The Power of Memes: How They're Changing Your Reality (Without You Even Knowing)

Description: Did you know that your perception of reality is being shaped by memes? It's true! From God to money, memes are a supercharged form of storytelling that can spread like wildfire, and they're not just for laughs anymore. They're being weaponized to shape society and influence our beliefs. Want to know more? Keep reading to uncover the truth about the hidden power of memes."

Nostalgia alert!!! 🎏🎏🎏

“KEEP CALM AND CARRY ON”- remember this meme? This was used in WW2.



Imagine, a crisp autumn morning in 1939, sipping a cup of coffee, when the world was on the brink of war. The skies were grey and anxiety floated in arteries, an evident tension hung in the air.

Then, in the blink of an eye, the peaceful calm was shattered as Germany invaded Poland from the east. The people of Europe were terrified, and with good reason. The looming threat of war meant they would be out of jobs, hungry for food, and the spectre of inflation hung over them like a dark cloud.

But worst of all, they knew that they would be witnesses to unimaginable bloodshed and destruction. Amid the chaos of World War II, the British War Ministry swiftly released a poster with a powerful message - "Keep Calm and Carry On" - with a royal crown on a red background.

The poster(meme in today's era) became an iconic symbol of resilience and hope, reminding people to stay strong in the face of adversity and showing that the British people were united in their determination to overcome any challenge.

Insights to sniff???

Every meme we see, it's a super condensed packet of narratives that is planted across borders in no time.
Read it again.

Have you noticed those reels where students express their frustration and are almost on the verge of tears, saying that their inner student is no more and they are unable to study?

Have you ever noticed that there is at least one friend with whom you only communicate through memes?

when we are happy, sad, or vulnerable, it is easier to propagate a lie and install it into our subconscious.

For example, dark memes about slavery and the beheading of coloured people are used to normalise such cruel acts.

Or a meme of “5 reasons why you are Maharani”, some bears dance madly, and then say “go wash those remaining dishes” with some trippy beats in the background.

Memes work as a catalyst to spread ideas at a faster rate, which can be dangerous if those ideas are harmful or false in an attempt to normalize stereotypes/promote narratives etc.

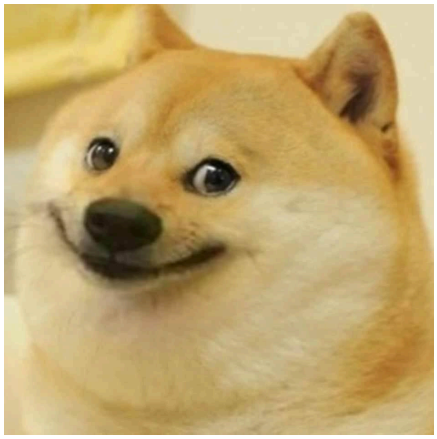
It's a new way of storytelling, I don't mean traditional storytelling, where there is a clear plot, heroes, villains, and a moral of the story. It's not that easy with memes. There is no clear plot, which means that it is subjective and open to interpretation, leading to different heroes, villains, and morals for each of us.

Recently, In the Russia-Ukraine war, the West was against Russia unapologetically. But why was the West so invested in this conflict? It all came down to power and influence. The biggest social media companies were all based in the United States, and the West had a cultural hegemony that allowed them to shape the narratives that spread across the internet.

So while the formal means of stopping Russia failed, the power of storytelling and digital propaganda used by the West proved to be a daunting weapon in the war for hearts and minds. And in the end, Zelensky emerged as a victor and Putin painted as evil and whatnot.

One last thing before I stop bragging about the multifold effects of memes.

Do you remember this cutiee?



The image of this dog resulted in different genres of memes altogether and crypto worth **100 BILLION DOLLARS!!!**

So next time, when watching those memes try to read between the lines. Thanks, me later ;)