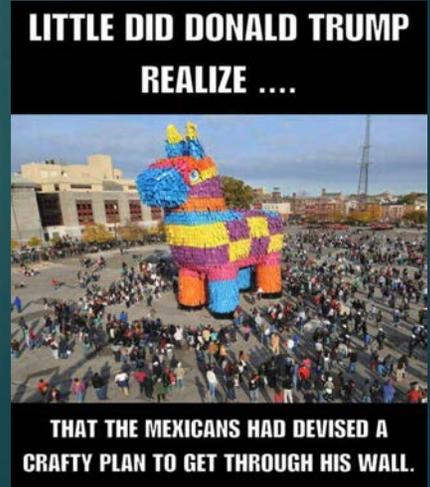


# “Memes” as a Cultural Software in the Context of the (Fake) Wall between the US and Mexico

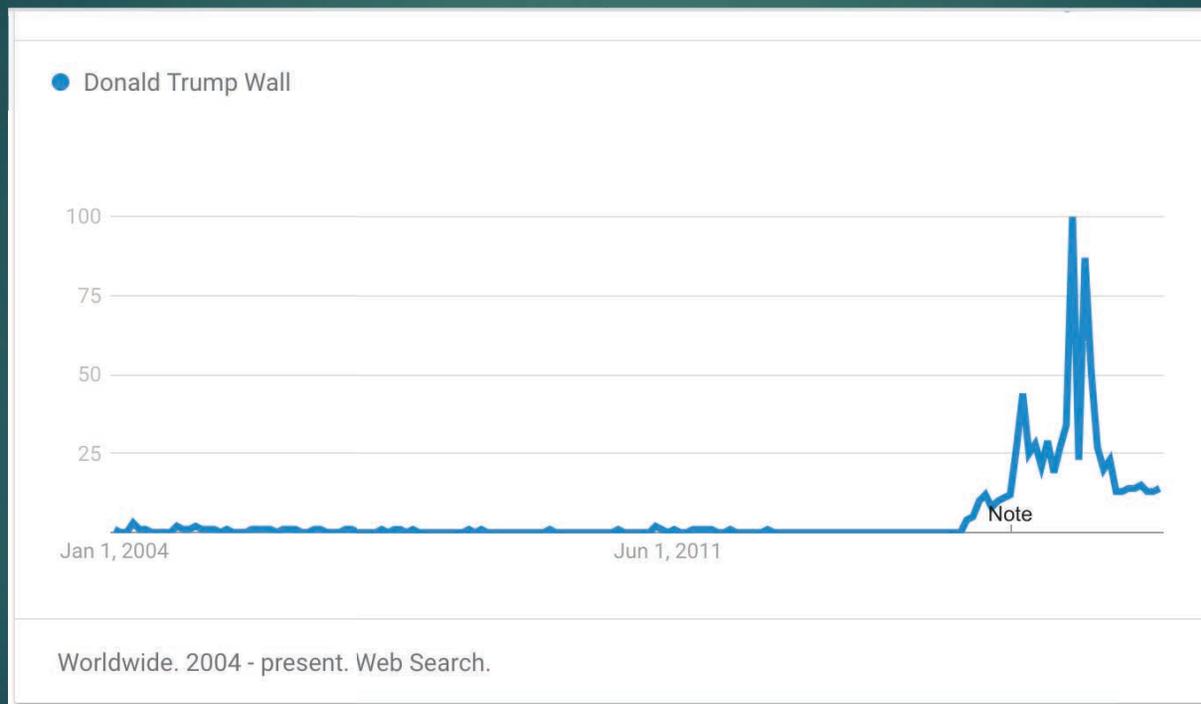
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# Web search of the “Border Wall”



- ▶ The term meme was coined by Richard Dawkins, a British evolutionary biologist, in 1976 in his book *The Selfish Gene* as a unit of cultural transmission. He wrote: “We need a name for the new replicator, a noun which conveys the idea of a unit of cultural transmission, or a unit of *imitation*. ‘Mimeme’ comes from a suitable Greek root, but I want a monosyllable that sounds a bit like ‘gene’. I hope my classicist friends forgive me if I abbreviate mimeme to meme.” (*The Selfish Gene* 192).



- ▶ Limor Shifman in her book *Memes in Digital Culture*, argues that we live in an “era driven by *hypermimetic* logic, in which almost every major public event sprouts a stream of memes” (4). In her definition, a meme is “(a) a group of digital items sharing common characteristics of content, form, and/or stance; (b) that were created *with awareness of each other*; and (c) were articulated, imitated, and/or transformed *via the Internet by many users*.” (8) Memes are distributed via social media through sites such as 4chan, Reddit and Tumblr, where “people use memes to simultaneously express both their uniqueness and their connectivity” (30).









Thanks!  
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