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Introduction

Internet meme is a concept or idea that spreads virally from one person to another via the Internet (image, text, video file). According to Benaim (2018), these online productions are the common blocks of a growing culture that is shaping our daily experience of Internet.

This poster regards Internet memes connected with clothing fashion since their value and significance in this sphere are unquestionable. Internet memes in fashion have become very popular and their influence power is growing, however, there is not enough scientific literature on Internet memes especially in digital fashion communication. The aim of the poster is to present different types of typological classifications of Internet memes about clothing fashion and to give an overview of the research focused on what makes Internet memes go viral.

According to the mode of origin, there are the following Internet memes: intentionally created ("forced meme"), co-opted and self-made.

What makes Internet meme go viral?

Knobel&Lankshear (2007) claim that Internet memes go viral if they provide humor or social commentary. Purcell (2010) also argues that humorous content wins in the rank of most popular memes. Berger & Milkman (2009) analyzed the emotional content of The New York Times articles and found out that people tend to email articles that evoke positive affect, anger, or anxiety, but tend to not email sad articles. Thus, evoking strong emotions seem to have more success in making it go viral. Guadagno, Rempala, Murphy, Okdie (2013) outline two main factors, which influence Internet meme dissemination:

- 1) content that can trigger strong affective responses
- 2) content that meets social validation

Typological classification of Internet memes

Internet memes can be classified according to the semiotic aspect: Text, Image, Creolized Text, Video meme, GIF.

“
I feel the same
way about clothes as
I do about food.
I want everything.”

MINDY KALING



When a scarf isn't warm enough so you decide to wear your living room carpet instead



Why do they call it a
CRUSH?

Because that's how you feel
when they don't feel
the same way in return.



If the chair in your room was an actual person



Structurally Internet memes can be: two-folded (starting point + punchline), comparative, metamemes (a meme about a meme).

Ma che te guardi?

Them: Dress for the job you want
Me:

Yves Saint Laurent
1499€

Grandma Dress
11.50€



Te sembro un meme?

Conclusion

The poster outlines three types of classifications (semiotic, structural, according to the mode of origin) and emphasizes two main reasons that make memes go viral (strong affective responses and social validation).



Dutch fashion house Viktor & Rolf made its Fashion Statements collection with meme-inspired slogans in Paris in January 2019.

References

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