



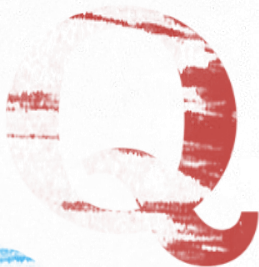
YouTube



digg
Be



Snapchat



Contextualizing Memes and Internet Challenges



TikTok



reddit

t

the impetus, the spark, reason for writing (immediate context)

EXIGENCE

the situation in which the communication occurs. To identify the appropriate occasion, consider: time, place, culture and background events

CONTEXT

the person communicating a position about the subject to the audience

WRITER/
SPEAKER

the reason for the argument and the desired result; the goal to be accomplished by communicating; consider purpose verbs such as: persuade, narrate, describe

PURPOSE

the topic and/or message the speaker communicates to the audience; speakers must carefully consider the audience's attitude and understanding of the subject

MESSAGE

AUDIENCE

the person or group targeted to receive the communication from the speaker

the vehicle through which the text is communicated (form, type)

MEDIUM





ReSearChing the Broader Context

Going viral: the psychology of how and why we share on social media

 *The Social Intelligence Lab*

The growth, spread, and mutation of internet phenomena: A study of memes

 **National Library of Medicine**
National Center for Biotechnology Information

The surprising power of internet memes

What Brands Can Learn from the Success of Viral Memes & Internet Trends



Facebook's '10 Year Challenge' Is Just a Harmless Meme—Right?

Trending Social Media Memes Capturing Everyone's Attention

'How it started' meme takes over Twitter timelines

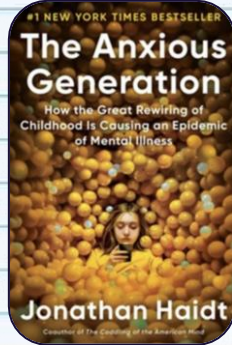
Not everything ended, uh, well.

By Morgan Sung on October 6, 2020   

 > Life > Digital Culture

What is more 2020 than a sweet, romantic trend turning into a meme for life falling apart?

The "How it started vs. How it ended" meme is taking over Twitter feeds. Users post side-by-side photos showing the beginning of a scenario, and compare it to where the scenario is now. In the first renditions of the meme, couples shared screenshots of their first conversations with their engagement photos.



Brands put on their creative caps for the 'How it started vs how it's going' trend

Biggest Viral Trends & Challenges of 2025

The Hidden Influence of Memes On Modern Culture

