

EXAMINING THE IMPACT OF MEMES ON POLITICAL PERSPECTIVE WITHIN SOCIAL MEDIA; SURVEY OF TEENS

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ABSTRACT

Every year, technology advances quickly. Through the influence of meme culture, the youth of Pakistan are entangled in this swift transformation. These days, social media and the widespread use of memes have caused young people to become totally engrossed in it. These kids have helped meme culture spread to even the most remote parts of the globe. The way that current events and problems in Pakistan are portrayed in memes frequently draws in a large audience of young people. The study utilizes a quantitative approach, incorporating descriptive analysis to explore the impact of memes on political perspective within social media. Survey research is used to gather the data from the respondents. Convenience sampling is used and sample size of 239 was chosen to ensure generalizability, and data will be analyzed using descriptive statistics and correlation analysis. The study finds that the part of political memes, youth are more likely to agree with the impact and influence on their perspective. The youth strongly agreed with the impact of political engagement on their perspective. The youth agree with the exposure to satirical political memes influence the political awareness and engagement. The youth also agreed that political memes influence the political attitude and behaviors of youth, particularly in terms of political participation.

Keywords: Political memes, Social media influence, Teens perspective, Political discourse.

INTRODUCTION

Significance of political memes

Nowadays, Memes are quite common, Memes can be found archived on numerous sites such as membase.com, memedump.com, and knowyourmeme.com. Memes are creative tools that. Many professions, such as public relations and advertising, are adopting to spread their messages and draw in viewers. Propaganda and public opinion formation are the goals of memes in political campaigns. (Msugheter, 2020). Users of websites, social media platforms, and the internet in general are becoming more prevalent. People continue to be exposed to this new kind of communication because of political activity (Alalwan et al., 2017).

Therefore, individuals are still being introduced to this new kind of communication particularly considering the disappearance of contemporary text publications. Publications. Individuals would rather take a nap than read these days (Paasonen, 2021). A few seconds to watch a meme, add a quick note or added, and then transmit it again to a different location. In contrast. It will require some time for them to finish reading a text story. Political parties in Pakistan have incorporated memes into their political messages to address their perspective on various issues. People have traditionally relied on the mainstream media to provide the news the next day, but with the globe has moved away from analog patterns due to recent technological breakthroughs (Qazi et al., 2022).

Political Meme Exposure, according to several academics, boosts critical awareness and facilitates learning about political problems. Particularly in the digital sphere. Enhancement of political efficacy and interest is the consequences of this as well. User generated content (UGC) and comedy are also combined in political memes (Wells, 2018). It therefore considers the public viewpoint and has a greater effect on viewers. According to Hajizada (2010) Today's society uses social media platforms like WhatsApp particularly among millennials, to share political content that they find handy. Memes can be viral on their account mostly because they are sent, received and created by them.

1.2 Background

Due to the whisper use of mobile phones and the Internet in Pakistan, memes become increasingly popular in recent years. Previous research on Pakistan internet memes as primarily taken two approaches. First is politics in nature, examining how impact depict the complex between the Political party and civil society. Alternative. Which emphasizes youth culture and the entertaining nature of the Internet, is largely apolitical. Search, however, suggests an entanglement between the apolitical and political memes and OK, stack, in some situations. Apolitical memes may even reinforce the political party hegemony and controlling authority (Mukhtar et al., 2024).

1.2.2 Political memes with the context of Pakistan

Garlic is adrak, but it isn't

At a news briefing, Fawad Chaudhry, the federal minister of information and media was enumerating food costs when he became stuck on the word "garlic".

Chaudhry unintentionally used the term "adrak" which signifies ginger, instead of the Urdu version for "garlic", "lehsan", while searching the room for the word. It's also no secret that Twitter is always quick to identify a mistake. On Twitter, someone said that all guys are the same and that they bring garlic when they are told to bring ginger and coriander leaves when they are told to bring mint leaves (Saleem et al., 2022).

Swaying by the beat

According to Khan (2024) One the most well-known members of the ruling Pakistan Tehreek Insaf. Amir Liaquat Hussain, is known for his provocative remarks and pranks which have made for some very funny memes. A private TV channels was on Ramzan broadcast, the lawmaker and TV hostess dance like a female snakes or Nagin. Additionally, his moves went viral online. He was compared on twitter to small toddlers who danced during wedding receptions.

1.2.3 Influence of memes on teens

Findings by (Vardeman, 2022) Teens today are often misunderstood to be uninspired and ignorant about the outside world. Elderly people propagate the notion that today's youth are lazy and indifferent due to social media and technology. This widely held belief is, for the most part, false. In a political environment that is changing quickly, memes have become useful tools. Memes trivialize significant news that has an impact on the destinies of teenagers. These days, memes are a popular way for Generation Z to reach a wide audience and being easy to digest.

1.3 Objectives of the Study

Our primary goals include examining the function of memes in Pakistan politics, comprehending how memes on internet are utilized to express/show political concerns in Pakistan, and determined whether political memes have the power to effect viewers' political viewpoints. In addition, to demonstrate the reasons are used in Pakistan as medium for political communication.

- 1) To the degree to which young people comprehend or understand memes.
- 2) To examine the ways that young people watch, share, and use memes.
- 3) To identify the memes that received the most attention on social media and the well-known meme creators who contributed significantly to the success of Pakistan meme industry.
- 4)

1.4 Research Questions

- 1) How does social media raise young voters' political effectiveness levels?
- 2) Do political memes support in altering the audience observation of political memes?

1.5 Hypotheses

H1. Social media can potentially alter the audience perception of political memes, potentially enhancing their credibility among young voters.

LITERATURE REVIEW

2.2 Political memes:

Memes can be used to discuss any kind of cultural occurrence, but they are particularly common when they discuss major political and social issues (Ross & Rivers, 2017). Memes that address important social or political issues might be called political memes since they express viewpoints and are regarded as a type of political participation (Piata, 2016). They frequently refer to government leaders, candidates, policies positions, forms of political action. (Protest, voting), or related subjects with superimposed text and mixture of edited images. Previous studies have tended to focus on the traits of memes and values they convey (Ling et al., 2017)). It has been noted that studies should apply uses and gratification to explore the effects of political needs (Hossain, 2017). Investigating the distinct pleasures derived from watching, disseminating, or making or making memes to participate in politics is therefore necessary, particularly when it comes to their application for political amusement and the observation of politics in action (Malodia et al., 2022).

Memes addressing political and social issues are being used by citizens more and more. These memes give people a way to express their opinions on current affairs and happenings (Dean, 2019). Memes have been utilized as a tool of resistance and a kind of activism in democratic nations like the United States to critically assess social and political life (Denisova, 2016). During the Occupy Wall Street movement, while for instance, memes are made to draw attention to police brutality, while other memes accused political figures of financial ties to banks (Aggarwal et al., 2022). Additionally, memes have the power to influence public opinion, which is a significant consequence that political campaigns are starting to take to achieve political participation and serve as appeals (Handayani et al., 2016).

Memes can therefore be used to achieve political participation by appealing to people's conception of political programs and individuals. But little research has been done on the psychological

aspects of politics that could influence how different applications of political memes in Pakistan (Ross & Rivers, 2017). Self-efficacy was described by (Schunk & DiBenedetto, 2016) as people's confidence in their capacity to accomplish objectives and have an impact on other Political expression on social media is proven to have a favorable correlation with internal political efficacy (Halpern, 2017). Given that political memes are a type of political expression that discuss social issues, politics, government policies, and other topics, it is reasonable to assume that their use is motivated by political efficacy (Penney, 2020).

As stated by (Nissenbaum & Shifman, 2017) Memes reliance on the time when culture and ideology dictated the standard. Memes are nothing new among their many sources of inspiration are the well-established traditions of political cartooning, satirical communication, poster, art, and advertising. Countries differ in the provenance's sources and strength. According to the (Laineste & Voolaid, 2016) that comedy in memes generates intertextual references that draw from both the local society's culture legacy and worldwide culture cultural references. This dual nature demonstrates that memes have unique local significance that is dependent on regional culture and tradition even though they are a worldwide phenomenon of communication.

2.3 Background of Political memes

Amin & Hussain (2023) argues that The political memes have the significant connection in Pakistan politics with the advent of satellite TV channels. In the year 2002, the gen. (R) Musharraf took over the government and he became the Chief Executive of the country and initiated the PEMRA law 2002 in which he granted license of TV channels to private entities. These private entities launched many popular political i.e. HUM SUB UMEED SEY HAIN, KHABARNAAK ETC.

Richard Dawkins first used the term "meme" in 1976 book *The Selfie Gene*. It was Dawkins who first proposed the concept of a self-replicating cultural idea. In 1996, a few of the first internet memes surfaced, showing, showcasing both picture and video formats (Willmore & Hocking, 2017). Most of the time, contemporary online pictures memes are cleverly and delightfully modified to express a thought or viewpoint.

Meaning and artistic expression are combined to create them. Memes are distinct in that they have the capacity to gain immense popularity before going unnoticed. The Political Meme's effort aims to capture these memes before they become obsolete (Nogo, 2021).

2.4 Worldwide meme forms

Memes are a kind of narrative that embraces change and adaptive alteration while entangling recognized traditional pattern and motifs (Almaghrabi, 2023). Memes use essentially the same set of primary structures across the globe, despite regional variation and linguistic disparities, while they might be well liked in certain areas, several other formats never make it into the worldwide meme canon. This section covers the most widely used meme forms or international English-speaking social media, as well as an exclusive categorization of newly popular formats on the Russian-speaking Internet (Murru & Vicari, 2023). Memes maintain a variety of instantly identifiable layouts that may differ in terms of color, typeface, elemental arrangement, and vocabulary, but they always maintain the distinction qualities of the original design (Zollinger & Thorburn, 2021).

Meme analyst (Li & Li) claims the demotivator, Image Macro, Photo shopped image, LOL Cats, Advice Animals and Comic are the most widely used global outlines. I also noticed twisted Map and Reworked Cartoon as local formats in the Russian language meme research.

Javed (2022) examine to uncover the hidden meanings and messages behind memes in Pakistan social media through critical discourse analysis. It examines how mirror society and how they can be used as a platform for social and political commentary. Memes are a fascinating phenomenon in the contemporary digital environment. A meme is a quick and easy approach to using humor to illustrate and visualize a certain message (Kumar & Varier, 2020). While some memes are only meant to be humorous others have deeper significance. Random memes are extracted from the internet and subjected to critical discourse analysis (FUBARA, 2020).

The use of words or a communicative image in a particular situation and for a certain goal is known as discourse, the theoretical structure has multiple modes. The methodical blending of verbal and

visual aids to provide a specific socially understood contextual meaning is known as multimodal critical discourse analysis. (Catalano & Waugh, 2020). It also goes over how memes can shape or alter someone's perspective. Future academics will benefit from this work as they investigate how many mems function as a tool in civic debate and how they reflect our culture (Holm, 2021).

Qazi et al. (2022) examine how 500 Facebook memes portrayed Pakistani political figures. For this study, five well known politicians were chosen: Shafqat Mahmood, Maryam Nawaz, Imran Khan, Nawaz Shareef and Bilawal Bhutto from November 2020 to January 2021, the top ten meme pages on Facebook were used to source the memes. Analysis is based on textual and visual frames, personal attacks, satire, morality and inept leader, camera angles shorts and emotions when framing theory is applied. During the sampling process, the purposive sample was applied to collect popular Facebook memes featuring the chosen politicians. The results show how political figures are portrayed on modern social media platforms and indicate that the textual frame "incompetent leader" has the frequency compared to other competing frames. Additionally, it was noted that each political meme on Facebook was presented from a specific perspective. Using visual frames, it was demonstrated that the Eye-level angle (Negative) Camera Angles received more frequency than the other two angles; the medium shorts (Neutral) in Shots received the highest frequency compared to the other two Shots; and finally, Sarcastic category secured the maximum frequency among Emotions. As a result, framing was found to be a crucial step in the creation of memes based on political personalities. The research adds to the growing bodies of knowledge about memes and how political figures are portrayed on social media. As a result, it enables a thorough grasp of internet memes and how they are employed, the frames they use for political figures in how memes are increasingly being used as tools in digital communication, mostly on social media platforms.

2.5 Function of memes in political perspectives

Molina (20) specifically defined internet memes as (a) collection of digital terms that share common characteristics of content, form, and/or stance; (b)

are created with awareness of each other; and (c) are circulated, imitated or transformed via the internet by many users worldwide.

Despite the fact the term meme has broadened in popular discourse to encompass a variety of material types produced and shared in this way, such as GIFs, films or social media challenges (Rogers & Giorgi, 2024). Memes might be a significant way for people to participate in politics, despite their seeming frivolity. Public event is now changed into an uncountable number of members that go viral online, sharing knowledge while also remixing it by making references to past cultural events and criticizing the powerful. People are now frequently exposed to political content and could express their political opinion online through political memes. On the other hand nothing is known about who distributes political memes online or whether being exposed to memes influences important political behavioral, emotional, and attitude effects. They investigate the factors that influence the creation and dissemination of political memes on Facebook (Ross & Rivers, 2017).

The findings point to possible negative effects of political meme exposure, including increased expression of online opinions, political engagement and hostility towards the rival presidential candidate (Holm, 2021).

Shomova (2020) highlights that Social media videos and articles are important sources of false information. Memes are yet another widely watched media form that consumers come across on a regular basis that shapes their opinion and judgements. Using the principles of Fuzzy trace Theory (FFT), I look for ways that memes could convey to social media users the essential meaning of a piece of content – what we call “the gist”. News articles suggest those found on Facebook News Feed were written with no prejudice in mind. Facebook memes either supported or disagreed with the themes covered in each article that were discovered. Randomly chosen participants were divided into three groups: those who saw positive memes endorsing the articles, those who were negative memes disputing them, and a control group that saw no memes.

The findings show that debunking negative memes has a greater effect on viewers’ decisions and opinions about subjects. The findings also imply that viewers are not being influenced by a

memes text or anyone image. Rather, an individual’s choice and perceptions are influenced by the combination of text and image that forms a complete meme. In general, memes seem to provide people with conclusions that they can then apply to perceptual and decision –making tasks (Hecker, 2020).

Memes are culturally units that are shared by users of the internet. Memes, which are jokes that appear to be more than just jokes, are a common way for people to express themselves and seem to have a bigger impact on the development and dissemination of public opinion, which alters how people interact with politics. The study investigates why people watch, share and create political memes, guided by the uses and gratifications theory. A national poll of 1000 Facebook users’ revealed distinct satisfactions stemming from the utilization of political memes (Amir, 2021).

The findings demonstrate that usage of politically charged memes are subtle actions that are purposely carried out to satisfy demands for political amusement and observation. Those who frequently share to create memes, have high levels of political trust, and consider themselves to be amusing used them to watch politics in action. On the hand, who rather than creating memes, would rather watch and share amusing situations and regularly use politically themed memes for amusement. The use of memes for engagement and its theoretical and practical ramifications are examined (Halversen & Weeks, 2023).

Mohd et al. (2023) stated that internet mems are beneficial for more than just amusement; they can also convey other important concepts. Memes with humor. Memes teach us how to behave politely and nicely on social media to foster a peaceful society. Sarcastic memes that make observations regarding political and social trends as well as human behavior are available. Therefore, whether the creator of the same wants to use it to spread positive or harmful ideas depends on his intentions. Furthermore, it is evident from the result that certain memes deceive readers by containing false information. Therefore, people can clearly communicate their feelings, thoughts, and goals to others using or creating memes. The discourse wording that memes employ convince individuals to adopt a certain ideology and change the way they think or perceive the world. The

wellknown memes created in the area provide insight into daily life routine. They make us chuckle at things that all of us went through as children. These memes cover a wide spectrum of topics, from the absurd things our parents say to the difficulties in desi relationships and romance. Burnham et al. (2022) find that the way information is created and disseminated on popular social media platforms has been exploited by the far-right actors and groups inside the ever-present social media landscape. Social media is used by far-right organizations, such as the alt-right, to lure people into places where hate speech is spread both online and offline. Internet memes area tool used bt alt right to disseminate hate speech, and those who are not familiar with their tactics may come across and interact with these memes. The study shows whether parents of teenagers would interact with alt-right memes in the same way as if they were cognizant of them. Leiser (2022) examines that memes on politics on the internet have a big impact on conversation about current affairs. Through the analysis of memes, academics comprehend these units of culture as interactive whether media that can serve political purposes. To investigate whether users view memes as having a political function and as substitute for or addition to conventional political engagement, this study offers a user-centered viewpoint that centers on the primary motivations for meme usage. By the Delphi method interview technique, participants. Talk about the benefits and applications of memes in political contexts. Understanding the function and significance of memes in social movements and everything politics“ is possible through a quality content study. The result demonstrates how users view memes as a tool for simple, straightforward social media involvement motivated by the interaction of social identity, self-expression, and amusement goals. The participants reach the conclusion that political memes are only useful in bolstering other endeavors after debating the advantages and disadvantages of memes in political situations. The works provides a foundation for future research on deliberative political behaviors from the viewpoint of user and advances our psychological understanding of memes.

According to Leisure (2019) the adoption of internet memes is driven by a combination of factors such as self-expression, amusement, and

social identity. The usage of political memes is positioned as a political act. But it also raises concerns about the function and effect of memes in democratic systems, especially in relation to discrimination behaviors, oversimplification, and disinformation. It is essential to comprehend the state of the digital world today. To further our understanding of mediated public spaces, collative negotiated discourse, and non-traditional forms of citizenship, more research is needed to shed light on these challenges from many discipline and methodological perspectives. From an academic and practical standpoint, involving users in the project can only improve the research on citizens, participatory culture, and spreadable media.

3.2 Propaganda model

Developed by Noam Chomsky and Edward S. Herman, In their book Manufacturing Consent. The propaganda model explains how mass communication functions in capitalist countries. According to this theory, media organizations frequently ordered the objectives of powerful social groups like the government and companies because they are motivated by profit and are impacted by corporate interests. This model demonstrates how media content controls and exploits to strengthen the interests of people in positions of power and preserves the status quo. The propaganda. Models can shed light on the effects that political memes have on young people. Memes as a social media communication tool might be considered a contemporary example of propaganda tactics, they have the power to sway Ideas. Sport particular narratives and altered perceptions, especially in younger population that use social media extensively.

Political memes frequently reduce complicated topics to simplify understood forms, which can promote the spread of false information or viewpoints that are biased. By framing issues in ways that support their agendas this can advance the interest of powerful groups within the context of propaganda model. Furthermore. Memes have the power to effect public opinion and reach a large audience due to their ease of sharing and rapid virality. Young people are influenced by this in terms of their political memes, opinion and activities. They are also more receptive to persuasive messaging, especially when it is delivered in a relatable or amusing way.

All things considered, the propaganda model clarifies how political memes can be utilized to sway public opinion and uphold established hierarchies of power, especially people who are increasingly interacting with political content online.

METHODOLOGY

The study utilizes a quantitative approach, incorporating descriptive analysis to explore the impact of memes on political perspective within social media. Survey research is used to gather the data from the respondents. Convenience sampling is used and sample size of 239 was chosen to ensure generalizability, and data will be analyzed using descriptive statistics and correlation analysis.

Results and Findings:

Descriptive Statistics:

Table 5.1 Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18-20	82	34	34.3	34.3
21-23	157	65.7	65.7	100.0
Total	239	100.0	100.0	

Table 5.1 reflects that the group age between 18 to 23 years are 34.3 percent of the total responses whereas respondents age between 21 to 23 years are 65.7 percent of the accumulative responses.

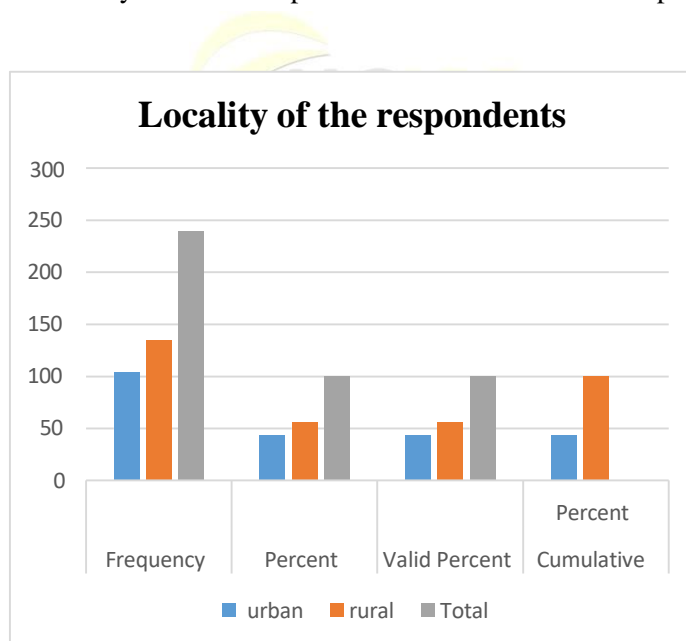


Figure 5.1

Figure 5.1 shows that locality of urban are 43.5 percent of total responses whereas locality of rural are 56.5 percent of the accumulative responses

Table 5.2 the gender of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	150	62.8	62.8	62.8
female	89	37.2	37.2	100.0
Total	239	100.0	100.0	

Table 5.2 reflects that group of male gender are 62.8 percent of total responses whereas group of female gender are 37.2 percent of accumulative responses.

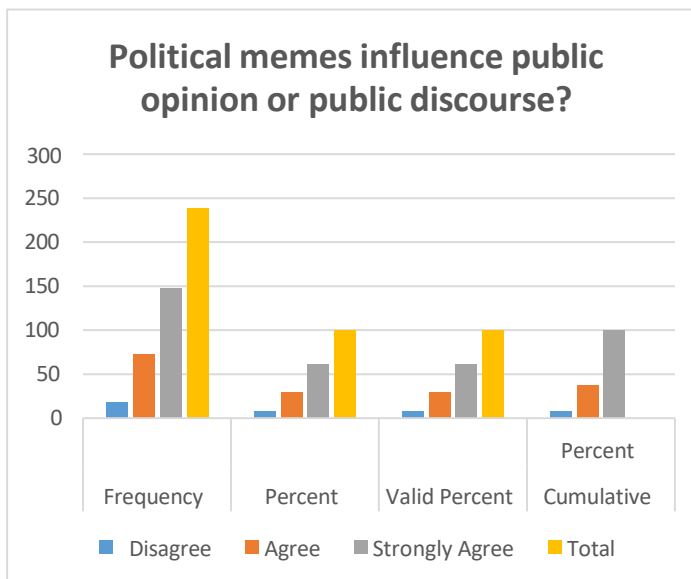


Figure 5.2

Figure 5.2 the influence of political memes on public opinion and discourse shows that 7.5 percent are disagreed, 30.5 percent are agreed of the total responses whereas 61.9 percent are strongly agreed of the accumulative responses.

Table 5.3 Political memes and political identities

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	7	2.9	2.9	2.9
Agree	145	60.7	60.7	63.6
Strongly Agree	87	36.4	36.4	100.0
Total	239	100.0	100.0	

Table 5.3 political memes contribute to shaping political identities and ideologies reveals that 2.9 percent are disagreed, 60.7 percent are agreed of the total responses whereas 36.4 percent are accumulative responses.

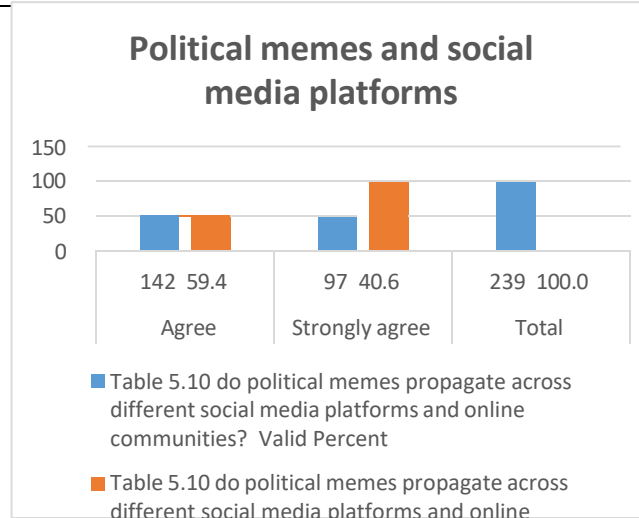


Figure 5.3

Figure 5.3 political memes propagate across different social media platforms and online communities reflects that 59.4 percent are agreed of the total responses and 40.6 percent are strongly agreed of the accumulative responses

Table 5.4 Political engagement among youth

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	116	48.5	48.5	48.5
Strongly Agree	123	51.5	51.5	100.0
Total	239	100.0	100.0	

Table 5.4 political engagement among youth influence their perceptions of political issues reflects that 48.5 percent are agreed of the total responses and 51.5 percent are strongly agreed of the accumulative responses.

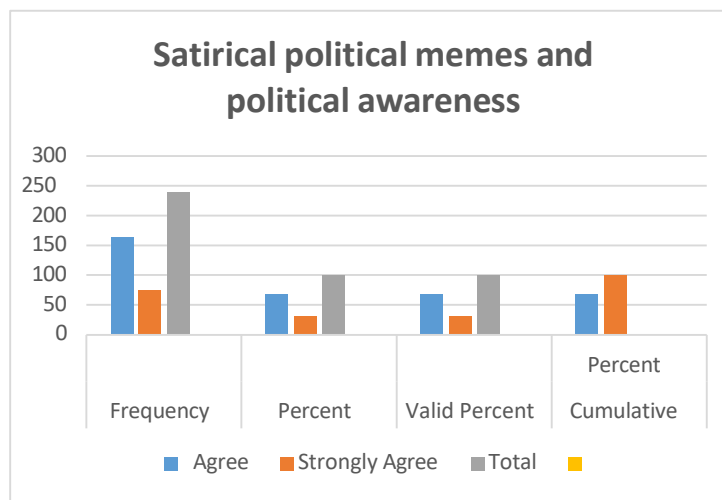


Figure 5.4

Figure 5.4 exposure to satirical political memes influence the political awareness and engagement of young people reflects that 68.6 percent are agrees of the total responses and 31.4 percent are strongly agreed of the accumulative responses.

Table 5.5 Humor role in political memes

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	18	7.5	7.5	7.5
Agree	68	28.5	28.5	36.0
Strongly Agree	153	64.0	64.0	100.0
Total	239	100.0	100.0	

Table 5.5 humor play a role in the effectiveness of political memes as a means of communication with youth reflects that 7.5 percent are disagrees of the total responses, 36.0 percent are agrees of the total responses and 64.0 percent are strongly agreed of the accumulative responses

Pearson Correlations

Table 5.6 Correlation of political memes among the public opinion, public discourse, political participation, and political engagement.

Pearson Correlations

-
1. Do political Memes influence public opinion Sig. (2-or publictailed) discourse?
 2. Do cultural differences affect the creation and reception of political memes? Pearson Correlation = .132* Sig. (2-tailed) = .041
 3. Do political memes contribute to shaping political identities and ideologies? Pearson Correlation = .512** Sig. (2-tailed) = .000
 4. Do political memes propagate across different platforms and online communities? Pearson Correlation = .189** Sig. (2-tailed) = .003
 Social media Correlation = -.209** Sig. (2-tailed) = .001
 Online communities Correlation = -.405** Sig. (2-tailed) = .000

5. Does humor play a role in the effectiveness of as a means of communication with youth?	Pearson .735**	.122	.636**	-.046	
		.059	.000	.483	
		.463	.495**	-.317**	.456**
		**	.000	.000	.000
		.000			
6. Do social media platforms play in facilitating participation through the sharing and dissemination of political memes?	Pearson .442**	Correlation (2-tailed)	Sig. (2-tailed)	youth political	tailed)

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

The table 5.6 reflects that the following is a breakdown of each row that do political memes influence public opinion or public discourse, the significance level is noted (Sig.) but the correlation coefficient is not indicated/provided in this table. This question examines whether political memes and public opinion or discourse are related. 2. Do political differences affect the creation and reception of political memes? So 0.132 is correlation coefficient, and shows weak positive correlation or relation. The correlation is statistically significant at the 0.05 level (2 tailed). Examining how cultural and perception of political memes is the focus of this question. 3. Do political memes contributes to shaping political identities and ideologies? Indicating a somewhat positive link, the correlation coefficient is 0.512. It is suggested that there is high statistical significance by the extremely low significance level of 0.000. Whether political memes influence people's political identities and beliefs is the subject of this inquiry. 4. Do political memes propagate across different social media platforms and online communities? Several correlation coefficients are given here, including the difference between the first and second variables is 0.189.

Hence, 0.209 separating the initial and initial variables. And 0.405 in the relationship between the third and second factors. Each and every coefficient exhibits substantial statistical significance with significance value less than 0.005. This inquiry looks at how political memes circulate throughout different online communities and platforms. 5. Does humor play a role in the effectiveness of political memes as a means of communication? Here are several correlation coefficients that are available

0.735 separating the variables 1 and 2. So 0.122 separating the variables 1 and 3. Also 0.636 in relation to first and fourth variables. The difference in the second and fourth variables is -0.046. The significance thresholds differ, ranging from 0.000 (very low) to 0.059 and 0.483 (higher). This inquiry looks into how comedy affects political memes' ability to effectively reach younger audiences.

6. Do social media platforms play a role in facilitating youth political participation through sharing and dissemination of political memes?

0.442 separating the initial and subsequent

variables. 0.463 With relation to the initial and third variables. Between the first and fourth variables, there is -0.495. Between the first and fifth variables, there is -0.317. The difference between the second and third variables is 0.456. Through statistical significance is indicated by all coefficients having significance level < 0.005. Through spreading of political memes, this question investigates the impact of social media platforms on young people's political participation. Overall, the chart points to a number of relationships between various political meme elements, and their effects in public opinion, political identities, and youth political engagements.

Political memes effect on public discourse or opinion: Is there a relationship between political memes and popular opinion discourse? The statistically significant level (Sig.) denotes statistically significant at the 0.05 level (2-tailed), notwithstanding the absence of the correlation coefficient. This implies that there is connection between public or political memes. The observed link is unlikely to be the result of random chance, as indicated by its statistical importance at the 0.05 level. The influence of political disparities on the production and appreciation of political memes: Given the political differences and production/reception of political memes, there appears to be weak association (correlation value =0.132). The statistical level is defined as being significant at the 0.05 level (2 tailed). Even though the correlation is weak, the statistical significance indicates that there is a detectable between political variances and creation reception of political memes. Political memes role in developing political and ideologies: The correlation coefficient is 0.512, showing that political memes have a moderately beneficial impact on creating political identities and ideologies. The significance level is exceptionally low, at 0.000, indicating a high statistical significance.

The high level of significance indicates a strong association in which political memes play an important influence of molding people's political identities and opinion. Political meme spread across various social media platforms/channels and online groups. The following correlations are given: 0.189, 0.209 and 0.405. All coefficient show significant statistical at values less than 0.005. These findings reveal a strong link between the spread of political

memes and their distribution across various internet forums and platforms. The low levels of significance underscore the fact that these interactions are unlikely to occur by accident. The role of humor in the impact of political memes as communication: the correlation coefficients are 0.735, 0.122, 0.636, and -0.046. The degrees of significance range from extremely low (0.000) to very high (0.059 and 0.483).

A significant correlation 0.735 exists between humor and efficacy, indicating a strong relationship. However, the -0.046 correlation indicates that variables two and four have a poor association. Despite various levels of relevance, these studies show that humor has a major impact on the success of political memes as a medium of communication, particularly with younger audiences. Social media platforms role in promoting youth political participation via political memes: correlation coefficients includes 0.442, 0.463, -0.495, -0.317 and 0.456. All coefficients are highly significant with a level of significance of less than 0.005. These findings demonstrate strong links between social media networks and young political participation via the dissemination and sharing of political memes. The substantial statistical significance suggests that social media sites have a considerable impact on how young people engage in political via memes. The figure illustrate how political memes impact public opinion, political identities, young engagement, and communication efficacy. Political memes have a strong impact on molding discourse, identities, and engagement in modern contexts, as evidenced by their relevance levels.

CONCLUSION

Internet memes have been utilized to engage in discussion of politics. However, the introduction of contemporary media does not cause a paradigm change in the techniques utilized. Traditional media are valued as means of contact among digital migrants. Communication with digital natives involves both traditional and new channel. Memes are generated and distributed. People accept to spread their views, they use these memes, but they have influence on voting behavior or political beliefs. The use of online memes to criticize or condemn particular subjects. These memes are shared on social media platforms to reach a broader audience. The most of political

memes are made by users, although others are created by parties in politics as a form of propaganda. Internet memes are used to make critical comments about people, ideas, and ideologies leading to a shift in political discourse. They are still given less weight than traditional media content since people are aware that it is utilized to make critical comments. Thus, while there has been a shift in the channels utilized by for political discourse, the internet meme is only one component of it. It does not produce a paradigm change. The effectiveness of online memes for conveying political satire. Memes as a source of entertainment. Furthermore, online memes are used by media organizations to help readers frame issues. Thus, a social media memes is employed as a vehicle for expressing satire about politics but doesn't have an effect on the audience, which proves right.

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