# AN ANALYSIS ON TAMIL MEMES ON GOODS & SERVICES TAX INITIATIVE IN FACEBOOK

**Ms. Ruby. D[1] and Dr. Sunitha Kuppuswamy[2]**
[1]Research Scholar, Department of Media Sciences, Anna University, Chennai – 600025
[2]Assistant Professor, Department of Media Sciences, Anna University, Chennai – 600025

**Abstract :** The exchange of information and communication over internet is no more a dream in the current century. It has even evolved to the level of a distinct genre in the field of communication as computer mediated communication (CMC). But off late, the usage of memes to criticise or convey or implant an opinion about anything at random in simple, yet in a catchy enclosure had been captivating the netizens. In fact, statistics reveal that Memes are popular in online than the Jesus Christ (Geslani, 2016). Though it has gained popularity, Memes relatively being a new element in the Indian concept, there are no definite reasons stating its popularity. However, in order to reach the millennials in India, memes can be used to a great extent. Government is no exception from this league; hence memes can be fashioned to carry the message to the target public in a way the government wanted it to be.

Although, memes can be administered by the government as stated above, the status and nature of the existing ones should be considered in the first place. Thus this paper attempts to analyse the tamil memes in Facebook (FB) on GST policy. The findings and suggestions were drawn based on the analysis and observation.

## I.    INTRODUCTION

Mass Communication is known for its ease to reach people effortlessly irrespective of their differences. It is one of the most powerful tools to reach youngsters or millennials who form the majority of the workforce. It can make or break something in the society considering its popularity. A recent incident to prove this is the 'jallikattu protest' at the Marina beach, chennai. It was called as social media engineered revolution by a popular English daily. The social media were used effectively and extensively that it created a sudden revolution by youngsters to save jallikattu in which most of them don't even seen it being performed as they are from the urban background (Deccan Chronicle, 2017). If not for social media, jallikattu protest wouldn't have become this popular and successful.

This explains the technology dependent nature of the millennials and the need for every communication to be a computer mediated one. Computer mediated communication (CMC) is nothing but human communication through computers. CMC is not restricted by time and place, aids in documenting the communication, guarantees faster reach, etc., are some of the advantages of CMC (newtechnocomm, 2016). Due to these advantages, the few disadvantages it has are disregarded by its users. For this very reason CMC was used well for all the constructive purposes during 2015 Chennai flood such as seeking rescue information, rain alert, food requirement for the affected people, getting updates and lot more (Deccan Chronicle, 2017). There were many social media sites and applications that included many pictures depicting the scenario as it is and gathered help from all the sources. So the pictures or images are not mere photographs or graphics. They do communicate and impact.

Among all the CMC tools, Facebook is the most used and liked one. It is evident from the data published in statista.com that Facebook is the most popular social network site with a penetration of 22.9 percent globally and India occupies second position with 213 million Facebook users leaving 13 countries behind. As a matter of fact, photos alone amounts to 75% of Facebook in March 2014 ( as cited in Redsicker, 2014). When we say photos, memes cannot be neglected. Memes are generally found to be perceived as "ideas," but they are a source of information (as cited in Blackmore, 2000). This has to be kept in mind especially when it pertains to governmental policies such as GST. It is an effort to bring unified tax across the country by the government of India. It was launched on 1st July 2017 by our honourable Prime Minister Narendra Modi and then President Pranab Mukherjee. It was appreciated by many celebrities, industrialists and officials but failed to impress or explain itself to lower and middle class people. As it was launched exactly eight months after demonetization, people started comparing the chaos caused by the latter with GST and pondering over it (National Herald, July 01, 2017). During these kind of sensitive situation, it is important to monitor the SNS especially Facebook due to the high number users it has. Because even a comedy that stirs up negative emotions is viewed as bad comedy (as cited in Warwick). It is proven in the study done by Plevriti 2014 that there is an obvious link between political field and popular culture with an emphasis on satire in the form of memes. When there is a proven relationship between political field and popular culture, the effect created by memes in regional language (an element of popular culture) have the possibility to be amplified. Thus, this study effort to analyse the tamil memes in Facebook (FB) on GST policy.

## II.    LITERATURE REVIEW

Memes were said to be any form of informative art or genetically transformed habit, skill or anything that a human being copies from one to another (as cited in Blackmore, 2000). But some call it as cultural characteristics, symbols or anything that can be copied or imitated (as cited in Kariko).

At the very mention of the word 'meme', millennials might perceive it to be internet meme. But it is explained its presence during world wars as graffiti. Though it was illegal, it was ignored as war being the big issue then. Few examples were, Kilroy was here, Frodo lives, Andre the giant has a posse, Alfred E.Neuman, The three hares, Abracadabra and Sator square (Quercia, 2011). But the origin of meme traces back to 1976. The term meme was invented by Richard Dawkins in his book 'The Selfish Gene' (as cited in Blackmore, 2000). During initial days, it was mistakenly pronounced as 'me-me' or 'meh-meh'. But it is supposed to be pronounced as 'meem'. It was not widely spread or circulated as it is now. But the invention of Internet made it so popular and go viral  (Hiskey, 2012). It gave birth to the 'Internet meme'. An Internet meme can be any representation or presentation of thoughts expressed in any form on the Internet (Moreau, 2017). Mostly what we find in the Internet will come under the still image meme category. It doesn't matter what they are categorized as but where it is appearing and what message it carries. At least this is how it is observed to work with the political genre of memes. But the question about memes existence status, efficacy, power and uses, remains unanswered in the Indian scenario. The question gets only bigger and complex if it is applied to politics of a specific region.

## 2.1 MEMES IN POLITICS

A meme depicting political information cannot be considered as unimportant just because it comes from popular culture (as cited in Plevriti). However, memes that convey or criticize the government's point of view is considered to be great source of information generally according to plevriti. Darwins derived three different process from Darwin's evolution theory. They are known as an information getting copied again and again, with some difference and evolution thereby choosing few variants from the previous process (as cited in Blackmore, 2000). So meme can be carefully said as an idea passed from one to another (Longwood.edu, 2013).

It is revealed that there is no change in the way of interpreting the political cartoon. It differs according to each individual and the creator of it has no control over it, says Baumgartner, J. (as cited in Longwood.edu, 2013). This insists the meme creators should be extremely cautious while creating a meme regarding politics or government policies. In fact the discussion of political memes or politics in the shape of entertainment during 2016 US election was found to be crucial because many young Americans formed their attitude towards election based on memes (Axelrod, 2016). If it is the case with US, it can be assumed that the memes on GST, a government policy will also affect Indian youth's way of looking at it. Hence, thorough understanding of GST is required inevitably to apply meme to it or to analyse the same in Indian context.

## 2.2 GOODS&SERVICES TAX

The abbreviation of Goods & Services Tax is GST. It was launched on 1 July, 2017.The intention behind implementing GST is to have one unified tax across the nation. But the reception of it by the Indian people is not alike. Those who belong to the higher strata of the society welcomed it whilst the middle and lower income people were unhappy. GST was implemented much before in other foreign countries such as, France, Newzealand, Canada, Singapore, Australia and Malaysia (ET Bureau, 2017).   GST in India had a very long and tumultuous journey. The idea of implementing GST was started almost seventeen years ago but came into effect only on July1, 2017. Adding to this, its representation in social media is still wobbly. This has even petrified the officials as there is more of false propaganda and misinformation doing rounds in social media admits the joint commissioner of Central goods and services tax (The Hindu, 2017). Unfortunately, the above explained scenario of GST in India on Facebook becomes even worse if the power of meme is combined with it. This implanted the idea of analysing memes for the constructive development of Indian political online communication environment.

## 2.3 AIM

Any information shared via Facebook spreads wider and faster covering the entire globe rapidly. Because, the average time a teenager spends on social networks per week is 27 hours and youth is 1.72 hours per day (McGillivray, 2015). Not only that, the Facebook has a tendency to skew people's way of thinking about something in a way it wanted them to, especially the millennials (Kavitha&Bhuvaneswari, 2016). So the impression it provides in the beginning is all set to spread and develop rather than change in most of the cases especially in the case of memes. That is because still image memes are the oldest, uncomplicated and most wide-spread. Therefore this study attempts to analyse the tamil memes available for the public. This will help the concerned officials in formulating a suitable strategy to place the new policy in a lot more clearer, concise and infotainment way in future.

## 2.4 KEY OBJECTIVES

- To explore the total number of Tamil memes on GST images in Facebook
- To highlight the facts of Tamil GST memes in Facebook
- To examine the public's response the GST memes in Tamil have provoked using "Likes", "Comments" and "Shares"

## III.    METHODOLOGY

The methodology adopted for this study is content analysis. Necessary data was collected from internet and analysed for the purpose of understanding the way in which GST memes in Tamil are represented in Facebook. Since the study revolves around the governmental communication using Facebook as a channel, content analysis using visual semiotics,  O'shannon model of humour and agenda setting theory was employed for the study.

It is through the observation and analysis findings were drawn.

## IV. THEORITICAL FRAMEWORK

Memes are recent trending in digital scenario of Tamil Nadu. To be specific, it became popular only after 2015 Chennai flood. The meme creators criticised the government for not acting promptly during flood, simultaneously sourced help for victims (The Hindu, 2017). Hence there are no many theories to choose from that suits the Indian context. After going through the array of theories suitable for memes, visual semiotics and O'Shannonland's humour theory were chosen for the study.

Visual semiotics is a sub-genre of semiotic analysis that critically examines the way visual images communicate the message (Alfi, 2011). A word, image or sound is considered as signifier in visual semiotics while the signified is the meaning the signifier conveys (Visual communication division of AEJMC, 1995). Thus, visual semiotics help to bisect and analyse the still image memes to bring out the end result.

Not only visual semiotics, but also the humour theory or comedy theory proposed by O'shannonland in his book 'what are you laughing at?' (O'shannonland, 2012). The book is divided into three segments. The first and third part of the book deals with the external factors of a comedic information such as context, delivery, social needs, our sense of understanding or perception about the source, superiority, etc. Surprisingly some elements of comedy theory of O'shannonland seem to coincide with the visual semiotics theory.

## V. PICTURES & ITS ANALYSIS USING CODES

5.1

## CODIFICATION

It has been said that the attempt to measure successfulness of communication in computer mediated setting is senseless (as cited in Hofmann et al, 2013). If it is the case with computer mediated communication on broader level, it becomes even more complex to understand the least explored topic in Indian scenario i.e., still image internet memes. Nevertheless, the study attempts to analyse the Tamil memes on GST in Facebook using visual semiotics and humour theory majorly along with agenda setting theory.

Visual codes or signs help us to understand a picture in an easier way (Nadeem, 2015). A code sheet was developed based on the visual semiotic analysis suitable for Indian context. They are meaning, social message, symbols and of course humour element. Though language and culture are intertwined and forms an important portion in the study of semiotics, it cannot be taken into the consideration here. That is because the study itself is language specific and thus naturally becomes culture specific too. Hence they are neglected. And to examine the public's response, number of 'Likes' and 'Comments' of each meme was noted. The codes were developed with the help of the study 'Analysis on Internet Memes Using Semiotics' by Kariko in 2013.

## 5.2 PUBLIC'S REACTION – AN OBSERVATION

With a view to explore the number of GST images that are posted publicly in the month of November from 1st to 25th in the language Tamil, filters were set accordingly. To choose GST Tamil memes, the 'posted by option was set as Anyone', for 'tagged location it was Anywhere', 'Date was November, 2017'. Images were taken on 25th of November 2017 around 1:30 in the afternoon. Keywords used were 'GST Tamil Memes' and 'GST Tamil'. Images that didn't have anything about GST in the form of memes or in any other that will not make Tamil audience to understand it, were not considered for the study as they don't serve the purpose. It was fifth month after implementing GST policy and with a recent reduction in tax price over 200 items, Tamil memes should be ideally huge in number. But it was not. Hence, there were totally 6 pictures found to be fit for the study in the category Tamil memes on GST. Moving on to likes, comments and shares, it is revealed that Fig 1 was posted on November 3, by Saravana Kannan. It criticizes tamil actor vijay's mersal movie dialogue and demands an apology from him. It has received one like with no comment and one share as on the date 26th November, 2017. Considering the popularity of memes in general, this seems little absurd. Fig 2 was posted on November 13 by Tamil MemesV2.0. It reflects the price change after the revision of GST. It tries to convey a common man's thought or confusion about the revision of GST. It has earned five likes and two shares. But just like the fig 1, fig 3 also failed to grab enough attention or provoke reaction. It was able to earn only two likes and no shares at all. It was posted on November 13 by Tamil Memes Collection.

Fig 4 seems to be comparatively doing well with 17 likes, 1 comment and 12 shares. It was posted on November 16 by Arasiyal Atrocities, a page to criticize the government's moves. It has presented the content sarcastically by criticising Prime Minister Narendra Modi's GST implementation, its revision so far and how it will be in future. The nature of that 1 comment is very encouraging and supportive for the text found in the image. Fig 5 consists of Prime Minister Narendra Modi and actor vijay. It has two lines of the song, 'modha thaba pathean unna' from the Tamil movie 'I'. It was posted on November 17 by a page called November 17. This image managed to earn 1 like and no comments and shares. But Fig 6 has earned 22 likes and 2 shares with no comments, may be due to the presence of comedy actors Santhanam and lollu sabha Swaminathan. The image has a line said by Dr. Thambithurai a politician and people's reaction towards it. It was posted on November 11 by Arasiyal Atrocities.

### 5.3 Table 1 Analysis Using Codes

| Fig No | Meaning | Literal translation | Message (It conveys) | Symbol used | Humour element |
|---|---|---|---|---|---|
| 1 | It is a presentation and criticization of 'Mersal' movie dialogue. It demands an apology from the actor for giving out wrong information about GST. | Women suffer a lot due to men's drinking habit. If the actor becomes Chief minister, he sould bring liquor under 28% GST instead of the present 150%, which will in turn affect the society worst. So he has to apologize. | This meme supports GST implementation and opposes the wrong information said in the movie about GST. | Actor vijay's photo and tamil text are the symbols used in this meme. | There is no humour element in this image but sarcasm about the Mersal movie dialogue is present |
| 2 | It convey common man's confusion about revision in GST | The pasta, mayonnaise, condensed milk, jute/cotton bags, spectacle frames, idli/dosa batter, sweet potato and eating out in A/C, non A/C restaurants were shown under daily use items and its revision of GST rates were given. So it confuses common man to think if rice, lentils, etc., were daily use items are not. | It indirectly provokes people to think by giving out the message that no actual daily use items' rate were revised. | Graphic image of a man showing new GST rates and the image of the comedian vadivulu is used as an image of common man. | The humour element in this meme is the image of comedian Vadivulu. Tamil people are expected to take it from his face value. |

| 3 | It criticizes the implementation of GST for all the products in a humorous manner. | It is a conversation between teacher and a student topper. The student asks for full marks (100/100) but the teacher marks him 82 and the rest was deducted as GST he says. | The message here is how GST applied in everything and surprises common man after seeing the bill just like how the student was surprised after seeing his marks | Symbol used here is the image of youtube comedy channel madras central's actors and founders. | Humour element is the image actors here and the dialogue. |
|---|---|---|---|---|---|
| 4 | It criticizes the GST move by the current ruling party leader. | It is a conversation between Prime Minister Modi and bhakthas. It goes as though bhakthas asking for an explanation about GST revision and ends with an answer from Modi ji telling it as a tactic to manage the question about price reduction from people in future. | This conveys an idea that there are questioning people within the party itself to scrutinize the leader's decision. This will implant a positive thought among people about the ruling party. | Symbol used here is the image of two actors. They are comedian santhanam and actor vimal. Both of them were known for their comical roles in their movies. | Actors and the dialogues form the humour element here. |
| 5 | This meme shows actor vijay in a good light for having spoken about GST in his movie. | The text in Tamil was taken from the movie 'I'. It means, literally that he was scared the first time he saw him. This was written from the perspective of the Prime Minister | By showing hands with cuff, the meme conveys the message that one of them in the picture has locked the other one. | Symbol used is the cuffed hands, actor vijay and the Prime Minister. | The humour element is placement of cuffed hands below the actor and Prime Minister's picture. |
| 6 | This meme is not exactly about GST instead it shows a clarification made by Dr. Thambithurai, current deputy speaker of Lok Sabha and member of parliament about the connection between GST reduction and Gujarat election. | The text in the image says, 'there is no connection between Gujarat election and GST revision' by Dr. Thambithurai, current deputy speaker of Lok Sabha and member of parliament. At the lower end of the meme image, it was given as public's opinion. It says, 'he forgot he belons to ADMK and answers for questions pertaining to BJP. | The message here can be considered as unity among parties inspite of their difference of opinion. This serves as an example to others and common people. | First symbol is the picture itself, it is from a comedy horror movie called aranmanai (Rajmahal in hindi).the second is the comedians lollu swaminathan and santhanam | The picture and the dialogue are the humour elements in this meme. |

## 5.4 DISCOURSE OF SYMBOL AND HUMOUR ELEMENT

Before beginning to discuss or interpret the above details, there are few things about perception of comedy in human beings and meme culture in Tamil Nadu. Comedy is not perceived alike by everyone. For some it may be a comedy, for some it may not and for some it may mean something else than comedy. So it's a choice the receiver of the comedy makes (O'Shannonland, 2012). In the book, 'What are you laughing at?', the third part deals with the enhancers, inhibitors says GeneWayne while reviewing the same. So in the case of memes, the humour element can be called as enhancers. Though not all memes should have humour but definitely any other element as enhancer, example fig 1. It has no humour exactly present in it but sarcasm enhanced the image to receive 1 like and 1 share which is decent considering the other images taken for the study. But information presented in Tamil memes have become political based all of a sudden. Due to which the pages like Chennai memes reflect the so called popular mood says Gautham, founder of the Facebook page 'Chennai Memes'. As it is a recent trend after 2015 flood in TamilNadu, there are many misinformations and false propaganda as well that scares the officials from various departments (The Hindu, 2017). The very good example for this is fig 1. But here it works for good, because the meme lashes out the movie mersal sarcastically for its misinformation about GST. So meme can be used for constructive purposes as well. But fig 2, conveys confusion of a common man over GST revision rates. Just like the fig 1, this too works positively by voicing out public opinion. It makes people to question about the revised rates, which is must for a healthy democracy.

Fig 3 and 4 criticizes the government for its GST implementation. Fig 3 comically put forth the application of GST in all the products. Whereas fig 4 is the political party specific. Superficially, it may seem negative but if we delve into the details, it implants positive opinion about the party. The sad part is, it may not be perceived this positively by everyone. Hence, poses the risk of misinformation.

Fig 5 glorifies the actor Vijay, as it was created by his fans. This reflects the actor's take when the controversial GST dialogues in mersal movie were questioned by the politicians and others. In short, the meme reflects the mersal movie and the conflict occurred on one hand but the actor's goodwill with the Prime Minister on the other hand.

Not all the memes generate message. But when it comes to GST memes in Tamil, a message is expected to be present as it forms part of political communication. Some messages are direct and some are oblique. But it doesn't matter, in both the type of messages; symbol will be present for interaction purpose. After all, meme communicate through visuals. So if the symbol has to be interpreted based on this characteristic, each meme taken for the study has an evident symbol unlike the direct message.

Except the fig 3, all the memes have actors as the symbol or one of the symbols. Having actors as part of the meme seems to be very influential in Tamil Nadu. It is revealed by Koyama in 2010 that the concept (GST) in which actors are part of is not dependent on actors but their fundamental indeterminacy is responsible even if it for that moment (as cited in Bartlett&Vavrus, 2017). So employing actors in memes definitely puts them soup. Nevertheless, memes in Tamil culture have actors mostly. Political memes are not an exception to this culture. It is noted from the fig 1, 2 and 5 that the symbols or actors used here were relevant to the concept or the way of presentation. For the humorous memes, actor vadivulu, lollu swaminathan and santhanam were used. Whereas for the ones related with the government and mersal movie issue, actor vijay and Prime minister's images were included. The symbols were as such that it may provoke laughter as soon as one sees it. But it is quite a surprise to know that metaphor representation of the people involved in the GST has received more number of likes, comments and shares. This is evident from the fig 4 and 6. Fig 4 has received 17 likes, 1 comment and 12 shares whereas fig 6 stays in the lead with 22 likes and 2 shares. Thus, it is obvious that people symbolise or symbolically interact and perceive the actors when they appear in a meme with the image they are established. But this is not the case with humour in memes. It is not evident always like symbol. Sometimes it is humour in a meme acts as enhancer and sometimes it is sarcasm. But when it is sarcasm or satirical, they re-present question of public's importance (as cited in Plevriti, 2013). As a result it is mostly sarcasm or pun intended in the political memes. The proof for this statement lies in the picture and text of the meme except fig 5 and 6. No matter what a meme has or what a meme is. The definition varies person to person. This can be called internal factors. But there are few external factors according to O'Shannon (Wayne, 2012) they are, context, delivery, social needs, source, what we feel on that moment or day, etc.

Thus the above analysis and discussion reveals the existing status of Tamil memes on GST in Facebook along with few observations that will lead to the meaningful recommendations.

## VI.     FINDINGS & CONCLUSION

After analysing and observing the above memes with the help of visual semiotic theory and humour theory or comedy theory of O'Shannonland, it is revealed that there are no many images were published for public view in the first place. Anyhow, there is no proper definition for memes in Indian context so far. The same meme can be interpreted in two different ways in two different cultures (Reime, 2015). And that is the both advantage and disadvantage of memes. Thus once again it proves to be one of the least explored area in terms of research in India.

However, the public doesn't seem to bother about the source and its credibility. Because fig 4 and 6 were observed to be received the decent number of likes, comments and shares, in spite of being posted by an unknown or unpopular source. Though the memes were taken after the revision of GST rates, the mersal movie memes were two (fig 5 and fig 1) in number out of six. If it has to be looked from the perspective of visual semiotics, the reason for mersal movie memes to be two in number is due to the symbol (actor Vijay) used. Anyhow, it is observed in the fig 2, 4, 5 and 6, that the symbol used were actors or comedians to be specific. Therefore, this Tamil celebrity domination in memes once again proves the importance of symbols mentioned in visual semiotics. Though they found to be dominant, the symbols used doesn't seem to have connection with the number of likes, shares and comments.

As far as the O'Shannonland's comedy theory is concerned in this study, it is not necessary for a meme in regional language to have a humour element. As he says, some might perceive it as comedy and some may not or as something different. However, it is noticed that Tamil memes on GST, the humour is replaced with sarcasm in most cases. Surprisingly, the message from visual semiotics is slightly found to be tweaked here. It does not give message aiming at the public instead it also aims the officials sometimes as shown in fig 2. It may be due to the popular mood in existence during the meme creation. But with this, it is implicit how powerful memes can be.

On the other hand, memes were not seen to be widely circulated all the time (as cited in Ross&Rivers, 2016) thus the success of a meme going viral depends on various factors (Ross&Rivers, 2016). This is found to be true in this study as well. Hence it can be safely concluded that Tamil memes on GST in Facebook is in a nascent level and thus provides an opportunity to build it as a great platform for political communication in future if used with proper constituents.

## VII.     RECOMMENDATIONS

The necessary to destroy the anonymity factor is very much required to prevent false information or propaganda being spread. Fortunately, this is the right time to act as this field is still in the budding phase in Indian scenario. Instead of presenting the texts in transliterated form, it is advised to opt for regional language fonts to reach wider audience, as the political communication usually demands. An audience analysis is strongly recommended before creating a political meme as they are very sensitive in nature. If the target public's mind set is known, memes

can be created accordingly. Finally to wrap up the recommendations list with, a political meme is suggested to be created by the government if it has to serve only the intended purpose and not misleading the public or creating ripples in the societal harmony.

## VIII.   LIMITATIONS

Time constraint is the huge limitation for any analysis. Thus, memes posted in a short span of time only were able to consider for the study. And naturally the opportunity to confirm the findings once again is omitted.

## REFERENCES

1.      Aiyappan, A. (2017, January 23). Jallikattu protests: How social media engineered a revolution in Tamil Nadu. Retrieved November 28, 2017, from http://www.deccanchronicle.com/nation/current-affairs/230117/jallikattu-protests-how-social-media-engineered-a-revolution-in-tamil-nadu.html

2.      Axelrod, E. (2016, March 20). The Role of Memes in Politics. Retrieved November 28, 2017, from http://www.brownpoliticalreview.org/2016/03/role-memes-politics/

3.      Bartlett, L., & Vavrus, F. (2016). Rethinking Case Study Research: A Comparative Approach. Taylor & Francis. Retrieved November 27, 2017, from https://books.google.co.in/books?id=4C0lDwAAQBAJ&pg=PA81&lpg=PA81&dq=study having actors in meme&source=bl&ots=KZ673znb63&sig=AMjrc4_r3Q4RdEQcE1-9Ajs7P
s&hl=en&sa=X&ved=0ahUKEwiKod3Lot7XAhXLqo8KHeycBN4Q6AEIUzAL#v=onepage&q=study%20having%20actors%20in%20me
me&f=false.

4.      Blackmore, S. (2017, May 30). The Power of Memes. Retrieved November 28, 2017, from https://www.susanblackmore.co.uk/articles/the-power-of-memes/

5.      Coky Fauzi Alfi, Lecturer Follow. (2011, December 28). Visual Semiotics. Retrieved November 28, 2017, from https://www.slideshare.net/cokyfauzialfi/k06-visual-semiotics

6.      Desk, N. W. (2017, July 1). Misgivings on social media: Will GST be like Demonetisation? Retrieved November 28, 2017, from https://www.nationalheraldindia.com/media/misgivings-on-social-media-will-gst-be-like-demonetisation

7.      Hiskey, D. (2012, June 25). Where the Word Meme Comes From. Retrieved November 27, 2017, from http://www.todayifoundout.com/index.php/2012/06/where-the-word-meme-comes-from/

8.      Hofmann, S., Beverungen, D., Räckers, M., & Becker, J. (2013). What makes local governments online communications successful? Insights from a multi-method analysis of Facebook. Government Information Quarterly, 30(4), 387-396. doi:10.1016/j.giq.2013.05.013

9.      Kariko, A. A. (2013, June 24). Analysis on Internet Memes using Semiotics. (a) Retrieved November 27, 2017, from http://english.binus.ac.id/2013/06/24/analysis-on-internet-memes-using-semiotics/

10.      Kariko, A. A. (2013, June 24). Analysis on Internet Memes using Semiotics. (b) Retrieved November 28, 2017, from http://english.binus.ac.id/2013/06/24/analysis-on-internet-memes-using-semiotics/

11.      K., & B. (2016, October). Impact of Social Media on Millennials – A Conceptual Study. Retrieved October 30, 2017, from http://www.apeejay.edu/aitsm/journal/docs/issue-oct-2016/ajmst040108.pdf

12.      Kaye, B., Colburn, R., Geslani, M., Fu, E., & Roffman, M. (2016, October 27). Memes are now statistically more popular than Jesus Christ. Retrieved November 28, 2017, from https://consequenceofsound.net/2016/10/memes-are-now-stasticially-more-popular-than-jesus-christ/

13.      Mass Media | Agenda Setting Theory. (2017, February 27). Retrieved October 12, 2017, from https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass%20Media/Agenda-Setting_Theory/

14.      Misinformation on GST in social media. (2017, October 4). Retrieved October 5, 2017, from http://www.thehindu.com/news/cities/Madurai/misinformation-on-gst-in-social-media/article19794942.ece

15.      Moreau, E. (2017, October 25). Everything You've Ever Wanted to Know About Internet Memes. Retrieved November 28, 2017, from https://www.lifewire.com/what-are-internet-memes-3486448

16.      Naig, U. (2017, March 03). For Tamil Nadu youth, memes warm up the political scene. Retrieved November 28, 2017, from http://www.thehindu.com/news/national/tamil-nadu/for-tamil-nadu-youth-memes-warm-up-the-political-scene/article17396747.ece

17.      N. (2016, March 05). Advantages and Disadvantages of Computer Mediated Communication in the Context of UNIMAS Students and Staff. Retrieved November 28, 2017, from https://newtechnocomm.wordpress.com/2016/03/05/advantages-and-disadvantages-of-computer-mediated-communication-in-the-context-of-unimas-students-and-staff/

18.      Plevriti, V. (2013-14). Satirical User-Generated Memes as an Effective Source of Political Criticism, Extending Debate and Enhancing Civic Egagement (Unpublished doctoral dissertation). Pg.26,University of Warwick. (a) Retrieved November 27, 2017, from https://www2.warwick.ac.uk/fac/arts/theatre_s/cp/research/publications/madiss/ccps_13-14_vasiliki_plevriti.pdf.

19.      Plevriti, V. (2013-14). Satirical User-Generated Memes as an Effective Source of Political Criticism, Extending Debate and Enhancing Civic Egagement (Unpublished doctoral dissertation). Pg.47, University of Warwick. Retrieved from https://www2.warwick.ac.uk/fac/arts/theatre_s/cp/research/publications/madiss/ccps_13-14_vasiliki_plevriti.pdf.

20.      Plevriti, V. (2013-14). Satirical User-Generated Memes as an Effective Source of Political Criticism, Extending Debate and Enhancing Civic Egagement (Unpublished doctoral dissertation).Pg.13, University of Warwick. Retrieved from https://www2.warwick.ac.uk/fac/arts/theatre_s/cp/research/publications/madiss/ccps_13-14_vasiliki_plevriti.pdf.

21.      Plevriti, V. (2013-14). Satirical User-Generated Memes as an Effective Source of Political Criticism, Extending Debate and Enhancing Civic Engagement (Unpublished doctoral dissertation). Pg.37, University of Warwick. Retrieved November 27, 2017, from https://www2.warwick.ac.uk/fac/arts/theatre_s/cp/research/publications/madiss/ccps_13-14_vasiliki_plevriti.pdf.

22.      POLITICAL MEME HUMOR AND ITS EFFECT ON VIEWS OF POLITICIANS AND POLICIES [Web log post]. n.d.). abstract.,(Retrieved November 27, 2017, from http://blogs.longwood.edu/zachsneedresume/files/2013/02/Final-Perspectus.pdf

23.      POLITICAL MEME HUMOR AND ITS EFFECT ON VIEWS OF POLITICIANS AND POLICIES. (n.d.). Pg.7.,Retrieved November 27, 2017, from http://blogs.longwood.edu/zachsneedresume/files/2013/02/Final-Perspectus.pdf

24.      Quercia, J. D. (2011, April 11). 7 Memes That Went Viral Before The Internet Existed. Retrieved November 28, 2017, from http://www.cracked.com/article_19119_7-memes-that-went-viral-before-internet-existed.html

25.      Redsicker, P. (2014, May 08). Social Photos Generate More Engagement: New Research. Retrieved November 28, 2017, from https://www.socialmediaexaminer.com/photos-generate-engagement-research/

26.      Reime, T. (n.d.). Memes as Visual Tools for Precise Message Conveying. 10. Retrieved November 27, 2017, from https://www.ntnu.no/documents/10401/1264435841/Design Theory Article - Final Article - Thov Reime.pdf/a5d150f3-4155-43d9-ad3e-b522d92886c2

27.      Ross, A. S., & Rivers, D. J. (2017, January 14). Digital cultures of political participation: Internet memes and the discursive delegitimization of the 2016 U.S Presidential candidates. Retrieved November 28, 2017, from http://www.sciencedirect.com/science/article/pii/S2211695816301684

28.      Singh, S. (2017, June29). A look at how GST was rolled out in other countries. Retrieved October 30, 2017, from http://economictimes.indiatimes.com/news/economy/policy/a-look-at-how-gst-was-rolled-out-in-other-countries/articleshow/59359815.cms

29.      Shifman, L. (2013, October 03). Memes in Digital Culture. Retrieved November 28, 2017, from https://mitpress.mit.edu/books/memes-digital-culture

30.      Today's NPR interview: ugh. (2012, June 25). Retrieved November 28, 2017, from http://www.oshannonland.com/hello-world/

31.      VISUAL SEMIOTICS AND THE PRODUCTION OF MEANING IN ADVERTISING. (1995, August). Retrieved November 28, 2017, from http://spot.colorado.edu/~moriarts/vissemiotics.html
Visual Communication Division of AEJMC, Washington, DC, August 1995

32.      Wayne, G. (2013, May). What Are You Laughing At? A Comprehensive Guide to the Comedic Event. Retrieved November 28, 2017, from http://www.screeningthepast.com/2013/05/what-are-you-laughing-at-a-comprehensive-guide-to-the-comedic-event/

33.      "What Are You Laughing At" by Dan O'Shannon. (2012, August 19). Retrieved November 28, 2017, from http://www.oshannonland.com/book-comedy-theory/

34.      Xoya Nadeem, Leader at Student Follow. (2015, April 06). Semiotics theory of visual communication. Retrieved November 28, 2017, from https://www.slideshare.net/joyaawaissfayyaz123/semiotics-theory-of-visual-communication