

School memes: on the example of three Tartu schools

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Robert Howard 2013: Vernacular” just means non-institutional ...So the idea of the “vernacular web” is just that: the vast interconnected web of everyday communication we enact together to create our shared sense of the world.

In the online environment, this web is just more obvious: we always have had vernacular webs, but online they are more concrete because they are directly observable... In a link from one website to another or in tweet about a YouTube video that links to blog, the vast zone of informal discourse online creates “vernacular webs” of interconnected digital media. In these zones, people follow their friends’ posts and links and they pick up digital content, edit it, and then re-share it.

Owens, Trevor 2013. Born Digital. Folklore and the Vernacular Web: An Interview with Robert Glenn Howard. The Library of Congress/Blogs/The Signal. February 22. <https://blogs.loc.gov/thesignal/2013/02/born-digital-folklore-and-the-vernacular-web-an-interview-with-robert-glenn-howard>

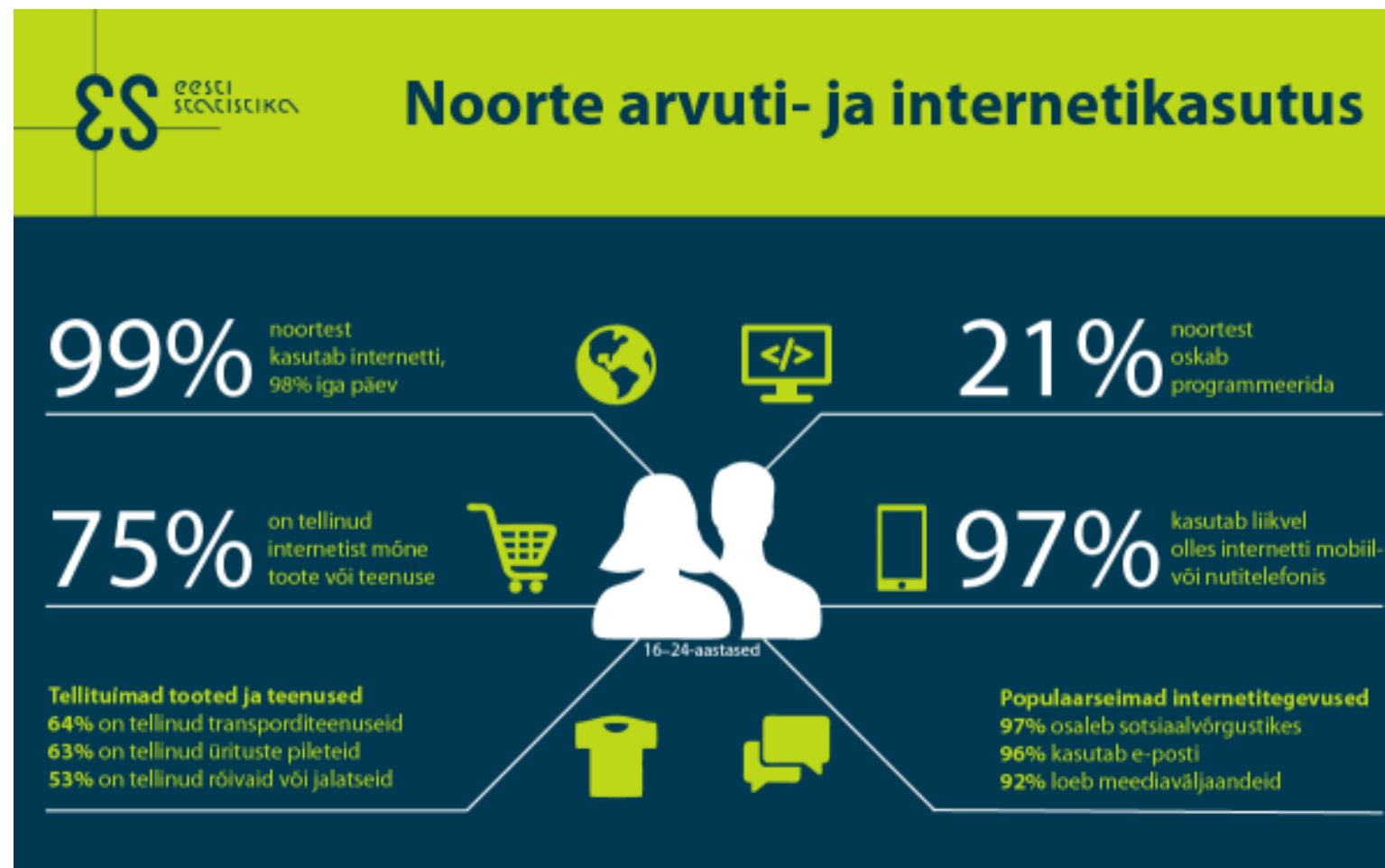
Howard, Robert Glenn 2012. ‘How counterculture helped put the “vernacular” in vernacular webs’ in Folk Culture in the Digital Age: The Emergent Dynamics of Human Interaction, ed. Trevor J.

Richard Dawkins 1976. The Selfish Gene: ...“an idea, behaviour or style that spreads from person to person within a culture by copying or imitation”

Limor Shifman 2013. Memes in Digital Culture. The MIT Press Essential Knowledge Series. Cambridge: MIT Press.

p. 41: Internet meme is a group of **digital items sharing common characteristics** of content, form, an/or stance, which were created with awareness of each other; and were circulated, imitated, and/or transformed via the Internet by many users.

Computer and internet use of young people



<https://www.instagram.com>

karlovameemid/

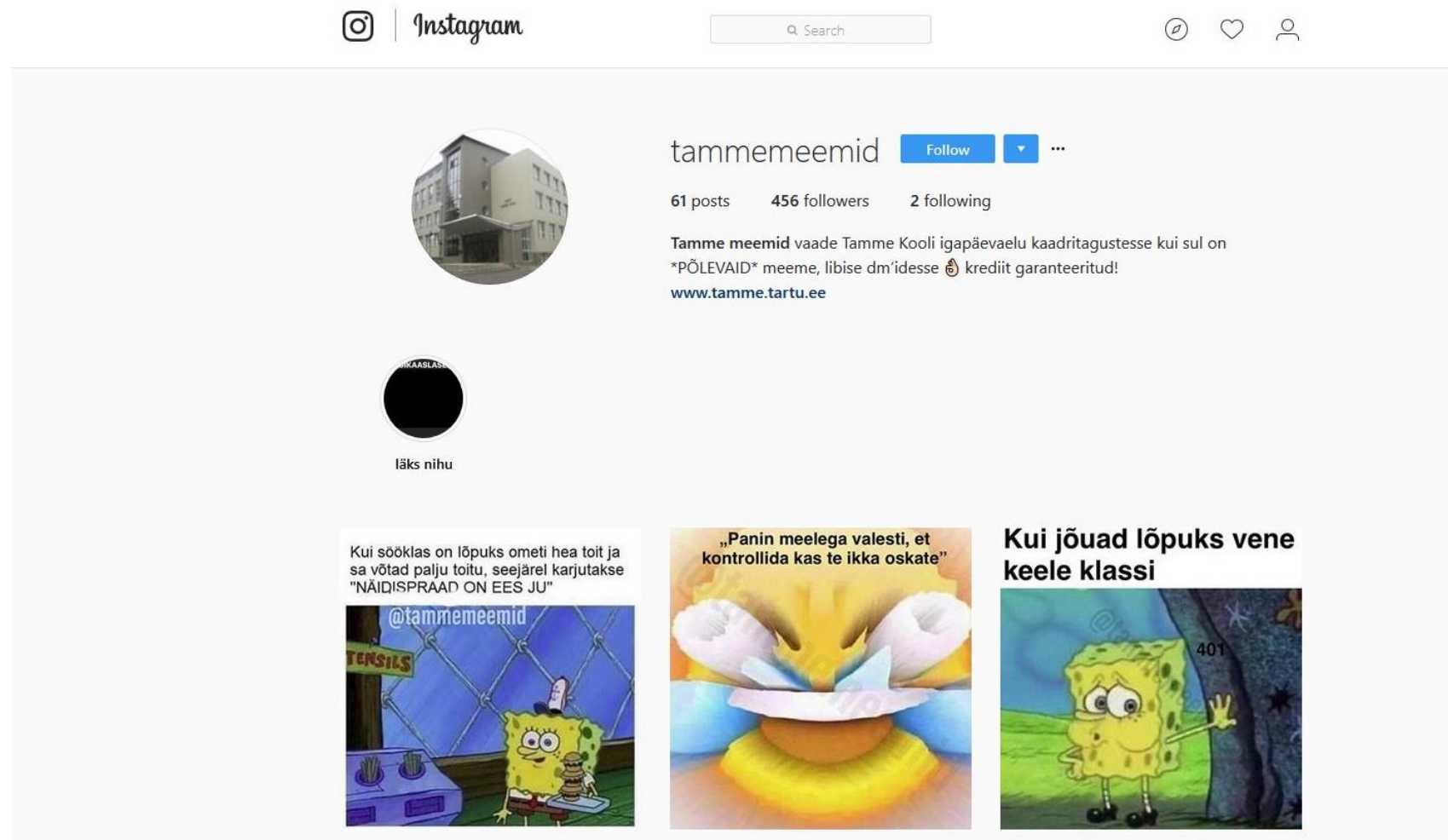
The screenshot shows the Instagram profile for 'karlovameemid'. The profile picture is a circular image of a large, multi-story building. The bio reads: 'Karlova meemid peaaegu adekvaatne pilguheit Karlova Kooli igapäevaellu Kui käid Karlovas ja sul on meeme, saada meile directi. Autori tagime meemi alla.' The profile has 102 posts, 542 followers, and is following 2 accounts. The post grid includes:

- A post with text: 'mis toimub Karlova meemidega?' and 'Üheksas b tutvus metsa ja vee ökosüsteemidega'. Below the text are 'Eelmine' and 'Järgmine' navigation options and a photo of people in a forest.
- A post with a blue graphic that says 'EESTI VABARIIK' and '10', and a photo of a man with the text 'i sleep'.
- A post with a photo of a man and the text 'real shit'.
- A post with a meme featuring vertical bars and the text 'JA DISKRIMINEE' at the top and 'A EHK PEAKS VÄRVIPEMEDA SILMA PEAL HOIDMA' at the bottom.

Tamme meemid

<https://www.instagram.com>

tammemeemid/



The screenshot shows the Instagram profile for 'tammemeemid'. At the top, the Instagram logo and the word 'Instagram' are visible. A search bar with the text 'Search' is on the right. Below the profile picture (a circular image of a building) and the name 'tammemeemid' (with a 'Follow' button and a dropdown arrow), the statistics are listed: '61 posts', '456 followers', and '2 following'. The bio reads: 'Tamme meemid vaade Tamme Kooli igapäevaelu kaadritagustesse kui sul on *PÕLEVAID* meeme, libise dm'idesse 📩 krediit garanteeritud!' followed by the website 'www.tamme.tartu.ee'. Below the bio is a post by 'läks nihu' with a black profile picture. The main content area shows three meme posts:

- Post 1:** Text: 'Kui sööklas on lõpuks ometi hea toit ja sa võtad palju toitu, seejärel karjutakse "NÄDISPRAAD ON EES JU"'. Image: SpongeBob SquarePants at a counter with a sign that says 'TENSILS' and '@tammemeemid' overlaid.
- Post 2:** Text: '„Panin meelega valesti, et kontrollida kas te ikka oskate”'. Image: A large, colorful, abstract shape resembling a flower or a crown.
- Post 3:** Text: 'Kui jõuad lõpuks vene keele klassi'. Image: SpongeBob SquarePants standing in a forest at night, with the number '401' overlaid.

Lähte meemid

<https://www.instagram.com>

lyg_meemid/

The screenshot shows the Instagram profile for 'lyg_meemid'. At the top, the Instagram logo and name are visible. The profile picture is a circular logo with the text 'Lähte Meemid' and a wreath of hands. The bio reads: 'Lähte meemid Tüüpiline meelelahutusleht Lähte ÜG südamest 🤗 Saada enda pildid directi, krediit garanteeritud 📍'. It shows 82 posts, 457 followers, and 2 following. A post is partially visible, showing a grid of nine hazard symbols with humorous Estonian captions: 'kalaväetis', 'peidetud aare', 'tegu on veiniga', 'ettevaatus, kasutades kondoomid', '"täna oleb lahe tund"', 'lökkeplats', 'karju enne', 'imksooel', and 'puhastab'. To the right, another post shows a washing machine dial with a green light and the text 'Heavy Duty Whitest Whites'. A third post shows a man in a blue shirt with the text 'I'm fast. I'm very fast.' and the caption 'Sa ei saa lihtsalt enda kahtede eest ära joosta'.

Karlova meemid

<https://www.instagram.com>

karlovameemid/

The screenshot shows the Instagram profile for 'karlovameemid'. The profile picture is a circular image of a large, classical-style building. The bio reads: 'Karlova meemid peaaegu adekvaatne pilguheit Karlova Kooli igapäevaellu Kui käid Karlovas ja sul on meeme, saada meile directi. Autori tagime meemi alla.' The profile statistics show 102 posts, 542 followers, and 2 following. Below the bio, there are several posts. One post features a grid of images: a blue and white graphic with the text 'EESTI VABARIIK 10', a close-up of a man's face with the text 'i sleep', a meme with a man's face and the text 'real shit', and a meme with the text 'IA DISKRIMINEE' and 'A EHK PEAKS VÄRVIPIMEDA SILMA PEAL HOIDMA'. Another post shows a group of people sitting on the ground in a wooded area. A third post shows a small thumbnail of the school building with the text '100 posts'.

An almost adequate glimpse at the everyday life in the Karlova school

<https://www.instagram.com>

karlovameemid/

tammemeemid/

lyg_meemid/

kui suvi hakkab lõppema ja
lina 2 tuleb jälle meelde



karlovameemid • Following

siimkollane Lol eip, suck it hoes



139 likes

AUGUST 8, 2017

Add a comment...



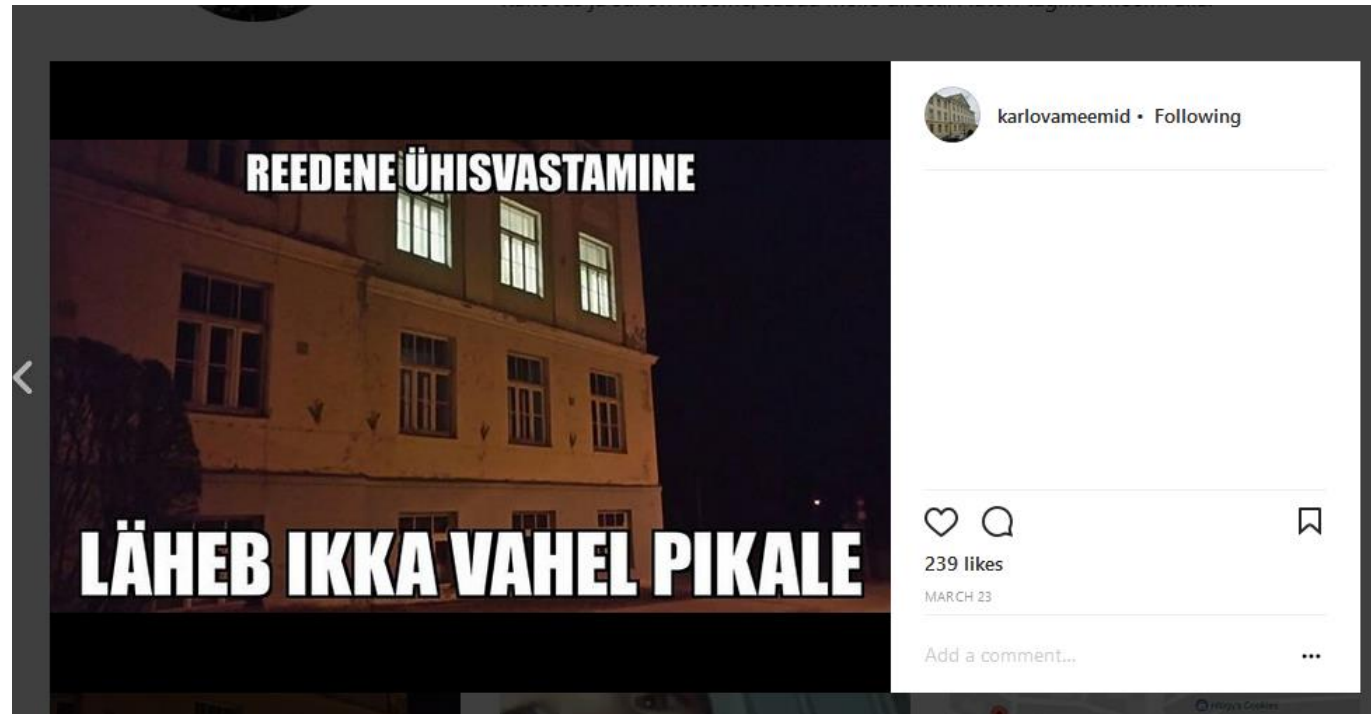
If you remember the school at Lina 2

<https://www.instagram.com>

karlovameemid/

tammemeemid/

lyg_meemid/



will take a long time

<https://www.instagram.com>

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tammemeemid/

lyg_meemid/



The school will begin teaching World War II

<https://www.instagram.com>

karlovameemid/

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lyg_meemid/



<https://www.instagram.com>

tammemeemid/



school canteen

<https://www.instagram.com>

karlovameemid/

tammemeemid/

lyg_meemid/

tammemeemid • Follow

tammemeemid krediit @_grethen_

Põrand on keemia ja füüsika kodutööd



@tammemeemid

70 likes

karlovameemid • Following

põrand on kummikinnaste kasutamine siis kui peaks



keemiaõpetaja

keemiaõpetaja

133 likes

OCTOBER 3, 2017

Add a comment...

<https://www.instagram.com>

tammemeemid/

Kui vene õps räägib sinuga puhtas vene keeles ja sa ei saa mitte tuhkagi aru, mis toimub



tammemeemid • Follow

annabel.aarla @laura.rand kõik Nurga tunnid hahahahahahah 😂

jj.aa.nn.eee @lilleke_lumes

teele_lill @jj.aa.nn.eee 😂😂😂😂😂

laura.rand @annabel.aarla Hahahhahahahahah frrrr jaaa

e.ilves @lisette_laisaar

robertaturkson @bbeetthhh

lisette_laisaar @e.ilves 😂😂

kkertummold @annmarleenvarul

annmarleenvarul @kkertummold hahah jaaaa

itsmcrly @merily_juris siis kui koondises saad vene ruhma hahshsh

merily_juris @itsmcrly da 😂😂😂

laura.rand @katerin.talvar

mirtelorg @liisbetsaar



195 likes

JANUARY 30

Add a comment...



A Russian teacher will speak Russian in you and you will not understand

<https://www.instagram.com>


karlovameemid/

DELFI

WWW RUS

kooli hoovis puud, õpilaste seas puhkes paanika (24)

Fotod: Argo Ingver, Foto- ja videoreporter, Toimetaja
Kristjan Ats Mägi, reporter-toimetaja
18.september 2017 15:14



Pikselöök Karlova kooli õuel Foto: Argo Ingver

Galerii: 15 pilti

Välk tabas Tartu Karlova kooli hoovis olevat puud, mille peale ehmus koolipere ja arvas, et tegu on plahvatusega.

karlovameemid • Following

sandraonananass Lol ma puudusin. Elan mäki vastas ikka kuulsin

tartulapz Olin samal ajal võimlas kui see juhtus.. jube!♥

mirtel.v Ma olin arvuti klassis ja ehmatasin niimoodi et süda pidi seisma jääma ja arvuti hiir vibras

158 likes


SEPTEMBER 18, 2017

Add a comment...

<https://www.instagram.com>

lyg_meemid/

Kes tahab "hullu" panna, siis Lählei saab



lyg_meemid • [Follow](#)

lyg_meemid Krediid: Anonüümne isik 😊 (1)
Krediid: @makuratto (2)

137 likes

APRIL 16

Add a comment...

<https://www.instagram.com>

lyg_meemid/

(kooli lõpetamine)
mina: sooviksin tänada kõiki kes
mind sellel raskel teel aitasid ja
toeks olid..



lyg_meemid • Follow



102 likes

DECEMBER 18, 2017

Add a comment...

Graduating.

Me: thank you, everyone who supported me.

Sitting in the hall: memes.