



Increasing demand of meme elements on Digital Media: From the POV of Visual Communication

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ABSTRACT

Nowadays, in this era of *Computer mediated communication*, talking on social media has become very easy and exciting. Communicating on social media in new ways not only connects people to each other but also provides them a pleasant experience. At this time, where digital media is spreading everywhere and new methods of communication are emerging every day. In such a situation, joking and communicating through memes (*an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by internet users, often with slight variations*) is in the news among the youth society. A large number of youth communicate through social media and memes. Actually, in a simple way, a meme is a method by which on social media, one event is linked to another event in a humorous way. Moving forward in this work, there are many types of memes and many ways to communicate with them. With the help of this article, we will try to understand the meme communication prevalent among the youth from the perspective of immersive mass communication.

Keywords: Immersive Communication, Visual communication, WEB 3.0, AI, Visual Elements, Creators, Designers

Introduction

Meme communication on social media has transformed the landscape of online interactions, offering a unique blend of humor, cultural relevance, and social commentary. These bite-sized, often humorous images or videos have become a language of their own, transcending linguistic barriers to convey ideas, emotions, and societal observations. In India, where social media usage is skyrocketing, memes have emerged as a powerful tool for expression, reflecting the diverse tapestry of the country's culture, politics, and everyday life. From poking fun at popular trends to satirizing political figures, Indian memes resonate with audiences of all ages and backgrounds, providing a shared space for laughter and reflection. Moreover, memes serve as more than just entertainment; they serve as a vehicle for activism, enabling individuals to voice dissent, raise awareness, and mobilize communities around social causes. As social media continues to evolve, so too does meme culture, shaping the way we communicate, connect, and engage with the world around us. Through this research article, today we will shed light on the Increasing prevalence of meme language on Digital Media.

Literature Review

Visual communication is not a new term that requires any specific introduction but after the arrival of jio 4G network in India it became more popular. The drastic fall in the data prices triggered the market and provided the new wings to Indian internet users.

According to the published article in (*TOI, Redseer firm report, September 2022*), Indians are spending close to 30 minutes on the internet for sharing memes and over 80% people have increased their meme consumption in the last one year, which is a big number itself.

In India, memes have transcended mere entertainment to become a powerful and versatile communication tool, reflecting the country's diverse cultural landscape and social dynamics. In the month of (January,2024)

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there were (462.0 million) reported by *Datareportal's* in India. With the rise of social media platforms like Instagram, Facebook, and WhatsApp, memes have become a ubiquitous mode of expression, enabling individuals to convey complex ideas, emotions, and opinions in a succinct and often humorous manner.

One of the key strengths of memes as a communication tool in India is their ability to transcend linguistic and cultural barriers. Memes can incorporate multiple languages, dialects, and cultural references, making them accessible to a wide audience across the country. This versatility allows memes to address a myriad of topics, ranging from politics and social issues to everyday experiences and popular culture.

Moreover, memes serve as a form of participatory culture, inviting individuals to engage in the creation and dissemination of content. This democratization of content creation empowers users to express their perspectives and contribute to ongoing conversations in a creative and impactful way.

In addition to their entertainment value, memes in India often play a significant role in social and political commentary. Memes are frequently used to critique government policies, highlight social injustices, and mobilize public opinion on various issues. The viral nature of memes amplifies their reach, enabling them to catalyze discussions and even influence public discourse.

Furthermore, memes have also found utility in marketing and advertising campaigns, with brands leveraging popular meme formats to connect with younger audiences and create relatable content.

Overall, memes have emerged as a potent communication tool in India, bridging gaps, fostering community, and providing a platform for expression in a rapidly evolving digital landscape.

Branding through memes on Digital media platforms

In this era of digital media, everything from booking rail tickets to buying medicine is available through the power of the internet, where memes have also played an important role in the field of marketing such kinds of products and services. The field of digital media marketing is a very effective way in today's time to promote any product with the help of social media.

According to the website (*contentdetector.ai*) memes have been shown to increase click through rates significantly more than simple marketing ads.

Nowadays it is seen in the field of marketing that with the help of memes in creative copywriting, people are attracted to a product through email, which people find more attractive than ordinary email ads. Meme campaigns have been shown to increase not only the CTR (*Click through rate*) but also the volume of email marketing.

(*Swiggy and Zomato*), two leading food delivery platforms in India, have capitalized on the power of memes to enhance their branding and engage with their audience in a relatable and humorous manner. Both companies have incorporated memes into their digital media campaign, leveraging popular meme formats and cultural references to connect with their target audiences.

Through their social media handles, Swiggy and Zomato frequently share memes that humorously communicate everyday situations related to food delivery, dining experiences, and cravings. By tapping into universally understood scenarios and emotions, these memes grab the attention of the audiences, fostering a sense of camaraderie and reinforcing the brands' presence in consumers' minds.

Swiggy and Zomato have effectively utilized memes to stay relevant in conversations surrounding trending topics and pop culture phenomena. Whether it's referencing viral political memes, current events, or popular memes formats, both platforms showcase their wit and creativity. This approach helps humanize the brands and cultivates stronger emotional connections with their audience.

Not only branding through memes, but other brands and individuals are also targeted in many ways through memes. In the realm of social media, trolls utilize memes as a means of amplifying their messages and provoking reactions from others. Memes are well-suited for this purpose due to their visual appeal, brevity, and ability to convey complex ideas in a digestible format. Trolls leverage memes to mock, criticize, or ridicule specific individuals, groups, or ideologies, often employing irony and exaggeration to make their points e.g. two pop up notifications given below for the example by (*Swiggy and Zomato*).

Memes as a tool of Visual Communication

Memes have evolved beyond mere entertainment to become a form of immersive visual communication, offering a unique and engaging way for individuals to interact and convey ideas in the digital sphere. With their blend of humor, wit, and cultural references, memes create a shared language that transcends linguistic and cultural barriers, drawing people into a communal experience. This immersive nature of memes lies in their ability to encapsulate complex concepts or emotions within a single image or short video clip, inviting viewers to decipher layers of meaning and engage in dialogue. Moreover, memes often serve as a mirror reflecting society's collective consciousness, capturing and distilling current events, trends, and sentiments into easily

digestible formats. As a result, memes foster a sense of belonging and connection among participants, reinforcing shared experiences and values within online communities. Whether used for social commentary, political satire, or simple amusement, memes serve as a powerful tool for immersive communication, shaping digital culture and discourse in profound ways.

(*Instagram*) has experienced a noticeable increase in meme sharing over the past few years, reflecting the platform's evolving role as a hub for viral content and internet culture. With the rise of meme pages, influencers, and meme-centric communities, users are inundated with a constant stream of humorous and relatable content on their feeds. The popularity of meme sharing on Instagram can be attributed to several factors. Instagram's user-friendly interface and emphasis on visual content make it an ideal platform for sharing memes, which often rely on images, graphics, and videos to convey humor and wit. The platform's Stories feature, in particular, has become a popular medium for sharing memes in a more ephemeral format, allowing users to engage with content in real-time. The algorithmic nature of Instagram's feed has contributed to the interest of meme sharing. As users engage with meme content by liking, commenting, and sharing, Instagram's algorithms are more likely to surface similar content on their feeds, creating a feedback loop that amplifies the visibility of memes. Social media posts with memes show a higher audience retention than regular posts

Additionally, the rise of meme accounts and influencers dedicated to curating and creating meme content has further fueled the growth of meme sharing on Instagram. These accounts often have large followings and leverage their platforms to share original memes or repost content from other creators, contributing to the viral spread of memes across the platform.

Furthermore, the global COVID-19 pandemic and resulting lockdowns have led to increased screen time and online engagement, providing fertile ground for meme sharing on Instagram as users seek entertainment and connection in a socially distant world.

In conclusion, the increase in meme sharing on Instagram reflects the platform's evolution into a cultural phenomenon, where memes serve as a form of entertainment, social commentary, and communal expression for millions of users worldwide.

Conclusion

The prevalence of meme culture on digital media is undeniably on the rise, marking a significant shift in how individuals communicate, engage with content, and participate in online communities. Indian people are completely obsessed with memes and they are getting fun with the help of memes. As memes continue to evolve and proliferate, they will undoubtedly play an integral role in shaping digital discourse, influencing public opinion, and reflecting the ever-changing landscape of internet culture. Looking at the possibility of the future, it can also be said in conclusion that the Increasing prevalence of meme culture on Digital Media will take a revolutionary place.

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