"Meme-o-Mania"
Friday Paathshala event conducted on 28 August 2020, 5.30 pm

Adhering to the motto of 'Students Delight', VIT Student Council 19-20 conducted the event 'Meme-o- Mania', a Friday Pathshaala Event is an event with an objective to enliven the minds of young students after a week of academics. The contest consisted of Three Rounds. Round 1 titled 'Sic Quentiam Creatus Est' was to create memes on the topic 'Life of an Engineer during the Pandemic'. The submitted memes were posted on the 'Verve VIT's Instagram Handle where more than 800 likes were witnessed. Round 2 titled 'The Upside Down' was a quick fire round about pop culture moments that led to some of the most iconic memes. And finally Round 3 'Big Brain Time' was a hilarious round of trivia about everything memes'. The event was complemented by a stand-up comedy by an in-house talent, Mohit Santosh.

Multimodal artefacts remixed by countless participants of VIT on Instagram social handle

The memes posted on social handle saw a burgeoning of social commentary which came in the form of images, GIFs (Graphic Interchange Format) and videos from the students of VIT.

Internet memes posted are an indispensable part of the digital lives

The various memes pertaining to the positive aspects of the pandemic especially tried to project the perception of mundane things of life on a lighter note by students. It glorified the education sector in general and the sudden development of the online lectures. Nonetheless, it was a truth unraveled by students that they have accepted this new normal.

Making it matter-A new discourse of expression in the pandemic

Coined by the biologist Richard Dawkins (1976) in his seminal book, *'The Selfish Gene',* memes are like the genes in the way they pass cultural information and ideas between individual and generations. Students have started discussing the ideas generated in the sense of inter-community of memes of students with shared interests and shared emotions.

Insipid form of entertainment

The various memes were the different forms of self-expression and criticism yet retaining a classical relatability. Some feedback taken from the students during the session led us to understand the prevalence of this modern dark humor which has allowed people struggling with depression to find a way to express themselves, and the conjugate "wholesome meme" format allows friends to show they care. All memes were designed to be funny and this humour created a sense of community as people can find common ground over a funny picture or GIF that they posted, and then spread it to their friends, boosting their network and discourse.

Invoking the Sub-cultural and cultural descriptors

The emergence of the Internet society, multifaceted, non-standardized memes on the topic 'Life of an engineer during the Pandemic' emerged to take the role for cultural and sub-cultural descriptors. As "Meme" (pronounced /ˈmiːm/, me-mm) describes a basic unit of cultural idea or symbol that can be transmitted from one mind to another and, inherently, everyone knows what memes are. In our everyday lives we live with memes; for example, catchphrases and clichés often serve the purpose translating non-literal, cultural ideas, while similes and metaphors hint at what words portray. Those are all memes.

Development of strategic thinking

Being reactive is great, but being strategic about how one pivots off of the latest internet trend is more important. The memes proved the fact that we think about what a content is saying about one's life, its purpose, and ultimately, what this looks like to the everyday person consuming your content. Will it resonate with the audience? So the huge response of students on the Instagram handle definitely revealed the way to the users' hearts is memorable content, not just memeable content.

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