user's online and offline political participation (Micheal johann 2020) the use of internet memes as a form of political protest in Singapore, particularly after the 2017 presidential election these memes provide a platform for political dissent within the confines of the government's strict regulations on discourse, role of meme animators in the circulation and transmission of political memes, showcasing their significance in enabling political engagement (Wee Yang 2020) the humour memes are some ways to criticise the political decision of the politicians and policies, these memes act as a safety valve while other memes are a way to provide laughter and engage in the shared culture of meme-making (Ankita Chatterjee 2020) the importance of memes as a tool for sparking important political conversations and engaging ordinary people in political discourse (Cristina Almeida 2020) memes, rituals, and magical practices have been employed as tools for political expression and resistance, reflecting a broader crisis of political legitimacy in the country (Egil Asprem 2020) the uses of memes by young people as a form of cultural and political expression, highlighting memes and engaging the radical discourse, resist marginalization and the participate in cultural and political discussion. (Julian Burton 2019) It emphasizes the creative and cohesive nature of digital memes as a multimodal genre within US political discourse (Cristina Arizzi 2019) the positive relationship between exposure to political memes, their effectiveness, perceived significance, and increased political participation among Ugandan millennials, particularly in the context of online political communication (Faisal 2019) negative memes of Hillary Clinton which spread over the internet made the voters belief and it influences the voter's perception about the political candidates and potentially affected the political decision (Rebecca and De Maio 2019) memes function as political tools and cultural artifacts in the contemporary digital landscape, reflecting broader societal tensions and moods (Laura and Hall, 2019) Internet memes as influential tools in political communication and the potency of memes as media content and their significant role in shaping political discourse (Domagoj and Volarevic ,

2018) Despite their popularity and widespread use, memes are not found to be influential in shaping political decisions or opinions (Anushka, 2017).

5.CONCLUSIONS

Memes on social media that related with the politics transformed political landscape, memes have emerged as a potent tool for political commentary, satire and activism, democratizing the political expression of the public and challenges with the traditional power structures. Social media platform have become a critical infrastructure for meme creation and consumption and also allowing the individual to access to take participate in the political conversations like never before, those political memes targets the digital era people and also to influence the non-experienced digital user to have their opinion on the politics. The phenomenon also raises about the spread of misinformation news's through the memes in which the devastating consequences happens on the democratic governances and political culture. The political engagement and the exploitation of memes for political gain also pose a significant risks to the integrity of political discourse. The potential of memes and social media for political engagement, it is essential to develop critical literacy skills, to promote the media literacy education and foster inclusive online spaces that encourages diverse perspectives and constructive dialogue. The power of memes to foster critical thinking, political empathy, and meaningful political participation. Entertainment, politics, humour, virality through the internet memes explore lot about the situation and also the demographic politics placed during the election to gain attention among the voters, especially to influence the first-time voters to bring the wider opinions to enhance the growth of the political agenda which directly or indirectly reaches the voters mindset in the political participation. The consumption of the political memes happens through sharing of memes and that create an political engagement among the people to knowledge about the current politics.

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