Dark Side of Pakistan Showcasing Economic Crisis Through Memes

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ARTICLE DETAILS

Purpose: The research represents witticism and humorous pictures, showcasing Pakistan’s economic issues on social media. The study highlights two important points of view, i.e., how these memes make an impression on people’s thinking about Pakistan and raise awareness in the young generation to pay attention to the developed economic condition of the country.

Design/Methodology/Approach: The Fairclough model is used by the researchers to study social media’s impact on economic discussions. 30 memes have been collected from Facebook, Twitter, and other social media platforms through random sampling to see how these memes have changed the perspective and mindset of people, especially the young generation, who care about Pakistan’s economic problems.

Findings: The results of this research highlight the hidden meanings in these memes and discuss their role in Pakistan’s economic condition. It is also evident from the results that some memes are used to create fun for the audience, but many of them are used to criticise government policies. Creating memes related to economic crises raised the issue of economy-building, highlighting the significance of the economy for purposes other than academic research and addressing societal issues.

Implications/Originality/Value: The government should invest in infrastructure to facilitate market access and boost economic growth. Income disparities may be minimised by fostering economic growth, which increases people's access to jobs and economic possibilities. Finally, Pakistan should encourage social cohesiveness.

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Introduction
Communication is not only the process of providing information; it also improves people's
capacity to create connections (Sagheer, Nadeem, et al., 2024). Memes act as an effective tool to convey messages online. These memes are used at different platforms of media to represent hilarious thoughts and create a strong connection with the audience. The present status of Pakistan is reflected through different images flowing via virtual entertainment, which frequently portray the country as being near the very edge of monetary breakdown. With the broad accessibility of virtual entertainment, people openly offer their viewpoints and voice concerns in regards to political and economic emergencies and the maltreatment of force (Akhlaq Khan et al., 2020). Images have turned into a strong device for analysis, permitting individuals to engage with policy-driven issues in an engaging way. This has the additional advantage of bringing issues to light among people who may not regularly be keen on governmental issues, actually overcoming any barrier between legislative issues and the general public.

Pakistanis are famous for their awareness of what's actually funny and for utilising parody to resolve difficult issues. Notwithstanding, this carefree way to deal with economical investigations likewise highlights a hazier reality: the absence of genuine responsibility from lawmakers towards the country's turn of events (Bashir et al., 2022). Political figures like Bilawal Bhutto Zardari make excellent cases about their commitments to Pakistan and their true capacity as prime ministerial competitors. However, they battle to settle the economy in locales they have administered for broad periods, like Karachi under the PPP's standard. Political talk in Pakistan frequently strengthens as decisions move closer, with legislators underscoring their commitment to mankind while neglecting to offer fundamental types of assistance to the normal resident. As web-based entertainment traverses the ages, it becomes basic for Pakistanis to share content that lines up with cultural standards and paints a positive picture of the country (Hayat et al., 2021). The study attempts to answer the following research questions

1. How do memes based on economic crises represent Pakistan’s reputation?
2. Do memes influence the attention of Pakistani youth towards their country's crises?

Though memes reflect hilarious illustrations, they also highlight issues that are related to any culture or social aspect and portray an intentional meaning. Pakistan is going through an economic crisis, and to accentuate this issue, this study focuses on the analysis of satirical memes related to Pakistan’s economy. The main purpose of this study is to raise awareness about memes based on Pakistan’s economy. It also highlights the language and context of Pakistani memes used on social media platforms, specifically exploring the hidden meanings and messages behind these humorous illustrations. The study also discusses how these memes affect Pakistani youth and their intake or interest in their country’s economic condition.

Literature Review
The memes originated from Richard Dawkins 1976 book “The Selfish Gene,” where he used the term term to describe the cultural elements that spread from person to person (Jan, 1999). On the other hand, the culture of internet memes that we are familiar with today started in the early 2000s with the development of the population and social media platforms. In the context of today’s internet, memes are pictures, videos, or text that are funny, humorous, and easily shareable with anybody through social media platforms. They spread rapidly across the internet as users modified and shared them. They enable you to express complex ideas through a simple concept by relying on the meme context, origin, and common use (Mumtaz, 2022).

Communication is essential for ensuring that people comprehend your views. It requires many methods and emotions to converse with one another. It may be described as the transfer of information from one entity to another by various modes of communication, such as signs, symbols, pictures, phrases, etc. (Sagheer, Khalid, et al., 2024) In the context of Pakistan’s perspective, they are a form of online expression used to convey humour, comment on current
events, and share cultural references. Memes in Pakistan often reflect local humour, societal trends, and various aspects of daily life (Javed et al., 2022). They’re like a shared language that internet users use to connect and engage with each other. Beyond their role in entertainment and communication, memes also have economic implications. In marketing and advertising, companies use memes to connect with younger audiences, leveraging their popularity and relatability. Additionally, there's a growing meme industry where individuals create and share memes as a career. Some meme creators gain popularity and even monetize their content, highlighting the economic potential of this form of online expression (Qureshi et al., 2023).

Currently, Pakistan is confronted with a number of economic challenges, which include a balance of payments crisis, soaring inflation, mounting debt obligations, and a persistent budget deficit, among others. However, the debate around these macroeconomic issues tends to be heavily politicised, and therefore, the approach to looking at them often also loses focus on the underlying economic determinants at play (Naeem & Siddique, 2023). To understand these economic issues better, it is imperative to analyse them through an economic lens in order to devise evidence-based policies. Memes, as a form of cultural expression on the internet, can play a role in shaping perceptions and attitudes towards local products. Memes can shape public opinion, influence perceptions, and contribute to cultural discussions, including those related to the economy (Moaswes, 2019).

Due to the bad phase in Pakistan’s economic condition, the research uses memes called funny pictures to explain the importance of today’s severe condition to Pakistan’s young generation and raise awareness among them. In recent times, memes have influenced a large number of audiences to explain the context being provided in the memes. The 2022–23 Pakistani economic crisis is an ongoing economic crisis and part of the 2022 political unrest in Pakistan (Qureshi et al., 2023). It has caused severe economic challenges for months, due to which food, gas, and oil prices have risen. The Russian invasion of Ukraine has caused fuel prices to rise worldwide. Excessive external borrowings by the country over the years raised the spectre of default, causing the currency to fall and making imports more expensive in relative terms. By June 2022, inflation was at an all-time high, along with rising food prices (Storm, 2022). Poor governance and low productivity per capita in comparison with other low- to middle-income developing countries have contributed to a balance of payments crisis where the country is unable to earn enough foreign exchange to fund the imports that it consumes. Pakistan’s economic crisis is the biggest crisis since its independence.

The political background of Pakistan in terms of humorous behaviour contends that while political figures like Bilawal Bhutto Zardari may make impressive claims about their dedication to Pakistan and their qualifications for prime ministerial roles, there is a noticeable gap between their rhetoric and their actual impact on economic development, especially in regions they have governed for extended periods. The specific example cited is Karachi, under the rule of the Pakistan People’s Party (Baig et al., 2023). Pakistanis are known for their keen sense of humour and their ability to use parody effectively as a means of addressing and coping with challenging or serious issues. Over the last few years, the politicians have been responsible for their corruption and today’s severe and bad condition in Pakistan, and in reality, to reflect this awareness and knowledge towards people, only memes are helpful for the understanding and importance of Pakistan’s economic condition towards the young generation (Sheikh et al., 2022).

**Research Methodology**

This study has used the Fairclough model to analyse the impact of social media on socio-political discourse manipulation. Its main objective is to understand how social media platforms influence political discussions. The researchers for this study followed ethical guidelines throughout. The major sources of data collection are social media platforms, specifically Facebook, WhatsApp,
and Twitter. 30 memes have been selected by the researchers, and the sample is being taken from different websites and from Google Images as well.

**Data Analysis**

**Economic Crises Memes**

*When you born in Pakistan with 38% inflation*
*Dollar @ 300+*
*And Shehbaz Sharif as your PM*

(Fig. 01)

The above meme shows an angry and stunned child who is not happy with his mother as she gave birth to him in this crisis situation, and his facial expression is indicative of the economic condition of Pakistan when a child is born in Pakistan and is given the current status. Inflation is at its highest point, raising dollar rates, so the newborn is angry. Basically, the child's expression is pointing to the whole reaction of Pakistani youth, and they are not happy with their political leaders, who are responsible for this current economic situation.

(Fig. 02)

The above meme portrays inflation in Pakistan and the fact that everything is so expensive to buy. The dialogue mentioned in the above meme has been taken from the Bollywood movie “Phir Hera Pheri”, describing the financial crisis of Paresh Rawal. All kinds of food are too expensive to purchase, like meat, vegetables, fruits, and even pulses. So, there is only one option left, which is poison to eat, but due to inflation, it has also become so expensive that people cannot even afford it. Moreover, there is also a political view in this meme that PML-N party member Attaullah Tarrar said that Pakistan has no money left even to buy poison (zehar), and in response to his statement, the opposition party and Pakistanis have made fun of him and said that they will buy poison (zehar) for the government. This meme is used by Pakistanis to mock his statement.
Dollar: Urta Hi Phiron in Hawaon Mein Kahin”. This is basically a line from Bollywood movie “Jo Jeeta Wahe Sikandar's” song “Pehla Nasha”. This meme shows that the rate of dollar is so high compared to the Pakistani currency that the dollar is almost equal to 278 rupees due to high inflation in Pakistan. Pakistani currency is devalued on daily basis so the dollar said, “Udta Hi Phiro in Hawaon Mein Kahin”. But Pakistani government didn't care much about it because their black money is saved in foreign countries’ bank accounts. Therefore, they get benefits when the dollar rate rises. Unfortunately, the Pakistani government is controlled by politicians whose money is stored in foreign countries. So, every newborn in now in debt of 2 lacs.

The above meme shows the alarming situation of inflation in Pakistan, as there is only one choice left: to leave Pakistan. As we know, Pakistan’s economic conditions are so bad that there is unemployment among youth, and the currency value as compared to the dollar falls on a daily basis. So, leaving Pakistan is the only option left, as foreign countries provide better employment opportunities and there is less poverty. 860,000 Pakistanis left the country in 2023 due to inflation and unemployment.

"Subject ko jiti marzi takleef dedo kabhi react nahi karta"

This meme refers to the movie scene “Muna bhai MBBS” in which a person is in a weak state and cannot feel or express any emotions. It is mocking all Pakistanis for being callous and
impotent. Given the fact that we do not advocate for our rights and refrain from asserting our privileges, the above meme shows how the government considers the nation a non-living thing. They consider people to have no feelings, and nothing hurts the Pakistani nation. People are going through a very difficult phase of their lives, but the government still does not care and imposes inflation on them. Pakistan is in its worst period. People are dying because of poverty. But the government is not paying attention to the condition of the people and is focusing only on themselves.

(Fig. 06)

This explains the poor state of Pakistan's infrastructure. Every government gets some construction contracts but because of corruption they use those contracts for personal benefits. Due to the cheap materials, the roads become dilapidated after some time and the entire traffic system is disrupted. A famous road in Lahore, “Madaray Millat Road” collapsed due to leakage from the sewer main pipe, but after some time the road construction completed. The above meme shows that this is the worst phase of the Pakistani economy. All the sectors like industries, economy and health sectors are destroyed. A lot of people are standing on the edge of destruction, but the government ignores all these things and demands a huge amount for the defence of the country. They don't pay any attention to solve these problems and demand a huge amount of budget.

(Fig. 07)

As for this meme, taking into account all the aforementioned information, people are suggesting their humorous opinions relating to the loan and debt taken by Pakistan from the IMF. They are putting forward their points of view according to the trends. In this meme, they are being sarcastic and proposing the idea to the government of making a YouTube channel and asking the
public to subscribe to it. In this way, they'll get income from YouTube and can pay off their debt to the IMF. The exaggeration of “wah wah” by Amir Liaquat Hussain is showing the irony of the situation.

![Pakistan in IMF Meetings](image)

The paisa de meme template originates from the music video titled "Arrested" by popular Indian rapper “Amy Way Bante”. This meme shows how a man is asking for money due to his poor condition and financial problems. This is the case of the Pakistani government, whose exports are reducing the country's economy and indirectly affecting the dollar and money. Due to the shortage of money, Pakistan is repeatedly asking for money from the IMF. Based on the fact that Pakistan owes $7.4 billion to the International Monetary Fund (IMF), people are making memes to inform the nation that we have to get rid of this debt as soon as possible. Increased fuel prices, taxation, and ending subsidies are due to the IMF's agreement. So, people are mocking the government on social media, saying that they always become needy and kind of beggars in front of the IMF for the sake of money.

![Fig. 08](image)

The above meme shows that few people are saying that the dollar rate rises as we think about it. It is describing the Pakistani mentality, the weak economic condition of Pakistan, and the fact that the rate of the dollar is increasing on a daily basis. Pakistan’s economic fundamentals remain weak, and there is still a high demand for dollars in the market. The IMF was very critical of Pakistan's management regarding the exchange rate during the past year due to macroeconomic buffers, increased external and public debt, and depleted international reserves.
The above meme describes the situation of Pakistani youth, who prefer to celebrate Independence Day by showing off their engines and making noise rather than worrying about the country's economy. It hilariously highlights their focus on attention-seeking behaviour, which can annoy and distract others. Also, they are not concerned about their country’s situation and spend money on useless things.

The “Kab Tak Teri Galtiyon Ka Tokra” meme originates from the 2007 Bollywood movie “Welcome”. In the comedy sequence, Uday Shetty (the character played by Nana Patekar) says this dialogue to Majnu Bhai. In the past, China has assisted Pakistan various times, and here is the chronological list of events:

From 2001 to 2002, Pakistan was undergoing a financial crisis and was unable to pay loans, so that was the first time China granted them financial assistance.
In 2013, Pakistan was undergoing an imbalance in current and capital account payments, so China extended a hand of help.

In 2018, when the government changed, Pakistan was unable to pay back IMF debt, so China lent a loan to support Pakistan’s foreign reserves.
In 2020, when the financial crisis was already an issue in Pakistan's depleted economic state and amidst the COVID-19 crisis, China continued to assist Pakistan financially and even provided vaccines as medical aid.

In recent times, when the IMF rejected the loan appeal, Pakistan was granted a loan of $1.5 billion by China to pay Saudi debt. And in this picture, China is saying to Pakistan that till when China will bear Pakistan's responsibilities. When will Pakistan be able to stand on its own, and stop asking for loans from others, and start generating its own revenue?
In February 2023, while Pakistan was already undergoing an economic crisis, there was a power shortage that affected the whole country. This meme is showing that Pakistan is highly affected by Natural, Security and Economic crises, but government institutions, instead of focusing on these issues, banned Wikipedia due to blasphemous materials, which was a positive thing, but Wikipedia is a big source of information for people. Government institutions should focus on the development and promotion of knowledge instead of banning it.

This meme is showing that Pakistan's economy is sinking like a ship in the sea, but people who have money are enjoying Canadian coffee brand Tim Hortons. Instead of playing their role in Pakistan's economic development and making contributions to national savings or distributing among the poor, they are wasting their resources. And the queue outside Tim Hortons is just like the number of people waiting in lines outside Nadra offices in Pakistan. And the interesting fact that the ship portrait in the meme is taken from the movie “Titanic” showing sinking economy.
In this meme, there is sharp criticism of Prime Minister Shahbaz Sharif. This is the worst phase of our economy, where Pakistan is nearing bankruptcy. Under this government, the inflation rate is uncontrollable, and people are facing severe inflation. The PM of Pakistan is making the stupid statement that “we will restart Pakistan.”

The above meme shows how political leaders named Shahbaz Shareef, Asif Ali Zardari, and Molana Fazl-ur-Rehman are facing hate because of their corruption and money laundering. That’s why there is a hammer pointed at these politicians’ faces. Only politicians are responsible for this situation. Corruption distorts economic decision-making, inhibits investment, and weakens the country's economic growth, which is why the problems are long-standing. Corruption is criminalised under Pakistani law, and corrupt officials are held accountable, but no such action is taken because we do not have a good justice system. Inflation is at its highest level since 1974. Fuel and electricity prices are skyrocketing these days. People are aggressive and make fun of corrupt political leaders; they are criticising them through memes on social media.

The above picture explains the condition of the infrastructure in Pakistan. At first, the road is constructed with cheap material, and due to this, the roads become dilapidated after some time. On the other hand, there are no specific arrangements for water drainage, and this water also
destroys the roads. This is the worst period of Pakistan's economy; all sectors of industry, education, and health have been completely destroyed. But the army demands a huge amount from the budget for the defence of the country. The condition of the country is worse, and the army has demanded $1.80 trillion for the defence of the country. They only want to save their honour and do not care about other sectors. As shown in the meme, this man ignores everything around him and enjoying his life.

Petrol Crises Memes

![Meme Image](Fig. 17)

The above meme has been taken from a scene from a famous movie named Phir hera pheri, featuring Rajpal Yadav. This meme humorously captures the frustration that many cars' owners experience when they witness a sharp increase in petrol prices. Hence, in Pakistan, due to the current economic situation resulting in a slump, petrol prices are rapidly increasing, and people who own cars or any other vehicle are getting worried because it affects their daily lives. Thus, they are using strong lines such as “Kill us” or “Let us not live”. With limited income and unlimited expenses, people can either pay for their gas tanks every 2nd or 4th day or bear their routine expenses with limited resources. When petroleum prices increase, it affects everything within a country. This meme effectively combines humour, reliability, and a touch of social commentary to capture the sentiment of car owners facing the challenge of increasing petrol prices.

![Meme Image](Fig. 18)

In the above meme, we see that Pista, Badam, Chilghozay, and Akhrot are all very expensive, but they all laid down their heads in front of petrol because of its increased price. Petrol is now the king of all expensive things. Petrol prices are increasing mainly due to Russia's invasion of
Ukrainian territory since 2022. Global prices soared to more than $120 a barrel amid concerns about a shortfall in global supplies from Russia. Also, the population is increasing so rapidly, and petroleum resources are very scarce in the world, which is why petrol is now getting out of people's capacity. Similarly, Malik Riaz, who is a businessman and owner of Bahria Town, is a big name in Pakistan, and he is also bestowed in front of petrol because of its highest price till date.

(Fig. 19)

Petrol prices have increased all around the world due to a large population and the minimum number of petrol reserves left in the world. The above scene is taken from the movie "3 Idiots," where the mother of one of the three friends is telling them about their poverty and inflation. So, the above meme is related to gold, as it is very expensive to purchase. But petrol prices are increasing to such an extent that it is possible that petrol will now be sold at gold shops.

(Fig. 20)

This meme shows that Pakistan is one of those countries facing a petroleum crisis. Despite these crises, when a girl asks for a rich boy, the guy cleans his feet with petrol to show her that he is too rich. In Pakistan, people are using petroleum at high rates. Pakistan is in its worst period because of inflation. The Pakistani government should guide people to use mostly public transport instead of their own vehicles so that petroleum usage can be minimised.
Electricity Crises Memes

“Ae itna andhera kyu ha bhai?” Akshay Kumar plays Raju in the “Herapheri” movie, meaning why is there darkness everywhere? The same is the case with Pakistan, as we all know that during the power crisis in Pakistan, when there is a blackout in the country, everyone tells others why there is darkness, describing the power problems that every Pakistani faces today. In this meme, we are casting a glance at the issue of electricity in Pakistan. As we know, the power shortage is the most common and crucial issue these days, so most people are exhausted due to the lack of electricity. In this meme, we can see the hilarious reaction of media users to the power shortage.

The above meme is portraying Sacred Games Nawazuddin Siddiqui as Ganesh Gaitonde dialogues "Mai nahi bachega idhar."This is another meme on the issue of power shortages. We can clearly see that the people are not willing to live in a country where they cannot avail themselves of the basic resources of life, such as access to electricity. Moreover, youth are obsessed with their mobile phones, and when their mobile's battery is about to die during a shortage of electricity, they feel dissatisfaction and have the urge to leave their country. So, these memes make us aware of the feelings of the public and their point of view after not receiving human rights.

Desi parents right now... 😞。
#ElectricityShutDown

Moombatti kider hai..?
Maal Kidhar Hai is a famous quote from the 2006 Bollywood film Phir Hera pheri, which says “Mombati Kidar Hai”, meaning "where is the candle". Electricity is a big problem in Pakistan, as we all know, and when the light goes off, the desi parents in the joint family ask their children, “Where the candle is?” because of the darkness in the whole house where Johnny Lever is holding a knife in his hand. This meme assumes Johnny Lever as a parent in a Desi family.

(Fig. 24)

The above meme is based on the popular Pakistani commentator "Rameez Raja", who is famous for his commentary on cricket, showing the power crisis in Pakistan. This meme analyses what happens to the common man when the power goes down and the situation he faces when he gets the full benefit of solar electricity. But on the other hand, the situation of WAPDA users is the same as in the second slide shown in this meme because Rameez Raja's hair was damaged, while in the first slide, his hair was well styled and groomed.

(Fig. 25)

“Yeh Kab Hua” is a popular meme that originated from the 2007 Bollywood comedy film Dhol, in which legendary actor Rajpal Yadav said that solar panels are too expensive and apparently only rich people can afford them in this economic crisis. A variety of items can be purchased. In this meme, Rajpal Yadav is quite surprised and at the same time a bit worried that when did this happen i.e., when people installed solar panels in their homes while people in Pakistan are unable to pay their electricity bills.
The above meme shows the current situation in Pakistan, where people are unable to charge their mobile phones due to a power shortage. Because of this, many people forget to charge their phones and can’t use them in the morning or all day when the electricity is shut off.

Loadshedding is a major problem in Pakistan. This meme portrays that some people are asking each other about electricity. This is the general situation in Pakistani society, as when the light goes out, everyone asks others about it.

As we know, Mukesh Ambani is one of the richest men in the world, but here the meme is about the electricity bill. Pakistanis are in debt and in bad condition because of the electricity bills they have to pay. So, this meme is reflecting the sarcasm that if he has to pay the electricity bills, he will be the poorest man alive.
Political Crises in Pakistan Memes

In the above meme, Bangladeshi people are saying that they are thankful to Allah that they got freedom from Pakistan; otherwise, they would have been in the same situation as the people of Pakistan. Pakistan is facing the worst financial crisis, and foreign exchange reserves have fallen to 3.7 billion dollars. The government has also increased the prices of petrol and electricity. Recent developments in Bangladesh, which gained independence from Pakistan in 1971, have sparked a commemoration on various social media platforms, particularly on Twitter's Desi Log".

In it, he criticised the government of Pakistan and its policies for these financial conditions.

Memes are a great way to emphasise the current situation. A stock market index, also known as a stock index, measures a portion of the stock market. In other words, the index measures the change in share prices of different companies. In this meme, a police van that has been destroyed critically emphasises the current situation in Pakistan. People care more about their happiness and their feelings than the country's economy or its fragile state. This meme also described how people expressed their hatred towards the police.

Results and Discussion
This research discusses funny images with captions, called memes that talk about Pakistan's economic crisis. The memes show that Pakistan is going through a tough time with its economy. This research also shows that some politicians make a lot of promises but do not do much for the development of the country. These memes are a way for people to talk about serious issues in a funny and interesting way. This research showed that these memes also attract and increase the attention of the youth in Pakistan. The jokes and important messages in the memes make them interested in learning more about their country's economic crises. It is also important because it encourages the youth to care about the critical state of Pakistan and give their opinion on its future. By understanding the meaning behind these memes, we can use them not only to make people laugh but also use them to think and care about our country. Overall, this study hypothesizes that these funny images, or memes, are more than just jokes. They are a way for people to talk about sensitive issues like Pakistan's economic problems. They also help young people get interested and involved in what is happening in their country. So, these memes are not
only funny, but also a way to make a difference.

Conclusion
Memes are a major part of social media nowadays. You get to watch different memes on different topics and issues on every social media platform. Some memes are for criticism, and some are for fun. But memes made about the economy are mostly critical ones. The easy access to the internet and social media nowadays has provided everyone with a chance to portray their feelings, whether through memes or different posts. Pakistan is going through a lot of economic difficulties, but people are making memes about these sensitive matters too. Instead of playing a positive role towards the betterment of society, some so-called keyboard warriors are making a negative impact on social media about Pakistan and its sensitive matters. In conclusion, this study advises additional research and understanding of the role social media plays in economy-building, highlighting the significance of the economy for purposes other than academic research and to address societal issues. The government should also invest in infrastructure to improve access to markets and increase the potential for economic growth. By promoting economic growth, income disparity can be reduced as more people have access to jobs and economic opportunities. Finally, Pakistan needs to promote social cohesion.

Recommendations
The memes described in this article are no doubt based on reality and up-to-date according to the economic situation in Pakistan. If every single person tries to play a positive role in society and makes efforts to change things, anything is possible. So, as Pakistanis, we really need to do something for our homeland during these crucial times to make it prosper again. There is room for more study on the evolving nature of economic memes, and whether memes may affect attitudes of people regarding economic issues. Furthermore, researchers may assess the influence of memes on the audience by conducting surveys to see how well meme producers shape the agenda.

References


