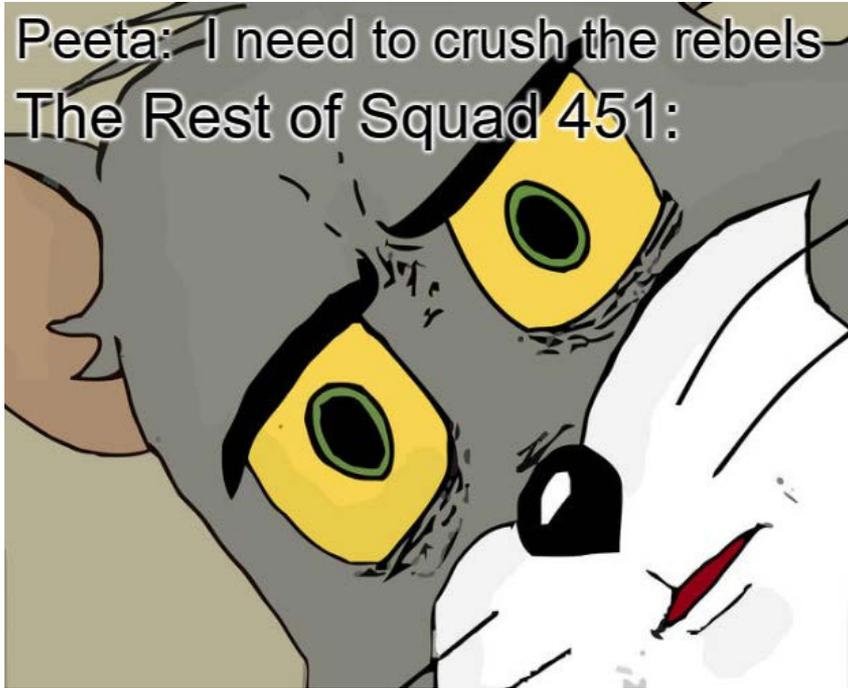
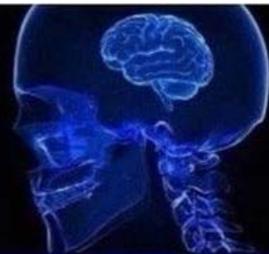


Mememes

Comedic or Career Ending?



**PEETA
LOVES KATNISS**



**EAT BERRIES
TO DIE IN THE
HUNGER GAMES TOGETHER**



**PEETA TRYS
TO KILL KATNISS
AND SQUAD 451**



**PEETA
STRANGLING KATNISS**



Meme Thesis

Memes as a genre are a good way to convey information in a casual and funny manner. Memes allow for a medium that can easily be understood and can reach a wider audience than other forms of media.

Government *does tyrannical government stuff*

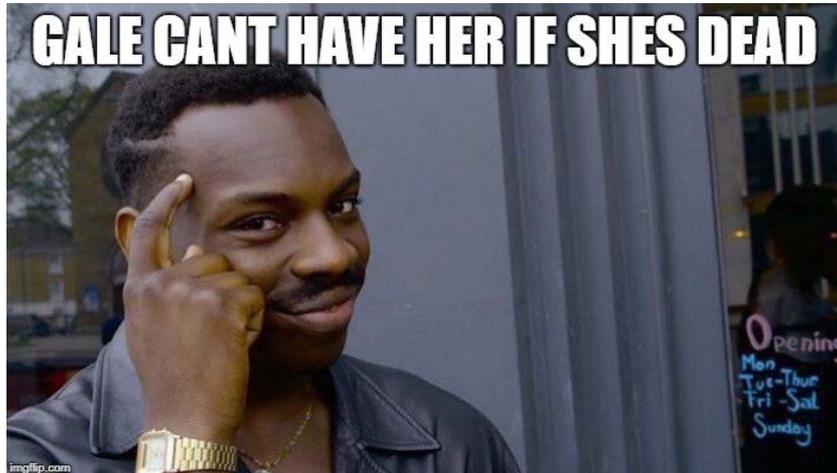
People: *Revolt*

Government:



Meme implications for Officers

- As an officer we should consider how the underlying format of a meme may affect others. Meme formats come in many shapes and sizes of which some are offensive to others. E.g.



Meme

WHO WOULD WIN?

**A WELL
ESTABLISHED GOVERNMENT
THAT HAS BEEN
IN POWER FOR OVER
75 YEARS AND
HAS A LARGE ARMED FORCE**

**A BUNCH OF
MOLE PEOPLE
THAT JUST CAME
OUT OF HIDING**



- Well established government is the Capitol
- The mole people are district 13 and rebels
- The mole people end up winning

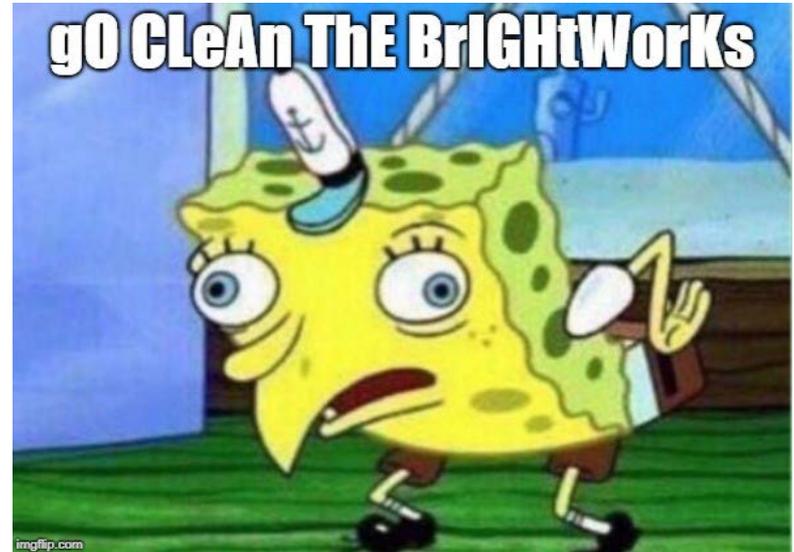
Meme Thesis

Memes are a simple way to show opinions. Memes can be good or bad depending on the intentions of the creator. It is easy to evaluate appropriateness of memes. As officers and leaders we need to consider what affiliations certain memes have and all the possibilities of interpretations.



Meme Implications for Officers

Memes are not very professional and are hard to take serious. If officers used memes then his or her sailors would not take this officer seriously.



Mockingjay Memes



Serves as a reference to the PTSD that Peeta faced after torture from the Capitol

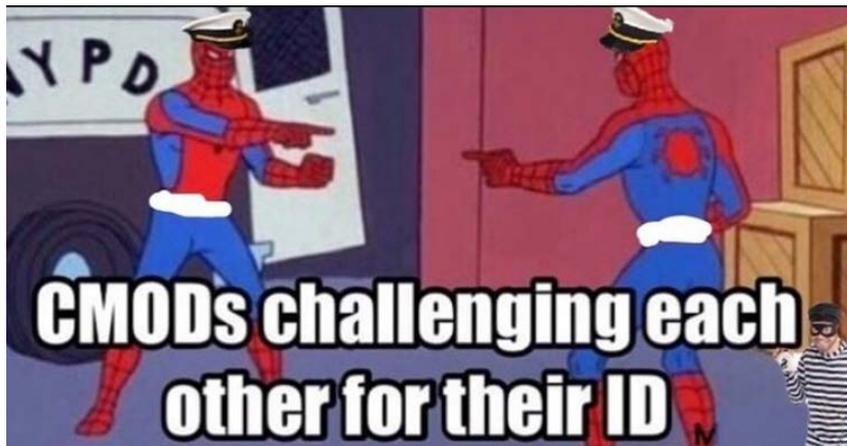
Real or Not Real was a game for Peeta for him to remember his past and discern fiction from reality

Kind Peeta is at the top asking about Santa Claus whereas Evil Peeta is at the bottom when he does not get an answer

Memos r good (mostly)- here is why

Provides a social commentary and forum for public debate for otherwise difficult topics

- Although unprofessional, memes are an accurate description of how people think and feel about these subjects
- Officers should be cautious with using memes because of its informality and
- As long as the memes are appropriate, it is acceptable to spread/share them throughout the workplace



Implication for officers

We should consider that memes are a double edged sword, although they often lighten the mood by introducing humor they may be insinuate an alternative offensive interpretations. This can spark unwanted or untended tension within the workplace.



Me: Accidentally
misfires arrow, hits bystander

All the rebels at Snow's Execution:



Finney: Spoils the end of the book

The rest of the class:

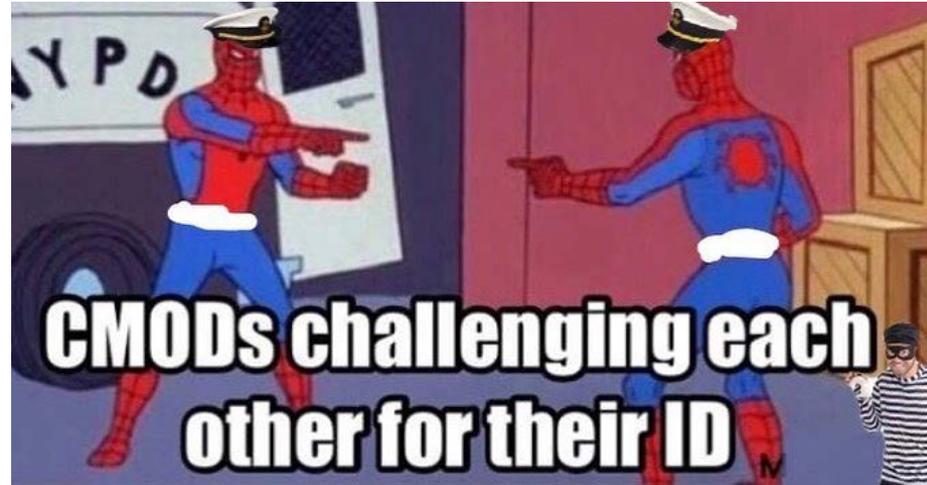


Meme Thesis

Memes are generally good humored comedy that relates common cultural movements, struggles or ideas.

Frequently, specialized memes can help improve morale within certain organizations and subcultures such as the Naval Academy.

As future Officers, it is important to consider the appropriateness and whether or not it downplays events that should not be laughed about



Mememes for Officers

Mememes are universal in nature that evoke feelings in individuals that bring them closer together

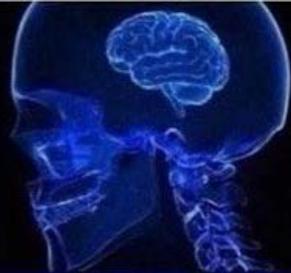
Officers are a little more disconnected from the enlisted sailors than the enlisted sailors are from one another.

Mememes can be used informally to close the metaphorical gap between officers

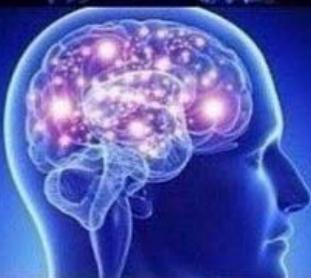
Bottom Line: Mememes Increase Morale



**PROFESSOR
STARTS CLASS**



**CLASS LEADER
CALLS
ATTENTION ON DECK**



**CLASS LEADER
SAYS STANDBY**



**"ATTENTION
TO THE
SAILOR'S CREED**



TO KILL A MOCKING-JAY

President Snow



@book_nerds

over 30,000,000 sold
in the Capitol

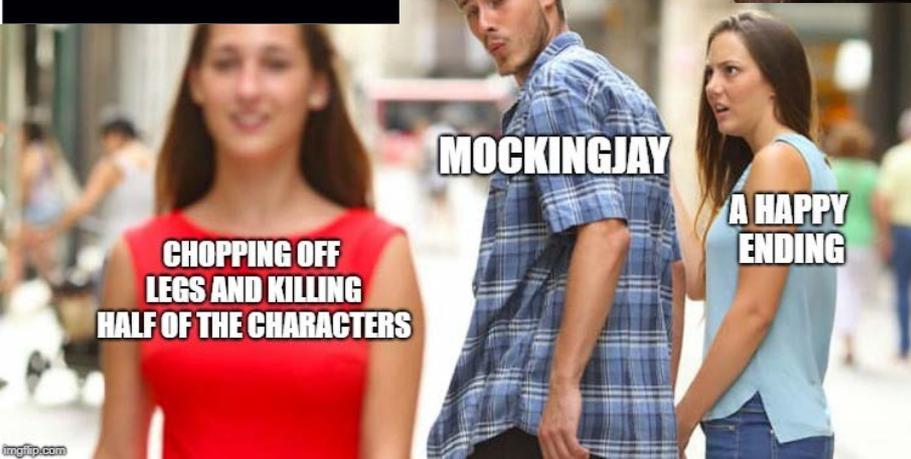


**KNEAD ME LIKE ONE OF
YOUR FRENCH BREADS**



ONE MORE BREAD JOKE

AND YOU'RE TOAST



MOCKINGJAY

**A HAPPY
ENDING**

**CHOPPING OFF
LEGS AND KILLING
HALF OF THE CHARACTERS**

What's President Snow's
favorite book?

To Kill a Mockingjay



Meme Thesis

- Memes are not inherently good or bad, rather they are up to interpretation.
- They essentially are a satirical way to make a statement on the culture of the times.
- They can be “normy” or “edgy”

Meme implications for Officers

- As Officers we should consider how appropriate and relevant memes are to what you are trying to convey.

Meme implications for Officers

As military officers, we should consider that some memes might be inappropriate or offensive to some people. Before we use memes, we decide that the meme is neutral and suitable for all people.

