

BENEMÉRITA UNIVERSIDAD AUTÓNOMA DE PUEBLA

Facultad de Lenguas

**“A MULTIMODAL ANALYSIS OF MEXICAN POLITICAL MEMES: A TREND
OR A WAY TO COMMUNICATE BIG IDEAS”**

A thesis submitted to the Faculty of Languages

For the degree of

Maestría en la Enseñanza del Inglés.

Presented by

José Alfredo Jiménez López

Thesis Director:

Dra. Teresa Aurora Castineira Benítez

Puebla, Mexico

January, 2020

**“A MULTIMODAL ANALYSIS OF MEXICAN POLITICAL MEMES: A TREND
OR A WAY TO COMMUNICATE BIG IDEAS”**

This thesis has been read by the members of the committee of

José Alfredo Jiménez López

And it is considered worthy of approval in partial fulfillment of

the requirement for the degree of

Maestría en la Enseñanza del Inglés

Thesis Director

Dra. Teresa Aurora Castineira Benítez

Committee Member

Committee Member

Committee Member

Dra. Elizabeth Flores Salgado

Dr. Michael T. Witten

Mtra. Carolina Ramirez Borraz

Benemérita Universidad Autónoma de Puebla
Puebla, México
January, 2020

DEDICATION

To the source of my joy, the center of my world and the whole of my heart, Sandra.

Table of contents

Chapter 1	1
Introduction	1
1.0 Introduction	1
1.1 Significance of the study	3
1.2 Context of the Research	4
1.3 Objectives	8
1.4 Research questions	8
Chapter 2	10
Literature Review	10
2.0 Introduction	10
2.1 Computer Mediated Communication	10
2.1.1 Social network	11
2.1.2 Internet and Mexican Users	12
2.2 Memes	13
2.2.1 Memes' Structure	16
2.2.2 Trend	17
2.2.3 Go viral	18
2.3 Political Discourse	19
2.3.1 Political Memes	20

2.4 Multimodality	21
Chapter 3	24
Research Methodology	24
3.1 Objects of analysis in the Research	25
Chapter 4	72
Results	72
4.0 Introduction	72
4.1 Obtained Results	72
4.2 Research Questions' Answers	76
Chapter 5	79
Conclusion	79
5.0 Introduction	79
5.1 Research Contributions	79
5.2 Limitations of the Study	80
5.3 Suggestions for Further Research	80
References	82
Appendix A	89
Appendix B	91
Appendix C	93

Chapter 1

Introduction

1.0 Introduction

The purpose of this investigation is to analyze how Mexicans expressed their ideologies through the use of memes during the presidential Mexican elections in 2018. In more general terms, this project will study how people in the global village take advantage of the use of technology in order to share ideas, feelings or emotions, providing substantial evidence in relation to the use of memes as a way to communicate information worldwide.

Human beings first made their appearance on earth around 2.5 million years ago. Since then, communication has evolved from grunts, growls and gestures to words, sentences and different languages and various semiotic modes (Woods & Woods, 2011). Contemporary society has been part of a massive expansion in the way people communicate with each other, from postal service, telephone calls to the use of the internet to make either video calls or sending and receiving data instantly worldwide. In general, those are the reasons why this era is known as the *Information Age*. Consequently, worldwide communication is creating a global group, referred to as the era of globalization (Bodomo, 2010).

The interaction between human language through technological devices is creating new ways to manipulate the information that people share making possible the study of this phenomena known as *Computer Mediated Communication (CMC)* (ibid., 2010). For instance, mobile communication nowadays is carried out through the use of images which are combined with short texts. At the beginning, however, written mobile communication

was restricted to the use of plain text where 160 characters were the limit and it was known as *Short Message System (SMS)*. It evolved in 2002 with the improvement of the screens in mobile phones allowing users to customize their messages with emoticons (Le Bodic, 2004) creating the opportunity to transmit more ideas with fewer words. Subsequently, those emoticons became emojis by the year 2011 (Danesi, 2016) turning mobile communication into a phase where text was combined with specific symbols used to add extra information in the communication.

The fact that screens on phones had more characteristics than those in the early stages of mobile communication, allowed the users and makers to add colors, movement, and sounds to establish a new way to express people's ideas. Mobile phones are now capable of capturing pictures or videos and they allow the user to edit those pieces of information and share them with the use of the internet. Communication has been transformed in a decade from the use of texts to images with the intention to evoke feelings, sensations and memories in a matter of seconds (Martin & Pape, 2012).

Creative Displays Now (n.d), one of the biggest design worldwide company, maintains that currently most of the digital images are shared through the use of devices such as mobile cell phones with the purpose of selling, offering and promoting a product and idea or a service. These digital images shared via the internet are created by texts and images and are used to express ideas, emotions, cultural events even political ideologies which are transmitted among individuals through the use of media. One of these digital media are known as *memes* (Dawkins 1976, Graham & Gordon 2002, Leigh 2010). As mentioned by

Graham and Gordon (2002), memes have been seen as cultural analogues that respond to selective pressures within the society.

In the following sections, the significance of the study will be presented. I will then discuss the context of this investigation followed by an overview of the political parties and politicians involved in the 2018 presidential elections and that were present in the memes under investigation. Finally, the objectives of this thesis as well as the research questions that guided it will be discussed.

1.1 Significance of the study

A trend to use social media to share information is arising and a tendency in the use of memes is gaining strength all around the world because they are more than simple ideas. They are considered to be more like complex structures because the information referred to in these memes must be interpreted in the mind of the user “memes are idea complexes and meme vehicles are their tangible expressions” (Shifman, 2014, p.38). For this reason, memes are the ideal agents to carry multiple thoughts in a perceivable simple structure as well as a tool for communication.

As a consequence, this study will allow any person interested in this phenomenon to understand sarcasm and satire, among other messages, used in memes that appeared throughout the 2018 presidential elections in Mexico. Memes were by far one of the most viral ways to share people’s impressions about the candidates that were running for the presidency of Mexico.

Finally, this document intends to carry out a different type of discourse analysis within the political field (Chilton & Schaffner, 2002). This project is based on qualitative (Saldana, 2011) research due to the nature of the information that demands the development of descriptions and explanations obtained from visual data (Kress, 2010).

1.2 Context of the Research

The Mexican political system has faced different reformations and it has been changed from an authoritarian political system into a fair pluralist party system. Since 1821, Mexico became an independent country facing several encounters such as foreign interventions resulting in loss of territory and the creation of a political community. Porfirio Diaz, a Mexican dictator in the nineteenth century, led to a new controlling government based on a hegemonic party establishing new rules to regulate the decisions in the country. In 1910, the Mexican Revolution ended Porfirio Diaz's government, but democracy had a very short period. By 1917 the Constitutionals, Venustiano Carranza and Álvaro Obregón, set a different government which led to a legal democracy in Mexico. Eventually, the Mexican political system became a pluralist party where many political parties have been in constant struggle to obtain the presidential position to lead Mexico's future. As a consequence, presidential elections in Mexico are carried out every six years, giving the opportunity to all political parties in Mexico the opportunity to be elected by the society (Ortega Ortiz, 2017).

In 2018, the biggest election in Mexico took place to choose the next president after Enrique Peña Nieto, former representative of the political party Partido Revolucionario Institucional (PRI). This political party was established by the President Elías Calles in 1929 and it was first known as Partido Nacional Revolucionario (P.N.R.), it wasn't until the year

1946 when it changed its name to Partido Revolucionario Institucional, (P.R.I.) (Asociación Nacional Revolucionaria Gral. Leandro Valle, 2019). The PRI controlled Mexico continuously for 70 years and nine months, from the first candidate Pascual Ortiz Rubio, until his first official loss in 2000 against the candidate Vicente Fox former representative of the political party Partido Acción Nacional better known as PAN (Expansion politica, 2019).

This election was carried out with five candidates that were running for the presidential position representing different political parties. The candidates involved were: Margarita Zavala, former member of the political party Partido Acción Nacional known as PAN, however she decided to run for president being part of an independent politician, meaning she had no support from any political party. The next participant was Ricardo Anaya, representative of the political party PAN, with his motto “Por México al frente” meaning going forward for Mexico. PAN originated in 1939 with Manuel Gómez Morán as founder. It was created with the intention to stop land confiscation and leftist actions generated by Lazaro Cardenas’ government at that time. The main aim of this political party was to limit government involvement in the country’s economy. The party won its first presidency in 2000 with the candidate Vicente Fox. The subsequent presidential election in 2006 was also won by a PAN candidate, Felipe Calderón removing the PRI from the power for almost a decade (Rice University's Baker Institute for Public Policy, 2017). Anaya was also supported by two other political parties, Partido Revolucionario Democrático (PRD) that was created in the late 80’s by Cuauhtémoc Cárdenas. Many PRD members were former PRI adepts, this party supports social welfare, does not accept the economic reforms that Mexico adopted and aims to renegotiate parts of the North American Free Trade Agreement (NAFTA) with Canada and the United States. The last political expressing support to Anaya

is Movimiento Ciudadano. It was established in 1999 by Dante Delgado Rannauro, this political party has supported social democratic policies and it has also supported right-wing PAN candidates through its alliances. The party formerly controls 4 percent of the seats in the Chamber of Deputies, nonetheless has no senators and holds no governorships (ibid).

The third politician involved was Andrés Manuel López Obrador, better known as AMLO. He was the most favored candidate in pools (BBC News Mundo,2018). AMLO was supported by three political parties, the first one: MORENA known as The National Regeneration Movement founded by Andrés Manuel López Obrador in 2014 as a party that motivates Mexicans to fight for a safe and democratic government in Mexico. The second political party supporting AMLO is Partido del Trabajo known as PT, founded on Dec. 8, 1990, but officially recognized in 1993. This political party pursues people's equality and fair working conditions. The third supporting party is Partido Encuentro Social (PES) founded in 2014 by Hugo Flores Cervantes a former pastor of a neo-Pentecostal church. PES is known to be an old-fashioned party that openly opposes same-sex marriage and abortion (Rice University's Baker Institute for Public Policy, 2017).

The fourth participant, José Antonio Meade part of the political Party Partido Revolucionario Institucional (PRI), previously known Institutional Revolutionary Party being the hegemonic political party since the early 1900's until the 2000's. Meade was also supported by Partido Verde Ecologista (PVEM) The Green Ecological Party was initiated as the Partido Verde de Mexico in the late 80's and became the fourth-largest political party. PVEM has adopted provocative policies and postures over the years, such as a pro-death penalty campaign in 2008. The last party backing Meade is Partido Nueva Alianza (PANAL)

founded in 2005 by the National Union of Education Workers as a liberal-center party, with a central focus on education. Unfortunately, some leaders have been accused of corruption. The party currently holds only 2 percent of the seats in the Chamber of Deputies and none in the Senate, and has no governorships (Rice University's Baker Institute for Public Policy, 2017)).

The last politician Jaime Rodríguez, known as Bronco, was the first governor in Nuevo León running for an independent party (El Universal, April 11th 2018). Similar to Margarita Zavala, EL Bronco decided to run as an independent candidate for this election, discarding the opportunity to be assisted by any political party. He wanted to prove Mexico that no political party was needed to lead a country and that citizens are in charge of making the important decisions in the country removing the power from a group of people (INE, 2018).

These politicians were the origin of a countless number of memes originated throughout the election season, presenting a big increase in the meme production after the first debate was performed on national TV. The idea of having debates allowed the candidates to present their proposals to the public and answer different questions to convince the audience to vote for them (INE, 2018). Particularly, INE (2018) decided to create these debates to let Mexicans have an interactive role with their candidates. As a consequence, there were three debates throughout the presidential election in 2018. The first debate took place on April 22nd, 2018 at 20:00 hours in Mexico City. The second one was set on May 20th at 21:30 the same year in Tijuana, Baja California, and the last debate was established on June 12th, 2018 at 21:00 in Merida, Yucatan (INE,2018). After every debate, a great

volume of memes appeared in the social networks of the Mexicans. This paper is considering ten memes belonging to each candidate and representing either a joke or people's perceptions regarding the candidates. The memes were selected due to their popularity through the social network Facebook. The set of memes will be presented in the next section of this document. To understand more about these political parties, more information concerning these political parties will be defined in Chapter 3.

1.3 Objectives

In order to develop this research, the objectives of this investigation are presented. The first objective of this investigation is to analyze the political memes that appeared during the Mexican political campaign in 2018. Since this type of analysis is an examination of images and texts combined, a multimodal analysis will be completed. Bezemer (2012) claims that multimodality is an approach which may help to the interpretation of any visual and written information. As a result, Mexicans and foreigners will be able to understand and interpret the sarcasm and satire used in memes throughout the 2018 presidential campaign in Mexico. Furthermore, a structure to develop and interpret the components of a meme will be proposed to understand them in this new era of digital communication.

1.4 Research questions

To achieve this investigation's goals, the following research questions were posed:

- How can these political memes of 2018's Mexican presidential campaign be interpreted through the use of multimodality?

- What characteristics are noticeable in this group of memes that made them viral within the Mexican context?

The following chapter will discuss the literature review which supports the current investigation.

Chapter 2

Literature Review

2.0 Introduction

This chapter will examine relevant literature to the current investigation. This section will review pertinent terms to the research such as meme, trend, go viral. This will be tailed by the overview of multimodality as the main outline of this study. Therefore, this unit will provide some information related to the usage of internet by Mexicans.

2.1 Computer Mediated Communication

The term Computer Mediated Communication, or CMC, has been present for more than fifty years since the first computer was designed. Different authors have defined CMC according to their interests; for instance, December (1997) sees CMC as a process where computers are the media used to transmit people's ideas according to the different contexts and their specific purposes. Likewise, Herring (1996) considers that CMC is a way of communication that demands the use of a device and a person to make it happen. In other words, both authors state that CMC fundamentally refers to any human communication reached through, or with the assistance of a computer, tablet or device which is able to connect humans via internet.

Regarding CMC communication process, it goes beyond the classic definition that entails a sender emitting a message and a receiver as the final destination of the message. In fact, communication is found to be transmitted in different ways which involved the use of images, sounds, space, colors, textures, movement and physical appearance; consequently,

the communication becomes into multimodal (Kelsey & St. Amant, 2011). Therefore, communication has become a dynamic process that involves different actions such as listening, thinking, deciphering symbols and the negotiation of meaning with factors such as the context, place, person and moment (Samovar, Porter & McDaniel, 2009).

The Computer Mediated Communication (CMC) process has been achievable, as previously stated, because of the assistance of electronic devices. However, these electronic devices need to be connected to a social network in order to broadcast people's ideas.

2.1.1 Social network

Boyd and Ellison (2007) describe a social network site as a web-based service that permits persons to create a profile, share a social connection, and use the connections made by themselves and others within the system. Moreover, Boyd and Ellison (2007) also consider that the main aim of a social network is enabling communication with those who are already part of their social group, rather than as a means of meeting or sharing information with strangers. However, the researcher of this study believes that, politically, social networks enable communication among people not only with those who are in the same status or groups, but to everyone who is able to be connected to the internet within a specific social network.

The first identifiable social network site was called SixDegrees and it appeared in 1997. Even though it fascinated a large number of users in its beginnings, it failed and closed three years later in 2000 leaving a breach in the net that was later fulfilled by different websites such as myspace, metrollog and the still popular social network Facebook (BBC

News Mundo, 2019). Facebook started as a Harvard-only social network site in 2004 to maintain graduate students in contact, but its use expanded over the years becoming one of the leading global social network systems. Social networks are present in most people's lives and have become a form of a social system allowing the users to communicate worldwide (Shore & Zhou, 2008).

Particularly, this research has been developed in Mexico, thus the use of social networks is a factor that helps to broadcast political memes within this context at any time. As a matter of fact, the following section of this literature review will talk about the use of the internet by Mexicans since mainly social networks work through the use of it.

2.1.2 Internet and Mexican Users

According to the gathered data presented by the National Institute of Statistics and Geography, INEGI (2016), the main activities reported on the internet by Mexican users are: firstly, the search of information with 88.7 percent of the population. And secondly, the use of communication media has 84.1 percent of population. Regarding the communication media percentage, it refers to the use of the most common social networks where nearly the entire population has sent or received a *Meme*. In fact, in Mexico, more than 70 percent of the internet users are less than 35 years old, this means that most of the Mexican population have access to *Memes*.

In addition, this survey highlights that 9 out of 10 persons with a degree or a postgrad use of the internet as a tool to perform their tasks (INEGI 2016). Therefore, the researcher of

this study thinks that it is worth to mention that the more literate users are, the bigger the demand of the internet is in their daily activities.

2.2 Memes

The term “meme” was coined by Richard Dawkins in his book *The Selfish Gene*:

a noun that 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 will forgive me if I abbreviate mimeme to meme* If it is any consolation, it could alternatively be thought of as being related to 'memory', or to the French word meme. It should be pronounced to rhyme with 'cream' (Dawkins, 1976, p.192).

As the reader could realize in the citation above, Dawkins used for the first time the term *Meme* in 1976, besides the use of the internet was in its early stage. As a consequence, those days the term *Meme* was never used to refer to something as it is known nowadays. Notably, Dawkins left a mark worldwide by giving a name to something that refers to the process of transmitting an idea culturally across a group of people.

In addition to the above, Leigh (2010) suggested that the use of the term meme has evolved thanks to the Communication and Information Technologies (TICs). For instance, memes have been evolving rapidly in the course of human communication due to their constant influence on the culture formation where they have been used. As a result, memes are samples of information that are mirrored and passed on across individuals and generations since they can be replicated and spread without the intervention of the human brain (Blackmore, 1999). In fact, Blackmore (1999) stated that memes arose when the human brain acquired the capability to imitate others and supplement the genes as a means of providing

information. This means that memes are used as a means of communication to broadcast information without too much intervention of humans.

Dawkins (1976) claimed that the most important characteristics that memes possess are longevity, fecundity and copying fidelity. Nevertheless, it is necessary to say that those features were not intended to be used for the images sent and received with the help of the internet but such characteristics can be applied to the current memes.

Particularly, *longevity* refers to the time a meme is used by the internet users. This means that memes hold a life span and after that they are replaced by new memes. The characteristic of *fecundity* deals with the idea of reproducing memes. That is to say that someone can use a meme for different situations by reusing the outline of that meme. The last characteristic is *copying fidelity* and it denotes the awareness of keeping the meme's initial pattern, then it allows the user to replicate them in the best possible way. In order to portray this, we can mention the "grumpy cat" meme which is shown in Figure 1.1. Particularly, it features all meme's characteristics and it is represented by a white-ish cat with a grumpy face.

This famous appearance of this cat is caused by a condition of feline dwarfism. The grumpy cat became popular by 2012 providing meme users the perfect image to denote sarcasm and cynical situations where the cat is the central image in these memes (Brad, 2012). Since its first presentation on the net; grumpy cat or tartar sauce, as its owners call it, has become a brand thanks to its acceptance by the public. The image has been replicated since the moment it appeared and even though the image has had some minor changes the precedent memes keep the original idea of the meme. The acceptance of this meme is so big,

that the cat has more than 8 million followers on Facebook and more than 2 million in Instagram (BBC News, May 17th 2019). Then, the characteristics found in memes described by Dawkins (1976) are present in this famous meme since it can go viral and become a trend among internet users.

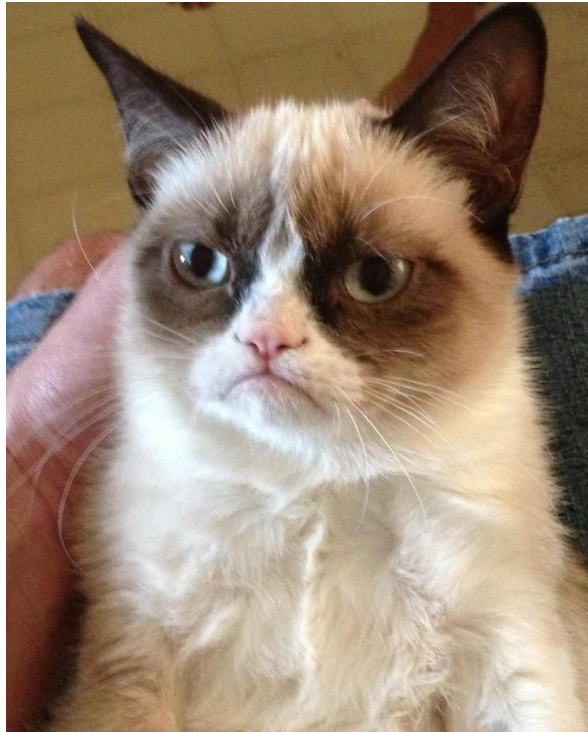


Figure 1.1 The “Grumpy Cat” meme. Taken from Brad (2012)

After exemplify the characteristics of a meme established by Dawkins (1976), it can be stated that the label of *internet meme* can be used to refer to any piece of information that contains jokes, rumors or videos about different events or situations that happen every day and are disseminated via internet from user to user (Shifman, 2014).

According to Shifman (2014), the main peculiarity of internet memes is the creation derived from parodies and remixes obtained from different sources, such as music videos, movies, political events and everyday situations captured by a camera. Therefore, memes are now part of a digital culture where the contained data relates each other in elaborate,

ingenious and extraordinary ways (Shifman, 2014). Furthermore, Ryan Milner (2012) affirms that while meme construction is turning into an easy task that even kids can perform; understanding memes demands *meme literacy* that not everybody possesses. In fact, Shifman (2014), highlights that diverse *meme structures* comprise different levels of literacy. Thus, a meme's structure can be recognized in a way that the contained information may be understood by almost all of the internet users.

2.2.1 Memes' Structure

The structure of a meme is a combination between a picture and a set of lines at the top and/or bottom of the image. According to Shifman (2014), memes are usually full of implicatures, which are ideas that are not literally mentioned but the reader must be able to understand it and decipher on their own with the information given (LoCastro, 2003), and interpretations made by a reader who relates the use of an image, the text presented and its explicatures which is the explicit information that does not need a previous knowledge on the topic to be able to understand the idea. Consequently, memes are complex ideas where the visual content creates inferences that users must be able to decode to comprehend the intended impression.

Shifman (2014) claims that the idea of a meme is found from the blending of the image and the contextual information. Then, within a meme, the image tends to be the explicature and the text is the implication that needs to be inferred by the user. Hence, interpreting a meme is a mental task that demands the ability to process the text, the image and the probable meanings that those mixtures can form.

Also, another essential feature of internet memes is intertextuality, which is the construction and interpretation of any information with the use of external sources or references (Bhatia, 2004). Intertextuality in memes is mostly referential and it is displayed when the reader has to associate the image with previous events and the images used by the authors to create a harmonic idea (Shifman, 2014). This means that memes constantly relate to each other in intricate, artistic, and astonishing way. Thus, within the netizens, internet users, the term *meme* is used to define the fast propagation of ideas expressed as written texts, images or any other structure denoting cultural units of information (ibid, 2014).

2.2.2 Trend

According to Cambridge (2017) the definition of trend and tendency are different a trend is “a general development or change in a situation or in the way that people are behaving” (p.1) meanwhile a tendency is “likely to happen or to have a particular characteristic or effect” (p. 5). In other words, a tendency is an attitude towards a movement, or an idea. For example, tattoos in Mexico are becoming a tendency among the young population. A trend arises when something happens in a constant way that it creates a pattern, e.g. young people are tattooing geometric and handwriting tattoos.

Taking into account these considerations, the selected memes of this study have become a trend among internet users. Moreover, these political memes have become into a tendency while expressing certain ideas about the political elections in Mexico.

2.2.3 Go viral

Becoming a trend is closely linked to the term going viral, if a meme cannot go viral it will not turn into a trend. According to Roossinck (2016), going viral comes from the word virus which is a medical term used to refer to those agents that can infect an organism and can be spread by different methods. However, the term going viral has modified its origin to be applied in the field of informatics referring to every piece of information that is shared via on line either using a social media, email or other kind of webpage spreading this information in a fast way reaching a big number of users throughout the web (Nahon & Hemsley, 2013).

The phenomenon of going viral is perceived to happen by accident most of the time; besides, it is still a mystery of what is turning into a viral issue and what it is not (Nahon & Hemsley, 2013). Some examples of information going viral can be videos where their participants were either performing a task or just being recorded by their friends and captured a funny or amazing moment that, later, are uploaded to the net. Later, this video becomes a viral trend that is seen by many internet users and even copied by many others. To be more specific, the video *Harlem Shake* was a viral video that became a trend for some months around the year 2013. According to Know your meme website (2018), this video featured a group of people dancing the song called Harlem Shake. This dance was made of uncontrollable and abrupt movements wearing funny costumes. Then, 'now your meme' (2018) website mentioned that the videos were no longer than 30 seconds and allowed the viewers to replicate it and use their own ideas without losing the starting point. Hence, this researcher can exemplify that this type of videos had the characteristic of going viral (Nahon & Hemsley, 2013) and Dawkins' (1976) memes characteristics.

2.3 Political Discourse

Political discourse can be seen as the language used by the media and institutions who own certain power over the population. Thus, it comprises a construction among politics and meaning making that encompasses not only language but also a wider range of multimodal/multisemiotic resources (Castineira & Witten, 2009). According to these authors, in order to analyze political discourse, there have been different authors who analyze some structures within the discourse such as speech acts, politeness, the cooperative principle, and functionalism (just to mention some particles involved in the area of discourse). To complement this, Paul Bayley considers that:

There is no such thing as political language, but a wide and diverse set of discourses, or genres, or registers that can be classified as forms of political language. It would be feasible to identify a set of ‘canonical’ forms of political discourse: policy papers, ministerial speeches, government press releases or press conferences, parliamentary discourse, party manifestos (or platforms), electoral speeches, etc. They are all characterized by the fact that they are spoken or written by (or for) primary political actors – members of the government or the opposition, members of parliament, leaders of political parties, candidates for office (Bayle, 2005).

As stated above, Bayley (2005) considers that political language is not only a unique entity but he sees it as the spoken or written language mainly used by politicians with the combination of different features such as different discourses involved in diverse topics with specific vocabulary and with a specific purpose.

Particularly in this research, it is aimed to analyze the political discourse that exist on internet memes produced during the 2018 Presidential Elections in Mexico. It is worth mentioning that the number of memes produced due to this happening is unknown but it is certain that this number increased day by day throughout the election process. For this reason,

there was a selection of a group of ten memes, the ones considered as some of the most viral memes with an implicit political discourse in them.

This analysis should not only be an enrichment to discourse studies, but also to political science and the social sciences. This means that political discourse should be able to respond factual and related political issues that are discussed in political science. The analysis of political discourse is suitable for the new cross-discipline of discourse studies. Therefore, the study of political discourse is theoretically and empirically consistent particularly when discourse constructions can be correlated to qualities of political processes (van Dijk, 1997)

2.3.1 Political Memes

Internet users are seemed as unique entities whose way of communicating is dictated by their own motives. In practice, they lean towards the tendencies of communicating similar items, nonetheless the shared topics or themes are varied thanks to the large amount of data that flows in the net. According to Burgess (2008), it is considered that original ideas are born every day creating different genres where individuals can identify themselves. Therefore, meme genres are the protagonists of the creation of group individuality and social borders.

Individually, the different meme genres dominate and broadcast diverse stages of literacy. Political memes, for example, are considered as humorous images that are spread with the use of the social networks (Thiel, 2018). Specifically, this kind of memes portray a candidate whose image can be obtained from a video, a photo or a movie displaying a top line and a bottom-line using sarcasm as the main tool to denote a characteristic or just to make fun of the politician. As a result, Thiel (2018) states that political memes are closely

related with political cartoons owning some advantages over them. For instance, political memes can be created by any person who has access to internet and this form of cartooning will have bigger impact in time rather than the old-style political cartoons.

Particularly, in this study ten political memes are analyzed through the use of multimodality. These ten political memes became viral during 2018 president elections in Mexico and it is aimed to analyze how the relation between images and text relates to each other at founding emotions, messages, and surprisingly, the relation of how the Mexican society expressed their ideas and feelings towards the next president in Mexico by using political memes.

2.4 Multimodality

The kind of analysis that fulfills all requirements needed to analyze ten political memes in this research is multimodality. In accordance with Bezemer (2012), the new media, technology and multimodality is an approach that has been developed through the last years:

Multimodality is an inter-disciplinary approach that understands communication and representation to be more than about language. It has been developed over the past decade to systematically address much-debated questions about changes in society, for instance in relation to new media and technologies (para.1).

Moreover, Bezemer (2012) states that multimodality is an approach that not only understands the relation of new media and language, but the communication and representation of the language. He continues by saying that:

Multimodality assumes that representation and communication always draw on a multiplicity of modes, all of which contribute to meaning. It focuses on analyzing and describing the full repertoire of meaning-

making resources that people use (visual, spoken, gestural, written, three-dimensional, and others, depending on the domain of representation) in different contexts, and on developing means that show how these are organized to make meaning (para. 4).

In other words, Bezemer (2012) claims that multimodality is an approach which may help to the interpretation of any visual and written information like the memes aim to broadcast by itself. Even though thousands of memes were created every day with the same matter of 2018 Presidential elections in Mexico, just a couple of them become so viral that their life span expands more than the others.

In addition to Bezemer's (2012) description of multimodality characteristics, Shifman (2014) supports by specifying that "memes shape the mindsets, forms of behavior and actions of social groups" (p.18). Therefore, multimodality focuses on analyzing and describing the full repertoire of what memes represent through the meaning-making resources shown in a meme, in this case, political memes. In fact, Winocur & Sánchez (2016) state that the biggest characteristic that memes possess is that they are visual messages that combine a text and an image.

Kress and van Leeuwen (1996) argue that meaning can be organized according to its purpose and how it is represented. They consider that the meaning can be formed by the experience and by the elements concerned in an image. Thus, meaning can be identified by a sign making it a symbolic meaning and even interactive when the visual can be related to the viewer. Multimodality strives to explain how semiotic resources, different modes and socio-cultural connections can influence when creating meaning (Kress, 2010). For purposes of this study, Multimodality combines resources selected into an integrated whole that include language and visual aids designed to convey a specific meaning to be spread.

Continuing, Winocur & Sánchez (2016) also describe memes as a way to create a cultural reproduction. These authors see memes as a highly humoristic way to share ideas and as the main form of communication within the social networks. Then, they conclude by affirming that images are not passive as they used to be in the past. In other words, the use of these images or memes is allowing to everybody who has access to the internet to be aware of situations happening around the world, culture is being shared as well as ideas.

In order to achieve the proposed aims in this document, a multimodal analysis of the characteristics that the viral memes, appeared in the 2018 elections in Mexico, possess will be performed. With the use of multimodality, the structures and images used in these memes will be explored as well as the event that unchained such memes. An examination in the discourse presented in each meme will be carried out in the following chapter to give a better understanding on the expressions used; this multimodal analysis must be done because some memes contain Mexican expressions that may not be understood by foreigners who are interested in this research.

Chapter 3

Research Methodology

3.0 Introduction

This chapter of the thesis presents the research approach used in this research and also the type of methodology that was needed to analyze the partakers. Moreover, the objects of analysis in this research are stated as well, and they are ten political memes that aimed to be analyzed through multimodality.

3.1 Methodology

Specifically, this is a case study due to its characteristics, according to Yin (2017) case studies present events where there is no control over behavioral events and the focus of the study is a contemporary phenomenon. Moreover, case studies demand an extensive description of the social event that it is analyzed, and it is conducted by a qualitative research approach due the analytical methodology that was used to interpret the partakers and its data in depth. Furthermore, the qualitative approach is helped by a series of techniques in order to interpret information that cannot be seen by first sight (Kothari, 2004). Qualitative research is a process that explores a vast understanding of social events. Qualitative researchers use varied methods of analysis for the study and the three principal domains are individuals, communities and cultures, and communication (Richards, 2003).

Additionally, the analytical methodology used in this study is multimodality which is focused on analyzing and describing the full repertoire of what memes represent through the meaning-making resources shown in a meme, in this case, political memes.

3.1 Objects of analysis in the Research

The partakers in this research are 10 memes corresponding to the candidates running for Mexico's presidential elections in 2018. These memes possess features such as sarcasm, satire and mockery about such events and they became so viral and trendy that different memes were replicated using the same features. Additionally, neither the authors of these memes are known nor the date of their creation is specific, creating a lack of information regarding the very first origin of these memes. None of the memes presented in this research show any political support to a specific candidate but they deal with the political campaign of 2018. The selected memes appeared after the candidates were either presenting their proposals in massive events or when they were live on TV and in some spots paid by the Instituto Nacional Electoral (INE,2018).

The Instituto Nacional Electoral (INE) is the organization in charge of organizing the elections in Mexico as well as establishing the time the political parties have to present their spots on radio and Tv (INE, 2018). The time the political parties own to present their spots on radio and tv was not equally split for all of the candidates (See Figure 3.1). In fact, the time was divided according to the previous votes obtained by the political parties in the previous elections. Figure 3.1 points that around 3 thousand radio stations were allowed to transmit different radio spots 24/7 supporting all the political parties running for the presidential position in Mexico. Moreover, the spots allowed on tv lasted a maximum of 30

seconds with the aim to convince or persuade people to vote for a specific candidate. Some tv spots became more popular than others leading to the creation of some memes.

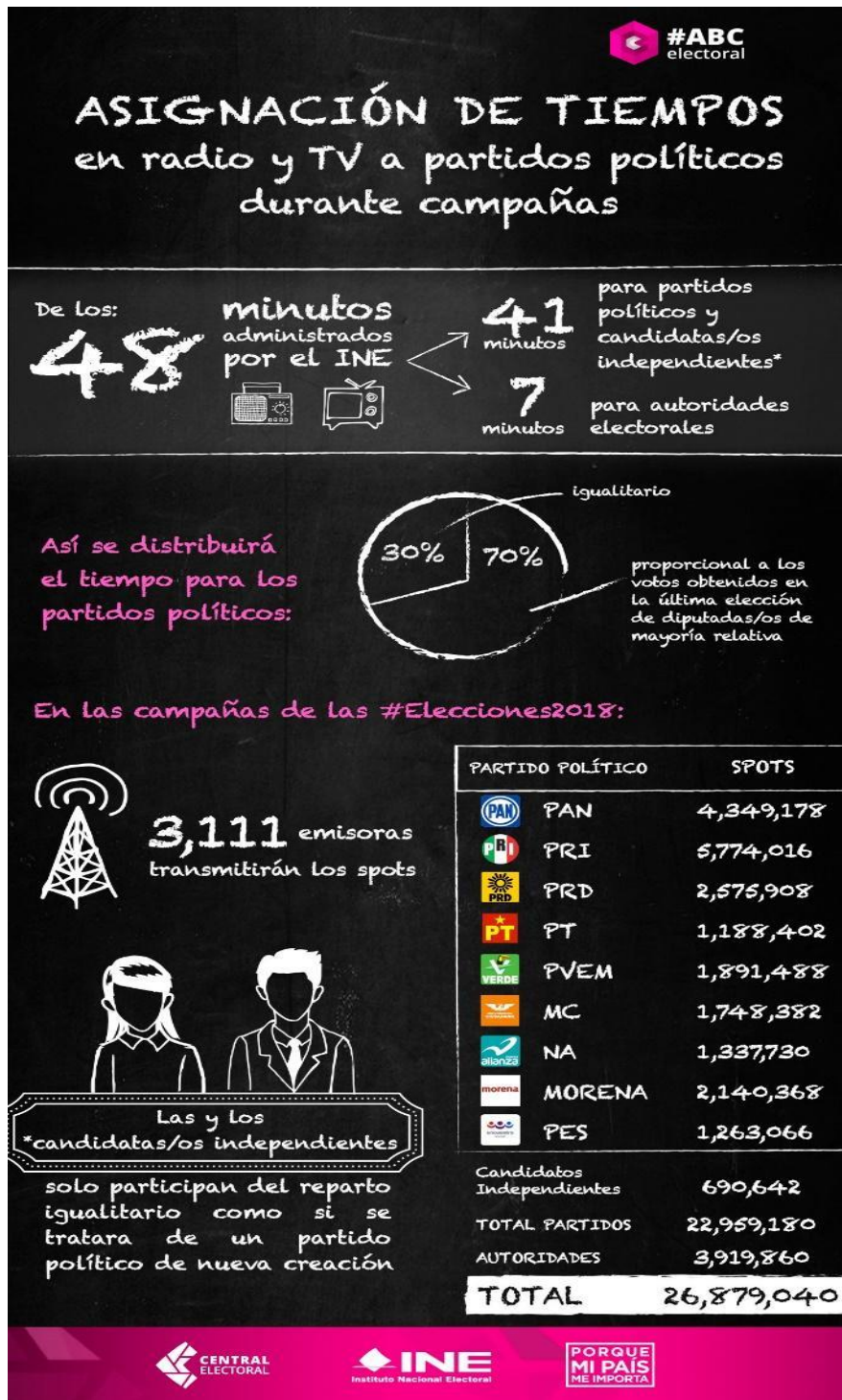


Figure 3.1 Taken from Central Electoral INE (2018)

Particularly, the first meme in this research was created after the candidate Ricardo Anaya released a pre-campaign spot with the intention to let the audience know more about his life events. In this TV spot, Anaya places himself in different situations and contexts. This spot presents some photos with the candidate Anaya next to important figures and some leaders from Germany and China. In addition, different footage with his family and militants from his political party PAN are presented too. In this TV spot Anaya is found speaking different languages such as English and French. In the video, the phrase “... is insulting and unacceptable” appears when the candidate speaks English for some seconds (see Figure 3.1.1), moment when the meme “insoltin an onacceptabol” was originated (see Figure 3.2).



Figure 3.1.1 Taken from Anaya's tv spot, *Él es Ricardo Anaya, conócelo.*

Ricardo Anaya ha defendido a México en todos los países.



Figure 3.2 Taken from La Silla Rota (2019)

By the time, this spot became more viewed on Tv, the meme “insoltin an onacseptabol” had already been used in different situations as satire of the candidate who affirms to fluently speak different languages. As it is observed in Figure 3.2, this meme has a top line saying in Spanish “Ricardo Anaya ha defendido a Mexico en todos los países” which in English means that Ricardo Anaya has defended Mexico in all of the countries, this top line is followed by 6 pictures of Anaya displaying 6 different flags from different countries. Each image used as satire demonstrating that he can speak different languages and he has used that knowledge to defend Mexico in different situations.



Figure 3.2.1 Taken from Figure 3.2

The first image that composes this meme (see Figure 3.2.1) presents the American flag on the upper right corner, Anaya in the center and a bottom line saying “insoltin an onacseptabol”. The lines denote the phonetic translation for the phrase “insulting and unacceptable” that Ricardo Anaya uses in his tv spot. These phonetic translations are made by transliterating the sound of the words unrelatedly to their real meaning (Shifman, 2014). The use of the flag denotes the language he is speaking. In this case as it is the American flag the intended language to be depicted is English. This image presents Ricardo Anaya wearing a black suit with arms open, it can be observed that the image was taken from a video where he was presenting a speech in front of an audience. For the analysis of multimodal interaction communicative modes of language, gesture and gaze are structured in complex systems.

Nonetheless, gestures cannot turn into more complex gestures as in spoken language. Considering that gestures are linked to spoken language gaze may be sequentially structured, and during conversation it often is. But, during other interactions, gaze can be entirely

arbitrary (Norris, 2004). The gaze denotes a relation between the words insulting and unacceptable, even though those were not the words he was uttering at that moment, this same feature will be observed in the following memes where the creator of this meme selected random images trying to link the gaze with the intended message to be decoded by the reader.



Figure 3.2.2 Taken from Figure 3.2

The second image used in this meme (see Figure 3.2.2) displays the French flag on the upper right corner, Anaya appears in the center of the image, he is photoshopped wearing a little black beret and a fake moustache and a bottom line with the words “bule bucuché abemuá”, which are misheard-lyrics from the song Lady Marmalade, soundtrack of the movie Moulin Rouge, the lyrics of this song say “Voulez-vous coucher avec moi”. In this image the beret and the moustache are overlapped letting you know that someone added them on purpose to make him look like a French stereotype, and the words intended to be read like the lyrics of the song Lady Marmalade are used to make fun of the speech in French used in

his tv spot. The French flag is used to denote the language spoken joining all the elements to let the audience know the context he is referring to. It is worth mentioning that Ricardo Anaya's photo was specifically chosen when he was barely opening his mouth looking as if he were about to produce the sound for the words written in that image.



Figure 3.2.3 Taken from Figure 3.2

The next image (see figure 3.2.3) comprises Brazil's Flag on the upper right corner, Anaya is wearing a photoshopped green face mask, similar to the ones used in carnivals and a line saying "Vossa vosa asi bose me mata". These misheard lyrics make referenced to the song Ai Se Eu Te Pego, sang by Michel Teló. This song is in Portuguese and the real lyrics say nossa, nossa assim você me mata. Anaya's facial expression looks like if were laughing, nonetheless, the image was obtained from a speech he was delivering wearing formal clothes, the image used agrees with the costume and the stereotype used to describe Brazilians giving the idea that Anaya is in a carnival having fun.



Figure 3.2.4 Taken from Figure 3.2

The next image comprehends the German Flag, in this image, Anaya looks like if he were grabbing a beer mug and the line “Du hast! Du hast mich” this was obtained from a song by the German group Rammstein. In this image there is no change in spelling with the real lyrics of the song. The meaning of the lyrics presented is: you hate, you hate me, it can be appreciated that the meaning of the lyrics is related to the facial expression of anger that Anaya’s face is showing. In this image, it can be observed a beer mug that was photoshopped, denoting the German stereotype which is a person who drinks beer and as described by Verheyen (2018) considering that the stereotype given to a German citizen gives negative stress to character. Verheyen also identifies characteristics such as aggressiveness, obedience, discipline and arrogance as features that can be seen through the German culture. We can conclude that this image exhibits Anaya with an aggressive expression on his face grabbing a beer mug, denoting he is part of the German Culture.



Figure 3.2.5 Taken from Figure 3.2

The fifth image (see Figure 3.2.5) contains Japan's flag on the upper right corner as well as Ricardo Anaya in the center with a bandana referencing Japan's culture with a pair of Kanjis, which are the characters used in the Japanese writing system. This kind of bandana is called Hachimaki and it is considered to be a cultural icon in Japan (Frédéric, 2002). This kind of headband has been used with different purposes, since absorbing sweat underneath samurais' helmets to strengthen the spirit and bringing good luck to the one who uses it (Runnebaum, 2017). This image also contains a bottom line says "opa ganma estail" these words attempt to make reference to the song Gangnam Style by PSY a Korean singer who became popular in Mexico thanks to that song. However, this image does not contain a real connection between the flag and the attempt to write the lyrics because the flag is Japanese as well as the bandana the intention is letting know the reader that he can speak different languages including Japanese.



Figure 3.2.6 Taken from Figure 3.2

The last image (See Figure 3.2.6) illustrates South Africa's flags, Anaya wearing a Zulu hat with a pair of big earrings and the line "Samina mina eh eh waka waka eh eh". Which is the phonetic translation of a popular song that was played in South Africa's World Cup in 2010. The misheard lyrics from the popular singer Shakira's song are taken from a Makossa group originated in Cameroon first named as Golden Sounds, the languages sang in the lyrics are a combination of different languages such as Doula, French patois and pidgin English (Noah, 2010). It is possible that the author of this meme just wanted to create a link using South Africa's flag and Shakira's song and not the entire explanation of the different languages immersed in that song.

Except for the image containing the phrase "insultin an onacceptabol", the rest of the images contain parts of different songs in different languages that have no relevance with political discourse, all of these images follow similar patterns as the ones found first image, such as phonetic translations, photoshopped elements and a flag relating the elements with a

specific country. The structure of this meme compounds three predominant features: the first one is image juxtaposition followed by frozen motion and photoshopping. Image juxtaposition can be observed when the elements immersed in the image either possess some disparity among them, or one of the elements grants the interpretation of a general theme or topic. (Steiner, 2001). For instance, every image where Ricardo Anaya appears contains from one up to three elements where the idea of belonging towards another culture is represented.

All of the images inserted in this meme denote the use of flags from different countries that were photoshopped on the right top corner, in addition every image is considered to be a frozen motion image, this means that the image was obtained from a video where the politician was either delivering a speech, or interacting with people. In this set of elements, the juxtaposition of every flag combined with the phonetic translation denote a degree of language understanding referring the countries' flags. The flags are used to specify that the misheard lyrics belong to a specific language, giving the reader a clue to understand the how those utterances should sound like. For example, the American flag denotes English Language, Brazil's flag Portuguese, Germany's flag - German Language, and France's flag-French. On the other hand, Japan's flag is used to set an Asian context, the misheard lyrics do not belong to the Japanese language but to Korean language, for this reason it can be understood that the creator used the image of Japan's flag to set an Asian context. The photoshopped elements add meaningful information to the context where they intend to create a link between the flag the language spoken and a distinctive characteristic regarding the referred culture.

The next compilation of memes appeared as a consequence of three debates carried out throughout the presidential election in 2018. The first debate was programmed on April

22nd, 2018 at 20:00 hours in Mexico City. The second one was set on May 20th at 21:30 the same year in Tijuana, Baja California, and the last debate was established on June 12th, 2018 at 21:00 in Merida, Yucatan (INE, 2018).

According to INE (2018), these debates intended to let the candidates be known by the Mexicans showing their knowledge about Mexico's situation in different areas. Every debate possessed specific topics where the candidates were asked to answer a couple of questions without knowing in advance the topic. The main aim of these debates was allowing Mexicans know in further detail the political candidates' action plans, postures and points of view regarding their objectives as future presidents.

The first debate discussed: corruption, public security and violence as well as democracy, pluralism and groups in vulnerable situations. The second encounter debated migrants' rights, transnational crime, security in the borders and international commerce. The last debate dealt with economic growth, inequality, education, science and technology, sustainable development and climatic change (INE, 2018). All of the debates were led by different moderators with different backgrounds and transmitted by radio, television and internet, so all Mexicans were able to witness these important events. Fortunately for the candidates, the debates were well accepted by the Mexican society. They were so well accepted that they were the topic of discussion in different newspapers and TV programs for several days after their appearance on air.

Mainly, all of the debates were also used as great material for meme creators as a way to either support or downgrade the actions performed by the candidates in those debates. The resulting figures to be analyzed were obtained from these debates. The images used to create

the following memes were captured in very specific moments where candidates were discussing certain topics at the debate. For instance: Figure 3.2.1 presents one of the many viral memes created after these events and it is part of the several Anaya's memes that appeared in this presidential election, and one of the most edited images for the internet users.

Figure 3.2.1 was captured in the second debate and two visible elements were added to give it a mockery sense as a meme feature. The first element added is a bouquet, Anaya was not carrying that bouquet at all but he was carrying the cardboard, which it is the second element edited in the meme. The cardboard was smaller and contained different information but the information existing in this one was edited and changed to a question, the phrase ¿quieres ser mi novia? presented in this cardboard translates the phrase: do you want to be my girlfriend?



Figure 3.2.1 Taken from sintesistv.com.mx

This meme's structure was later multiplied and used with different phrases that were used to mock about Anaya's use of cardboard during the debates. This meme parts from the idea that Anaya's presentations in the debates were characterized by the use of cardboard containing information to support his ideas and his speech. Even though, topics were not known for the candidates until the debate was carried out, Anaya denoted the sense to be prepared for every topic discussed in the debates with a cardboard, such as the ones used at schools by students when they have to present in front of a class. The meme is completed with AMLO's facial expression that denotes a challenging look towards Anaya's presentation. Being able to understand and interpret facial expressions is crucial for understanding nonverbal communication. Facial expressions can be divided into microexpressions which are involuntary reactions that appear on a person's face provoked by the emotions they perceive at the moment and are difficult to fake them, and macro-expressions which are expressions that last around 1.5 to 4 seconds and are expressions that have an intention (Ekman, 2003). Microexpressions last as fast as 1 second up to 1.25 and can be listed in just seven microexpressions which are disgust, anger, fear, sadness, happiness, surprise, and contempt (ibid, 2003). Amlo's microexpression expresses anger and can be identified first by the eyebrows which are lowered, his eyes are in hard stare and his lips are being pressed firmly together (Ekman, 2003).

This was not the only meme containing Ricardo Anaya carrying a cardboard with comic statements, this was just one of the several memes that were created after this meme's idea. Nonetheless, not all the precedent memes use the same image, although they continue sharing the same characteristic such as the candidate Ricardo Anaya carrying a cardboard

with a funny phrase. Consequently, Anaya's images were obtained from the debates and were modified according to the creators' imagination.

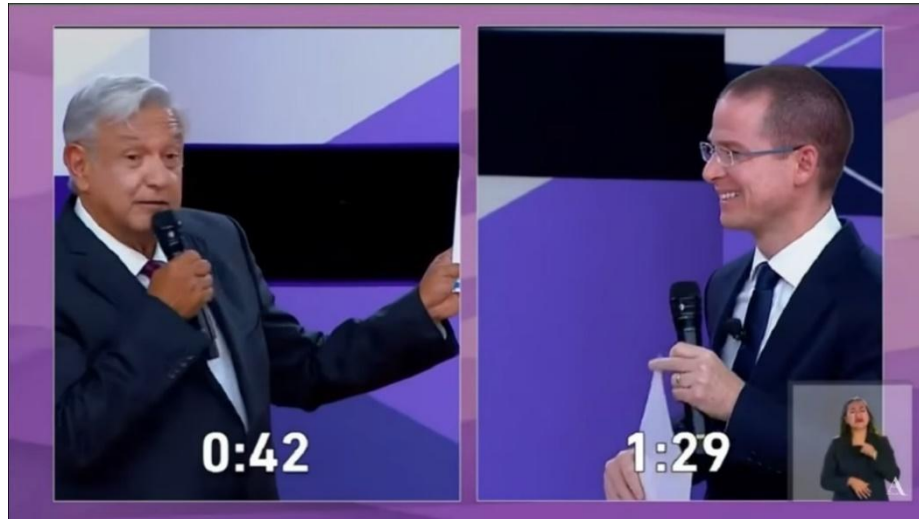


Figure 3.2.2 Shot taken from Second Presidential Debate 2018

As mentioned before, the original image of this meme was obtained in the second debate after Andres Manuel Lopez Obrador was trying to clarify wrong information presumably presented by Ricardo Anaya regarding AMLO's results as Mexico's city governor's head (see Figure 3.2.2). To conclude with his point, AMLO finished his statements calling Ricardo Anaya a cheater, giving Anaya a challenging look (see Figure 3.2.3).



Figure 3.2.3 Shot taken from Second Presidential Debate 2018

After AMLO finished with his declaration, Anaya approached him and replied to that statement trying to prove that AMLO was still wrong (see figure 3.2.4), while Ricardo Anaya was presenting that information, he was carrying a cardboard with data based on the percentage of unemployment in Mexico City in previous years. He used it as evidence to prove that AMLO was lying and could not be a reliable candidate. At that moment, AMLO was not able to give any response because it was not his time to speak or give any comment. Nevertheless, his body language was saying what he could not express it with words.



Figure 3.2.4 Three consecutive shots taken from Second Presidential Debate 2018

Andres Manuel Lopez Obrador did not have his hands inside his pockets but as Anaya's pronouncements became more thought-provoking AMLO put his hands inside his pockets. According to Givens (2012), hands give as much information as words about what people are really thinking, Givens (2012) considers that hands are even more expressive than faces. This author also contemplates that placing your hands into your pockets denotes negative signals to the person you are interacting with. This can be confirmed with Figure 3.2.4 where AMLO clearly denotes anger in his mien.

Besides the action of placing his hand in his pockets while Anaya expresses his ideas towards AMLO's past actions, AMLO supports his anger with his facial expressions that clearly denotes that he is not enjoying Anaya's speech. Lambert (2008) identified certain characteristics that can be used to identify an angry face. He mentions four determinant features that can be perceivable while staring at somebody who is angry: eyebrows, eyes, lips and nostrils.

Lambert (2008) considers eyebrows as the first clue that indicates anger, this is seen when people pull their eyebrows down and inward creating straight wrinkles between both eyebrows. The second feature that angry people possess can be identified by the eyes, people feeling anger keep their eyes still staring at the other person, looking like if they were about to protrude. The third characteristic can be perceived by the lips, they tend to be tightly closed and in a straight line and lips' corners appeared to be turned down. The last feature seen in some people is related to the nostrils, some people being angry present flared nostrils.

All of these features denoting anger are clearly perceived in AMLO's face after listening to Anaya's statements. The meme then appeared as a joke probably to calm the

moment when both candidates were arguing. In Mexico, as part of the everyday phrases used by Mexicans, there is one phrase used when somebody witnesses an argument between two people. The person not involved in the argument would say: ¡ya, bésalo! to relax the situation, in English would be similar to: Come on, kiss him! This phrase can be applied in the moment when these two candidates were arguing, probably this is the reason why the person who edited this meme decided it was a good idea to add the phrase “Do you want to be my girlfriend?” to ease that moment where both candidates were staring at each other with rage.



Figure 3.2.5 Two consecutive shots taken from Second Presidential Debate 2018

In Figure 3.2.5, the left image is the original image before it was edited and transformed into a viral meme, the right image is the meme resulting after adding a bouquet and editing the cardboard.

The idea to obtain memes from the debates was applied to most of the candidates, this can be verified by the number of memes that appeared after every debate. The following candidate whose memes originated thanks to these events is Jaime Heliodoro Rodriguez

Calderon better known as “El Bronco”. Jaime Rodriguez, an agricultural engineer who started his career working for his birth place Nuevo Leon at a young age, was 60 years old when the elections took place. He was not part of any political party, thus, he decided to run as an independent candidate. His strong ideas about security presented in the debates triggered a meme that was interpreted and edited in different ways by internet users in Mexico.

During the first debate, one of the most controversial statements made by the politicians was performed by El Bronco (Milenio Digital, 2018). He claimed that if elected, he would cut all of the thieves’ hands with the use of a citizens’ court in charge to guard and apply legal actions against corrupt nationals, kidnappers, rapists and drug traffickers. This is a similar idea owned by Singapore’s security system, which is one of the 10 countries worldwide with a low crime rate (SafeAround, 2017).



Figure 3.3.1 Taken from El de Reforma webpage

El Bronco’s idea was virialized and most of the social networks were crowded with memes nourishing Bronco’s thought to cut hands. Figure 3.3.1 captures Bronco’s impression

to cut the hand of any person committing a felony. Such an image was obtained from a popular cartoon in Mexico known as Dragon Ball Super where the main plot of this animation is “about fighters with super powers saving the world against very mean monsters with super powers too” (DB Multiverse, n.d., para.2). Figure 3.3.2 shows the real image used as the frame for the creation of El Bronco’s meme. This image belongs to episode 88 where two characters are training to increase their fighting power (Dragon Ball, n.d.). Unfortunately, one of them loses his arm during training, making it a close representation for Bronco’s statement regarding insecurity in Mexico.



Figure 3.3.2 Shot Taken from Anime Dragon Ball episode 88

In figure 3.3.1, Jaime’s face was added presenting certain similarities as the face from the cartoon that was edited; those likenesses are the direction towards the cartoon is facing as well as El Bronco’s sight pretending to stare at the enemy. Figure 3.3.1 contains three more elements added to the real image to create the meme. Those elements describe different parts of the image creating the full meme idea.

Located at the left top next to a green hand-like the words in Spanish “su manita mochada” are used to label the hand of the green character in the image. The words in Spanish translated to English means “his/her cut hand”. This statement is making reference to a burglar who has committed a felony and his hand is off of their body. In image 3.3.1 even though, the male green character is not a thief, he is been used in this meme as the bad guy who has lost a hand thanks to Bronco’s idea to cut hands to all corrupt citizens. The next added element can be found on the green character’s body containing the words in Spanish “Un ladrón” meaning a thief certifying that he is the bad guy in this image. The last component photoshopped is located under Jaime’s face. The words *El bronco* label the character who has cut the hand, denoting that he is the candidate and he has the power to perform the action he has depicted in his speech.

Jaime Rodriguez, known as a controversial candidate, was the creator of one of the most controversial moments in the third debate (Milenio Digital, 2018). While the candidates were finishing arguing some points involving all of them, El Bronco affirmed with a tone of mockery:

“Me divierto con ustedes, ahora dale un beso, cabrón. Dale pues, dale un beso, México necesita de la unidad de todos, no de pleitos. Los tres tienen ese mismo problema, se pelean entre ellos y no dan soluciones” (Rodríguez, 2018)

In other words, El Bronco asked Lopez Obrador to give a kiss to Meade, the other candidate running for the same presidential position. The candidate said: I have fun with all of you, now kiss him, cabrón. Go ahead, kiss him. Mexico needs unity and not people arguing. He finished saying: You three have the same problem, you fight each other and do

not give any solutions. He literally asked all of the candidates to kiss each other to create a better understanding among people starting with them as an example for the society (see Figure 3.4.1)



Figure 3.4.1 Shot taken from Third Presidential Debate 2018

While the candidate finished with his polemical statement, the other candidates were surprised and presented a smile in their faces (see Figure 3.4.2). By the direction of their eyes and the location of the moderators it can be inferred that they were expecting a response from the moderators, but it did not happen. The moderators continued with the set of questions, probably to avoid giving emphasis to El Bronco's statement.



Figure 3.4.2 Shot taken from Third Presidential Debate 2018

Figure 3.4.3 shows one of the many memes that appeared after the third debate. It was about El Bronco's main statement in his speech. As it was expected, the social networks were inundated with tons of memes using El Bronco as main character.



Figure 3.4.3 Taken from El de Reforma webpage

As the reader can observe in Figure 3.4.3, the resulting meme displays the candidate El Bronco in the center of the image with the candidates Andrés Manuel López Obrador and

the candidate José Antonio Meade Kuribreña photoshopped. In the image, it can be perceived that El Bronco is pretending to be holding the candidates and forcing them to kiss each other. The original image without being edited was obtained from the third debate where the candidate El Bronco asked the candidates to kiss each other. The images related to the other candidates were obtained from previous presentations in front of the public.

The images used to create this meme were carefully selected. As it can be appreciated, El Bronco was staring at his hands while explaining some postures about him becoming Mexico's president. In order to capture that specific moment, the meme creator needed to watch the whole debate and capture the exact moment when the candidate El Bronco was staring at both of his hands. The other two images added, regarding the candidates AMLO and Meade, present certain features that tell the audience those images were selected on purpose.

For instance, the candidate AMLO presents an expression in his face simulating he is about to kiss the other candidate. The image regarding the candidate Meade denotes a smile on his face staring at the direction where AMLO is located. All of the elements mentioned combined create the illusion that the contender El Bronco is holding them, staring at them and forcing both candidates to kiss each other while the candidates look happy to perform this action.

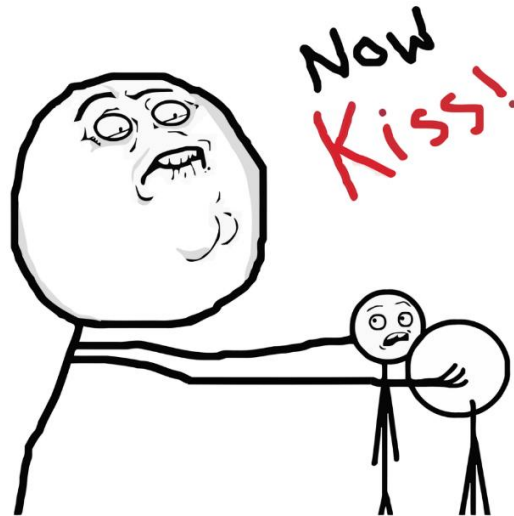


Figure 3.4.4 Taken from knowyourmeme.com

El Bronco's meme can be easily compared to the meme "Now Kiss!" (see Figure 3.4.4). "Now Kiss!" meme is the representation of a web comic forcing toys to kiss each other. With the phrase "Now Kiss!". This meme was originated in the year of 2010 and it is believed that it was originated from the cartoon Adventure Time where the character Finn forces a goose and a fox to kiss saying: "Ok, now you guys kiss!" (see Figure 3.4.5) (Neretex, 2012)



Figure 3.4.5 Taken from knowyourmeme.com

After the meme “Now Kiss!” appeared dozens of memes following the same characteristics appeared (see Figure 3.4.6). Thus, it can be affirmed that El Bronco’s meme is copying the same structure of a previous meme.

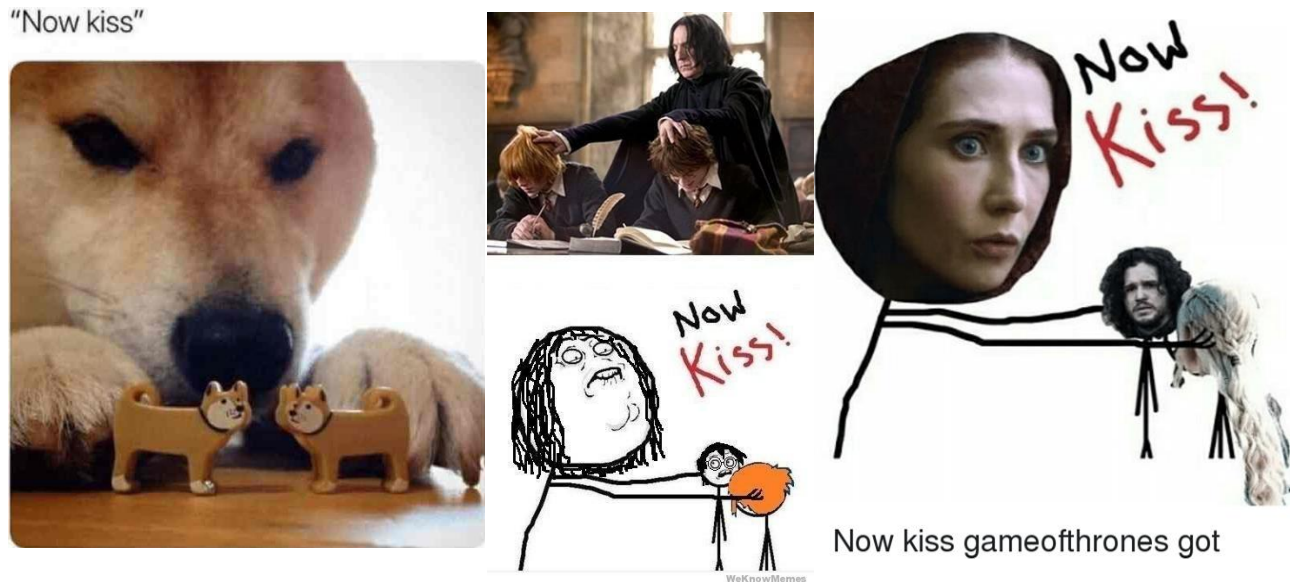


Figure 3.4.6 Taken from knowyourmeme.com

Another candidate whose memes appeared after the debates is Margarita Zavala; according to her website, she is a lawyer and a former teacher (Zavala, 2019). Margarita started her political career at a young age, she was sixteen years old when she decided to join the politics in Mexico. She is married with Mexico’s ex-president Felipe Calderon and she has one daughter and two sons. Even though she was the first woman in Mexico running for a presidential position, her path did not last for long. She decided to quit for this position during an interview in the news program *Tercer Grado* that was being transmitted in a public channel, after 4 days the second debate took place. While she was being interviewed, she affirmed:

“Retiro la candidatura de la contienda por un principio de congruencia, por un principio de honestidad política, pero también para dejar en libertad a los que generosamente me han apoyado y tomen su decisión como se debe tomar en esta difícil contienda para México” (Zavala, 2018).

She mentioned she was leaving this position because of a congruence principle and political honesty. Continuing with her political career was not something she expected; furthermore, while Mexican citizens were shaping their decisions, she was not favored completely. Implicitly, those reasons leading her to stop being an independent candidate running for the presidency of Mexico.

Although she was still a candidate, different memes came into sight to mock her performance during the debates. Figure 3.5.1 appeared after the first debate was on air. Although this meme does not use Margarita’s face as the previous memes, it is using her name to specify that the meme belongs to her.



Figure 3.5.1 Taken from El de Reforma webpage

The structure of this meme is very simple, it possesses a top line above the image with the words: Margarita hablando de política #Debate2018 meaning Margarita talking about politics with the hashtag Debate2018 and the image of a girl using a microphone. In order to understand this meme, it must be clarified who this girl is and the relation created with Margarita Zavala.

This girl involved in this meme received the nickname of Lady Coral Blanco after her participation in an event called Aldea Digital in Mexico City. Aldea Digital is an event that tries to include all people without restrictions to be part of conferences, workshops and keynotes to learn more about topics regarding the new technologies (Aldea Digital, 2016). Lady Coral Blanco, as the media called her, was part of the audience and she was sharing her ideas about the white coral, reason why she was named Lady Coral Blanco. Her video became popular due to the peculiar way she expressed herself. Many people laughed at her and some others considered her to be a smart girl with problems to let herself be understood (Publimetro, 2017). In the video, that is available in the net, can be perceived that the girl presents aphasia, which according to the National Aphasia Association (n.d)

“is an impairment of language, affecting the production or comprehension of speech and the ability to read or write. Aphasia is always due to injury to the brain-most commonly from a stroke, particularly in older individuals. But brain injuries resulting in aphasia may also arise from head trauma, from brain tumors, or from infections”. (para.1)

In other words, Aphasia is the lack of understanding while producing spoken utterances without coherence. Regarding again Figure 3.5.1, since Lady Coral Blanco

seemed to have problems while expressing herself in front of cameras, Margarita Zavala was associated with her because of the way Margarita Zavala answered back during the debates. According to Coraline (2018), the candidate Zavala was not clear enough while answering questions in the debate and the information she presented was not relevant at all. As a result of this judgement, different memes appeared to create a big emphasis in Zavala's performance during the debates.

The linguistic text 'Margarita hablando de política #Debate2018' gives the reader hints to decode the idea beneath the meme. Starting with the subject of this sentence; Margarita, the name of the candidate is used in this meme to relate the girl with the politician. Even though the candidate is not connected at all with Lady Coral Blanco the name appearing above the image gives the idea to the reader that Margarita Zavala is represented by the girl in the picture. Secondly, the verb *hablando* is the gerund form of the verb *hablar* in English Speak/Talk. The verb form in this phrase is intended to denote a continuous activity even when the real event (it refers to) took place in the past. The words *de política* and *#Debate2018* are used to specify the topic and the time when that event happened. Having these constituents integrated, they intend to communicate to the reader that the image is performing a continuous action completed by Margarita Zavala relating her to the politics field being the result of a debate in the year 2018.

La cara de mi mamá cuando salimos a comer y pido cerveza en lugar de agua o refresco...



Figure 3.5.2 Taken from Milenio online newspaper

The following meme (see Figure 3.5.2) appeared after Margarita Zavala was questioned during the first debate and it was posted by her own son Luis Felipe Calderón Zavala (Milenio Digital, 2018). This meme as the previous image, (see Figure 3.5.1) related to Zavala, contains a parallel characteristic. Both images present a female face with the sight looking down. Nevertheless, the women involved are mutually staring down, the impression they offer to the viewer is completely different.

In Figure 3.5.1 Lady Coral Blanco, the girl in the image, is staring down while she is using the microphone giving a speech in front of an audience. According to Wainwright (2011), eye contact is by far the most important feature when people intend to communicate any kind of idea. He considers eyes as the main source of information that can either display information, invite and control different situations, or provide feedback while interacting with others. Wainwright (2011) also suggests that eyes can help to identify introvert people

from extroverted people. Additionally, eyes can be used to identify people's emotions such as anger, excitement, willingness, embarrassment and even fear. He also considers that:

*“people look at each other less when they:
> are placed close together
> are discussing intimate or difficult topics
> are not interested in the other's reactions
> don't like the other person
> perceive the other person as being of higher status
> are introverted.”* (Wainwright, 2011, p.56)

Lady Coral Blanco's gaze (see Figure 3.5.1) denotes then that she is, by the situation where she is involved, discussing a difficult topic. Her sight away from any person may signify she is having a deep thinking about a specific topic and she is focused in her speech.

On the other hand, the second meme, with the candidate Zavala looking down, symbolizes a different idea. The image in Figure 3.5.2, as previously established, was obtained while Margarita Zavala was asked about a personal question during the first debate. The question she received interrogated her posture towards gay marriage in her family. While she listened to that request, her reaction was captured by her son and then used to create a meme. Her sight clearly represents, as described by Wainwright, that she is discussing an intimate topic. Unfortunately, the candidate was not able to manage her facial expressions according to the circumstances as the other candidates did.

The text in Figure 3.5.2 *La cara de mi mamá cuando salimos a comer y pido cerveza en lugar de agua o refresco* meaning: my mother's face when we eat out and I order beer instead of water or soda is related to Margarita's facial expression representing the possible reaction of a mother after witnessing an unpleasant situation. This is similar to the situation that the female candidate experienced while she was on air during the first debate. Her facial expression was later used by meme creators (Heraldo de México, 2018) to portray different

situations where mothers would look uncomfortable after listening to some situations where their kids would be involved.

The next meme to be analyzed is related to the candidate Andrés Manuel López Obrador. According to his website, lopezobrador.org.mx (2018), the presidential candidate was born in the state of Tabasco in the south of Mexico in 1953, he graduated from the Universidad Autónoma de Mexico and he started with his political career in 1976 in his state, Tabasco. Before the elections in 2018, Andrés Manuel ran as a candidate for the same position in 2006 and in 2012. Unfortunately for him, he did not win any of those elections. By that time the use of memes was in its early stage, reason why there is no evidence of memes for those previous events. Fortuitously for this research paper, the use of memes was a trendy topic while the elections took place in Mexico in 2018.



Figure 3.6.1 Taken from UNOTv

Most of the memes presented in this thesis arose after the candidates expressed themselves in the different debates along the elections, but some memes appeared because of the story behind the candidate. Figure 3.6.1, in particular, is a meme that appeared before the debates took place and it was used to mock about the candidate Andres Manuel and his failed attempts to become Mexico's president in the past.

This meme, Figure 3.6.1, uses photoshop as the main feature with the intention to elude the president of the United States of America, Donald Trump, using Andres' face to combine Trump's appearance with Andres' aspect. Figure 3.6.1 was derived from the blend of Trump and Andres' pictures that are from public domain and can be found using any internet searcher (see Figure 3.6.2).



Figure 3.6.2 Images taken from Google images

Kress and van Leeuwen affirm that “the dominant visual language is now controlled by the global cultural/technological empires of the mass media, which disseminate the examples set by exemplary designers, and, through the spread of image banks and computer-imaging technology, exert a ‘normalizing’ rather than explicitly ‘normative’ influence on visual communication across the world.” (Kress & Van Leeuwen, 1996, p. 4). Otherwise stated, the features presented in this set of images can be replicated by different politicians due to the spread of information that mass media produces. Additionally, Kress & Van Leeuwen (1996) consider that meanings in images are constructed by the users instead of just being given. In order to understand this idea, the objects found in Figure 3.6.2 will be analyzed separately and then joined to understand Figure 3.6.1 as a whole entity.

All memes analyzed in this research have presented different signs, which according to Beck, Bennett & Wall (2002) signs can be found in written language as words, they can be also found in sounds or as visual representations. Saussure has separated linguistic signs into two categories: the signifier that is the sound, image or word and the signified which is the idea represented by the signifier. On the other hand, Berger (1990) discusses that the relation between the signifier and the signified is arbitrary and imposed by the context where it has been used. In other words, signs can mean different things in different contexts.

It is observable that the images presented in Figure 3.6.2 possess similar features and signs such as the candidates’ posture and the way both politicians stare, the dress code used by them and the last but not less important characteristic is the background in the pictures, in both images the background owns a greyish color, highlighting the candidates facial expressions. In Figure 3.6.2 is appreciated the male political dress code that is characterized by the use of dark color suits, white shirts and distinctive ties that play an important role in

all politicians' image (Agrawal, 2016). Britt (2017) affirms that the most popular colors for ties in politics are blue and red because of the meanings raised by the society. Red, by itself, is described by the Oxford Dictionary (2019) as a color found at the end of the spectrum next to orange and opposite to violet. On the other hand, red is a color that is considered to be one of the most favorite colors of all people. Moreover, it is used in more than 70% of all worldwide flags. Red is also considered to be the international color for stop and in different cultures red means good luck as well as beauty and power (Colormatters, 2019). In Figure 3.6.2 the red color then can be affirmed that it is used to express power reason why many politicians were red ties.

Chandler (2013) considers that signs in semiotics are both denotative and connotative. He sees denotation and connotation as terms used to describe the connection between the signifier and its signified. In order to construct meaning in an image denotation and connotation must be present. For instance, in photography, the designated meaning is carried through the reproduction of the image: a car is a car. Connotation then, is the result of human intervention such as camera, angle, focus or color, (Tomaselli, 1996). Thus, Fiske (1982) claims that denotation is the item that is photographed and connotation is how that item is photographed. It can be affirmed then, that Figure 3.6.2 used the politicians, Trump and Lopez Obrador as the photographed objects converting them into the denoted part. The denoted part represents two politicians with similar aims, a strong posture and a challenging look in their sight. The connoted item is the way they were photographed taking into account the background color that highlights the politicians' mien which is another important feature in both political figures.

In still images, whether in painting or photography, the most significant technical characteristic is to add “the sense of motion” into the picture. One of the contributing elements is the depth of field, that is, the technical codification of the background, middle and frontward image. On the frontward images in Figure 3.6.2 appear both politicians faces in the middle their bodies leaned on a side of them and on the background, there is a greyish color. This organization directs the attention of the reader onto the politicians’ expression creating a depth of field. Another element contributing to the sense of motion is the politicians’ eyes that stare the camera lenses creating the sensation that the politicians are looking at the reader. The lines in their faces evoke a feeling of seriousness evoking control and power instead of happiness or vitality.

The meme presented in Figure 3.6.1 unites all the elements already mentioned plus the legend “a ver ji ají gano”. Literally, A VER JI AJÍ GANO is the sarcastic phonetic representation of the speech produced by the politician AMLO, due to his background his southern Mexican accent is being represented by changing the letter “S” in his speech for the letter “J”. “A VER JI AJÍ GANO” stands for “A VER SI ASÍ GANO” in Spanish meaning “Let’s see if I win this way”.

The elements of the meme are (see Figure 3.6.1) the politician AMLO edited to look like Trump wears a dark suit with a red tie, denoting the dress code of a western politician, where the red color in the tie stands for power. AMLO’s posture is used to elicit the reader’s attention to his facial expressions as well as the dark background that highlights his mien giving him the sensation of eye motion.

While first AMLO's meme presented in this research appeared before the debates took place, the following AMLO's meme was released right after the first debate was performed with all the candidates involved in the political run to become the Mexican president in 2018 (see Figure 3.7). This meme uses AMLO as main character, where different components can be identified in the image such as; photoshopped elements, a scene from a movie and a statement at the top of the image.

In order to start with the analysis of this meme it is important to mention that the debates' primary intention was knowing the candidates' positions towards specific topics regarding Mexico's situation in different areas (INE, 2018). Nonetheless, in that first debate most of the comments given by the politicians seemed to be made to attack the candidate AMLO and his proposals. This was evident for the audience and the way they represented this situation was with the creation of the meme presented in Figure 3.7.1 The source where this image was obtained is the movie Jurassic World. This movie was released in 2015 and it is considered as an action, adventure and Sci-Fi movie. The plot of this movie consists in the existence of a theme park that creates hybrid dinosaurs which escape and need to be persecuted to stop them from causing a disaster, this is where the actor Chris Pratt appears as Owen, who is the most capable person to perform that activity thanks to his big knowledge and experience dealing with dinosaurs represented in Figure 3.7 (IMDb, 2015).



Figure 3.7 Shot taken from the movie Jurassic World



Figure 3.7.1 Taken from El Universal online newspaper

Figure 3.7.1, AMLO's second meme depicts the actor Chris Pratt as Owen with AMLO's head overlapped dealing with three dinosaurs and a donkey with the candidates' faces overlapped. Owen with AMLO's head is standing at the center of the image trying to

control the dinosaurs and stop them from a possible attack. All of the faces overlapped on the dinosaurs and the donkey correspond to the candidates Margarita Zavala the left dinosaur, Ricardo Anaya the middle dinosaur and Antonio Meade the right dinosaur. Behind the dinosaurs can be found a donkey with Jaime Rodriguez's face. The faces used by the creator of this meme show some anger in their mien but the Jaime Rodriguez's face.

The elements of this meme will be described to understand the components in it. First the use of a template was necessary to create it. Templates are the images that will be edited or used to reference an event. In this meme the template was the scene of the movie Jurassic World where Owen, the main actor is controlling some dinosaurs. Templates must be images from pop culture this means that the images can be obtained either from movies, tv shows or any visual representation that is widely known. Since memes are sarcastic or humorous, they often make situations look patently nonsensical, which in this meme is represented by a man dealing with dinosaurs with overlapped human faces increasing the comedy value in Figure 3.7.1.

The next element is the captions used, which in a meme starts with a top text and in some cases a bottom text used to add some extra information. The captions used for this meme say RESUMEN DEL DEBATE PRESIDENCIAL meaning summary of the presidential debate. Captions are located at the top of this meme as horizontal text with a black background, the letters are in white which is a popular characteristic among memes. It is important to mention that memes can use either uppercase and lowercase when writing the captions and there is no difference in meaning. It is worth mentioning that captions in this meme do not present a regular structure as the one presented in regular sentences such as a

subject, a verb and a complement. Captions only present nouns and prepositions, nonetheless a full idea can be inferred behind this short utterance that is complemented with the image.

This meme, as the others, presents a conceptual structure, defined by Ray Jackendoff (1990) as the combination of information and structure resulting in mental representation created by the receiver of the message. This meme uses the utterances RESUMEN DEL DEBATE PRESIDENCIAL (summary of the presidential debate) and the image edited with the candidates' face to allow the receiver create the meaning and a mental representation that the debate is compared with a difficult situation where the candidate AMLO was directing a situation where the other candidates were standing against his postures just like the actor was controlling a situation where he was about to become a prayer. All of these elements immersed create a sarcastic representation of the debate, the way the candidates acted and how people perceived the outcome in that event.

The last candidate whose memes became a trendy topic and were consequence of a fortuitous event is Antonio Meade. The first set of memes to be examined regarding this candidate were created after the candidate uploaded a selfie at the begging of the elections by mistake to the internet (see Figure 3.8) and internet users took that picture and edited it to make it a trend around the social networks.



Figure 3.8 Taken from Eldereforma.com

This image, Figure 3.8, was edited and combined with different images without the presence of a text. It is not known who started the mixture of images but the idea around this selfie was asking the question what the candidate was staring at. The combinations started right after the candidate's mistake and flooded the internet causing a huge number of memes.



Figure 3.8.1 Images taken from eldereforma.com

The second set of memes were the response of an almost accident where the candidate Meade was being participant of “Tercera Cumbre Ciudadana”, which is an event created with the aim to form a connection between the presidential candidates and the society in general to exchange and discuss different points of view concerning topics related to Mexico’s

improvement (COMECSO,2018). This meme appeared when the candidate Meade was on stage sitting himself on a chair when he accidentally leaned his chair provoking a fast movement to recover his posture in order to not falling from the chair. Unfortunately for him, many cameras were aiming the stage capturing the whole scene. Nevertheless, internet users selected a specific image to make it a meme (see Figure 3.8.2).



Figure 3.8.2 Taken from El Universal online newspaper

The memes that appeared after this incident took Meade's posture isolating him from the scene leaving his reaction to be located in as many possible situations where his pose would fit (see Figure 3.8.3). This was later used by Meade as a strategy to ask the twitter community to create different memes and uploaded them to the internet creating a continuous flow of memes using his reaction in a humorous way (Avila, 2018). The result was endless and the number of memes is uncertain, this research is taken the most common memes found in the El Sol de Mexico' newspaper webpage.

All of the memes regarding the candidate Meade can be examined as two compounds due to their similarities presented in each set of memes. The first group of memes (Figure 3.8.1) use Meade's selfie taken using the frontal camera of a smartphone and uploaded by accident. This is confirmed by the angle of the picture showing his face and it can be assumed that the candidate was holding his cellphone with his hands taking the picture without any external aid. The background of the image shows the roof and the reflection of the light over his head suggesting that the candidate was standing while he took the picture instead of being sitting. Figure 3.8.1 memes use that first picture on all the memes locating it at the left side of every meme. The following characteristic appreciated in such memes is the use of a second image. The characteristic these images possess is first the angle of the object or item captured. All of those items are photographed from above like if someone were standing and looking at them from above. This idea is supported by the background in every image showing the floor in the back giving the idea that the viewer is seen the object standing and directing their sight down. The connection between these images is created joining them giving the viewer the idea that the candidate's selfie is staring at something which is represented by the second picture located at the right of Meade's selfie. This meme is not using captions but the idea was spread because in social networks the users starting asking themselves what the candidate was looking at with the attention he is showing in his selfie. After this question was made, several memes appeared with the intention to give a response to the question.

The second group of memes' patterns (see Figure 3.8.3) can be identified first by the use of the candidate's pose taken while he was about to fall from the stage sitting on a chair (see Figure 3.8.2). The meme creators decided to crop and use just the outline of the candidate and paste it in different scenarios. These scenarios allow the users take advantage of Meade's

posture and locate the candidate with the posture portrayed in situations where it would be difficult to find the candidate performing those activities but can be suitable in a humorous way. Another feature presented in these memes (figure 3.8.3) is that the candidate's clothes are not edited as well as his expression. While the picture was taken, the candidate was wearing a dark suit, this makes the meme look funnier locating them in sports activities. The use of this idea of meme went bigger when the candidate asked the audience to place his body in as many possible situations the meme creators could think of. Political strategy or not, the candidate obtain much attention than the one he was receiving.



Figure 3.8.3 Taken from El Universal online newspaper

Shifman (2014) states that memes hold intertextuality meaning that memes constantly relate to each other in intricate or in an artistic way. Feature appreciated in these two compounds of memes. As stated by Dawkins's previous study in *The Selfish Gene*, memes must be able to integrate features such as longevity, fecundity and copying fidelity to become a phenomenon that can be propagated in a meaningful way. All of these is presented in Meade's memes. Copy fidelity can be perceived when the users took an idea and shared it through the internet. Fecundity deals with the number of replicas made and longevity concerns the time these memes were shared indefinitely in numerous archives. All three are features were present in these memes locating them as trendy items in the social networks. The following chapter will discuss the obtained results of the data analysis.

Chapter 4

Results

4.0 Introduction

In this chapter, the obtained results of the data analysis are presented and discussed. As previously stated, the aim of this study was to analyze ten political memes that appeared during the Mexican presidential campaign in 2018 as well as understanding the components of these memes through the use of multimodality approach. In order to so, the obtained results and the answer to the research questions are stated in this chapter. Therefore, these ten partakers of the study will be explained through a multimodal and semiotic lens. Thus, the objective of this study to comprehend the new era of digital communication which uses political memes to talk about politics when presidential campaigns go on can be achieved.

4.1 Obtained Results

Winocur & Sánchez (2016) describe memes as a way to create a cultural reproduction in a highly humorous way to share ideas. That humor is represented and based in sarcasm and satire expressed as the exaggeration of any event ridiculing the candidates in the most explicit way. The political memes used in this research certainly denote the Mexican culture maximizing sarcasm and mockery used by the memes' creators. Memes, as stated by Dawkins (1976) in his book *The Selfish Gene*, must be able to integrate features such as *longevity, fecundity and copying fidelity* to become a phenomenon that can be propagated in a meaningful way. In other words, he considers memes can be seen as alive entities that must possess certain characteristics to succeed with their purpose. Such characteristics were found in the memes used in this research. First, longevity refers to the life span a meme owns.

Otherwise stated, these memes since the moment they were created and propagated lasted for a time being replaced after new memes appeared. This was easily identified in all memes, they were created and then substituted when new memes appeared on the net. The other characteristics found in these memes refer to fecundity and copy fidelity which are related intrinsically due to their nature. Fecundity refers to the capacity to produce new items and copy fidelity refers to maintaining certain characteristics to that first structure used as a model. After these memes were analyzed, it was found that the all these memes owned replicas or copies based on the structure they used since, unquestionably, all of the memes presented in this research came into existence due to a comment or action originated by the candidates, but it was exaggerated by the netizens who used those reactions to present that idea in a sarcastic way.

Winocur & Sánchez (2016) also state that the biggest characteristic that memes possess is that they are *visual messages that combine a text and an image*. This is true for most of the memes, but it was found in this research that not all memes needed the text part to be complete and able to transmit an idea. For instance, Meade's memes are the perfect examples of memes that could stand by themselves without the use of a text after the idea of the template was understood, they were successfully multiplied and shared (See Appendix A).

It is important to mention that memes are considered as samples of information that are *influenced by the culture they belong* (Blackmore, 2017). This characteristic was found after all memes that were analyzed in this research. However, Anaya's meme called "insolito an onaceptabol" uses the phonological representation of different languages and the stereotypes of different cultures; moreover, this meme represents how in the Mexican culture

different nationalities are portrayed and identified for Mexicans. Other samples influenced by the culture are the meme where AMLO as the president of the United States of America meme (See Appendix A). Besides, Meade's memes are full of clues related to the Mexican culture too; in fact, the most evident illustration in this compound of memes is the meme where the candidate's body was cropped and pasted it in a wrestling ring. Even though Pro-wrestling or Lucha Libre as it is known in Mexico was not originated in Mexico it has been considered as Intangible Cultural Heritage of Mexico by the UNESCO (Telesur, 2018) showing a part of the Mexican culture depicted in these memes.

Additionally, most of the political memes use other scenarios or objects from pop culture in Mexico, which is not exactly Mexican culture. Thus, it can be appreciated that all memes numbered in this research are using either chunks of the Mexican culture or parts of the pop culture in Mexico to create a new form of communication and transmission of thoughts. Particularly, the researcher of this study believes that this was a necessary characteristic that all political memes had since the political campaign context was in Mexico.

Kress and Van Leeuwen (2006) conclude that characteristics such as color, typography, image location, dress code, gaze among other visual modes are used to depict complete ideas that can be interpreted within a specific context. Likewise, the images, as well as the modes employed in the creation of an entity, are able to represent a social relation between the producer, reader and the object represented.

Regarding the multimodal approach, Kress and Leeuwen (1996) state that messages are made not just with words, but through a complex interplay of speech-sound, of rhythm,

of intonation; accompanied by facial expression, gesture and posture. In other words, when people create a message, it is expressed not only linguistically, but also visually. They reinforce last statement by claiming that many of the images had work as messages had been controlled by globalization:

The dominant visual language is now controlled by the global cultural/technological empires of the mass media, which disseminate the examples set by exemplary designers, and through the spread of image banks and computer imaging technology, exert a 'normalizing' rather than explicitly 'normative' influence on visual communication across the world. (Kress and van Leeuwen, 1996, p. 4-5)

This is to say that mass media has helped to broadcast visual messages like memes do. Therefore, memes can go around the world with technology help. According to Kress and Van Leeuwen (2006), there exist two main classifications to analyze an image. This classification is based on their either *vertical elongation* or *horizontal elongation*.

On the one hand, Kress and Van Leeuwen (2006) state that vertical elongation “creates a more pronounced distinction between top and bottom, and hence a bias towards hierarchy, and towards ‘opposition’ generally (what is most important or otherwise dominant goes on top, what is less important or dominant is relegated to the bottom)” (p.57). Therefore, the results of the multimodal analysis demonstrated that only eight memes belong to the vertical elongation (See Appendix B). Moreover, regarding Kress and Van Leeuwen philosophy, the dominant of many of the memes are the top lines given by the producers of such images used as brief descriptions of the contexts where the images are immersed allowing the reader the connection between the lines and the images and the less dominant in these eight memes are the elements found under memes, in some of them are extra lines or everyday objects that make no difference in the interpretation of the meme.

On the other hand, these authors claim that horizontal elongation causes:

“a shape to lean towards the kind of structure in which what is positioned on the left is presented as ‘Given’, as information that is already familiar to the reader and serves as a ‘departure point’ for the message, while what is positioned on the right is presented as ‘New’, as information not yet known to the reader, and hence deserving his or her special attention. (Kress and Van Leeuwen, 2006, p.57)

In other words, having horizontal memes would have two different meanings according to the image elements position; what is on the left is *given* thus it is something that the reader already knows. Also, what is on the right is something not known so it is *new* for the readers. Therefore, the results of this analysis demonstrate that only two out of the ten memes were done with a horizontal elongation (See Appendix C)

Moreover, regarding Kress and Van Leeuwen philosophy, the given of many of the memes are phrases that were used by the candidates in events where they were expressing their ideas regarding other candidates or their future action if they were elected and the new in these two memes are the images that were used nonetheless the connection between the candidate and the element used were not related at all.

4.2 Research Questions’ Answers

In this section of the thesis, the research questions of this study are answered. Therefore, the RQs are mentioned again thus the reader can see their answers eventually.

- How can these 10 political memes of 2018’s Mexican presidential campaign be interpreted through the use of multimodality?

- What characteristics are noticeable in this group of memes that made them viral within the Mexican context?

As previously stated in the results section, the first question related to the multimodal analysis is: *How can these 10 political memes of 2018's Mexican presidential campaign be interpreted through the use of multimodality?*

In order to answer this research question, it is necessary to state that these ten memes were analyzed according to their elongation (Kress and Van Leeuwen, 2006). As already stated in the obtained results, only eight out of ten memes have a vertical elongation and two of them have the horizontal one.

Then, the second question related to memes' features: *What characteristics are noticeable in this group of memes that made them viral within the Mexican context?* is answered by stating what some expert authors about meme's features such as Dawkins (1976), Winocur & Sánchez (2016) and (Blackmore, 2017).

Firstly, all partakers in this study had the features of *longevity*, *fecundity* and *copying fidelity* (Dawkins, 1976). Secondly, the characteristic of being *visual messages that combine a text and an image* stated by Winocur & Sánchez (2016) is not full fill by only Meade's memes. Thirdly, out of the ten political memes that were analyzed in this study, only one variation of Meade and one from Anaya shown the feature of *influenced by the culture they belong* (Blackmore, 2017), thus they show a sparkle of Mexican culture (See Appendix A). Additionally, related to the last meme characteristics, even when most of the memes are completely understandable by Mexicans, most of them take something that belongs not to

the Mexican culture indeed. Therefore, some of these memes can be interpreted not only by Mexicans but by foreigners probably.

4.3 Conclusion

This chapter of the research was presenting the obtained results and the research questions' answers from the multimodal analysis of ten political memes of the Mexican presidency campaign in 2018 which are the objects of this study. In the following chapter, the conclusion of this research is presented.

Chapter 5

Conclusion

5.0 Introduction

This chapter comprises the outcomes of this investigation, its restrictions and additional research suggestions. Essentially, the objective of this section is to establish conclusions from the findings set in chapter four. This multimodal analysis aims to analyze how Mexicans expressed their ideologies through the use of memes during the presidential Mexican elections in 2018.

5.1 Research Contributions

This research contributes not only to the linguistic and multimodal fields, but also to the educational and multicultural areas field. Paulo Freire (2014) affirms that bilingualism as part of education cannot occur without multiculturalism, and multiculturalism does not emerge automatically. Freire (2014) also states that multiculturalism is a phenomenon where different cultures coincide in the same space. This means that language teachers must be able to know and comprehend the culture of the language they are teaching as well as being able to transmit that information to their students so they become genuine bilingual individuals. This is important because global communication is being carried out through the use of memes that comprises information from different cultures (Schiffman, 2014).

5.2 Limitations of the Study

Due to the limited number of the chosen memes, generalizations cannot be made with this multimodal analysis. In fact, it is necessary to say that there exist hundreds of memes variations that are related in some features (*longevity, fecundity and copying fidelity; visual messages that combine a text and an image and influenced by the culture they belong*) to the ones that were analyzed in this study. Besides, there are thousands more which are using different images but related to the same topic, presidential campaign 2018.

Also, another limitation of this study is that these memes were analyzed only through the multimodal approach which makes this study a very particular research within a linguistic scope.

5.3 Suggestions for Further Research

As previously stated in the limitations of this research, some of the directions to improve this study would be to analyze a bigger number of memes instead of just a couple of each political presidential candidate in 2018. In addition, another linguistic analysis such as appraisal system analysis, pragmatics, semantic or systemic functional linguistics can be done with the memes that full fill the feature of being a visual message that combine a text and an image (Winocur & Sánchez, 2016). The last suggestion to improve this research is to make a comparison of multimodal analysis among different memes from different political candidates running for the Mexican presidency in different year.

References

- Agrawal, A J. (2016). *How Politicians Market Themselves Based on What They Wear*. Retrieved from <https://www.forbes.com/sites/ajagrawal/2016/05/19/how-politicians-market-themselves-based-on-what-they-wear/#e507afc116fe>
- Asociación Nacional Revolucionaria Gral Leandro Valle. (2019). *Historia de la Asociación*. Retrieved from <http://www.pri.org.mx/generalleandrovalle/historia.aspx>
- Aldea Digital (2016). *Aldea Digital*. Retrieved from <http://aldeadigitalmx.com/conocenos>
- Avila, A. (2018). *Meade casi se cae de su silla, él mismo se trollea y desata los memes*. Retrieved from <https://www.elsoldepuebla.com.mx/doble-via/virales/meade-casi-se-cae-de-su-silla-el-mismo-se-trollea-y-desata-los-memes-1724794.html>
- Bayley, P. (2005). *Analysing Language and Politics*. In *Mediazioni: Online Journal of Interdisciplinary Studies of Language and Cultures*. DOI 10.1473/media15.
- BBC News Mundo. (2019). *Six Degrees: cómo fue y quién creó la primera red social de internet, inspirada por la teoría de los "seis grados"*. Retrieved from <https://www.bbc.com/mundo/noticias-48558989>
- BBC News, (2019). *Grumpy Cat internet legend dies*. Retrieved from <https://www.bbc.com/news/world-us-canada-48308638>
- Bezemer, J. (2012). *What is multimodality?* Institute of Education UCL. Retrieved from <https://mode.ioe.ac.uk/2012/02/16/what-is-multimodality/>
- Berger, John (1990). *Görme Biçimleri, Çev: Yurdanur Salman*. Istanbul: Metis Yayinlari.
- Beck, A. Bennett, P. & Wall, P. (2002). *Communication Studies: The Essential Introduction*. London and New York: Psychology Press.
- Bhatia, V. 2004. *Worlds of Written Discourse*. London: Continuum.
- Blackmore, S. (1999). *The Meme Machine*. Oxford: Oxford University Press.
- Blackmore, S. (2017). *Dr Susan Blackmore webpage. The Power of the Meme*. Retrieved from <https://www.susanblackmore.uk/articles/the-power-of-the-meme-meme-2/>

- Bodomo, A. (2010). *“The African Trading Community in Guangzhou: An Emerging Bridge for Africa-China Relations”*. *China Quarterly* 203: 693-707.
- Boyd, D.M. & Ellison, N.B. (2008). *Social Network Sites: Definition, History, and Scholarship*. *Journal of Computer-Mediated Communication*. Retrieved from <https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.1083-6101.2007.00393.x> p.210-230.
- Brad, (2012). *Grumpy Cat. Know your meme*. Retrieved from <https://knowyourmeme.com/memes/grumpy-cat>
- Britt, R. (2017). *Red vs. Blue: Why Necktie Colors Matter*. Retrieved from <https://www.livescience.com/3281-red-blue-necktie-colors-matter.html>
- Burgess, Jean and Joshua Green. *YouTube: Online Video and Participatory Culture*. Cambridge: Polity Press, 2008 [forthcoming].
- Castineira, T., Witten, M.T. (2009). Unpublished Doctoral Dissertation. Study 1. Sydney; Macquarie University.
- Central Electoral INE. (2018). *Asignación de tiempos en radio y TV a partidos políticos durante campañas*. Retrieved from <https://centralectoral.ine.mx/2018/04/10/asignacion-de-tiempos-en-radio-y-tv-partidos-politicos-durante-campanas/>
- Central Electoral INE. (2018). *Debates Presidenciales*. Retrieved from <https://www.ine.mx/debates-presidenciales-2018/>
- Chandler, Daniel. (2013). *“Semiotics For Beginners”*. Retrieved from <http://visual-memory.co.uk/daniel/Documents/S4B/?LMCL=va4Zo2Chilton>, P. & Schaffner, Ch., eds. (2002). *Politics as Text and Talk: Analytic Approaches to Political Discourse*. 4 edn. *Discourse Approaches to Politics, Society and Culture*. John Benjamins, Amsterdam.
- Creative Displays now (n.d). *History of Communication from Cave Drawings to the Web*. Retrieved on November 25th, 2018 from <https://www.creativedisplaysnow.com/articles/history-of-communication-from-cave-drawings-to-the-web/>
- Crosman, A. (2019). *Sociological Definition of Popular Culture*. *Social Sciences*. ThoughtCo. Retrieved from <https://www.thoughtco.com/popular-culture-definition-3026453>
- Comecso (2018). *Tercera Cumbre Ciudadana*. Retrieved from <https://www.comecso.com/noticias/tercera-cumbre-ciudadana>
- Colormatters (2019). *Red, The Meanings of Red*. Retrieved from <https://www.colormatters.com/the-meanings-of-colors/red>
- Coraline (2018). *Margarita Zavala Ensayó con #LadyCoral previo al Debate*. Retrieved from <https://www.reportemendigo.net/margarita-zavala-ensayo-con-ladycoral-previo-al-debate/>

- Danesi, M. (2016). *The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet*. Bloomsbury Academic.
- Dawkins, R. (1976). *The Selfish Gene*. Oxford: Oxford University Press (new edition with additional material, 1989)
- DB Multiverse. (n.d.). *What is Dragon Ball?* Retrieved from http://www.dragonball-multiverse.com/tr_TR/dragon-ball-summary.html
- December, J. (1997). *Notes on Defining of Computer-Mediated Communication*. Retrieved from <https://www.december.com/cmc/mag/1997/jan/december.html>
- Dragon Ball. (n.d.). [88] *Octogésimo octavo capítulo de Dragon Ball Super Latino*. dragonball.sullca.com. Retrieved from <https://dragonball.sullca.com/capitulos/dragon-ball-super-latino/13216>
- Fiske, John (1982). *Introduction to Communication Studies*. London; Methuen.
- Ekman, P. (2003). *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life*. New York: Times Books.
- EL Universal. (2018). *Propuestas de los Candidatos*. February 9, 2019, de El Universal Retrieved from: <https://www.eluniversal.com.mx/elecciones-2018/propuestas-de-los-candidatos>
- Expansion Política. (2019). *90 datos del PRI en 90 años de historia*. Retrieved from <https://politica.expansion.mx/mexico/2019/03/03/90-datos-del-pri-en-90-anos-de-historia>
- Frédéric, L. (2002). *Japan Encyclopedia*. Harvard University Press
- Freire, P. (2014). *Pedagogy of Hope: Reliving Pedagogy of the Oppressed*. UK: Bloomsbury.
- García, C. & Canchola, A. (2018). *Da Ine a “El Bronco” Candidatura presidencial*. Retrieved from <https://www.eluniversal.com.mx/elecciones-2018/da-ine-el-bronco-candidatura-presidencial>
- Givens, D. (2002). *The Nonverbal Dictionary of Gestures, Signs & Body Language Cues*. Spokane, Washington: Center for Nonverbal Studies Press.
- Graham, Gordon (2002). *Genes: a philosophical inquiry*. New York: Routledge, p.196.
- Grupo La Silla Rota Publicaciones Comunitarias S.A. de C.V. (2019). *Anaya se burla de los memes “insultin and unnacseptablol”*. La silla rota. Retrieved from <https://lasillarota.com/nacion/anaya-se-burla-de-los-memes-insoltin-and-unacceptabol-ricardo-anaya-meme-precandidato/200854>

- Heraldo de México (2018). *Margarita Zavala es trolleada por su hijo Luis Felipe Calderón en redes: FOTO*. Retrieved from <https://heraldodemexico.com.mx/tendencias/margarita-zavala-es-trolleada-por-su-hijo-luis-felipe-calderon-en-redes-foto/>
- Herring, S. (ed.). (1996). *Computer-mediated communication: Linguistic, social and cross-cultural perspectives*. Amsterdam: Benjamins.
- IMDb (2015). *Jurassic World: Mundo Jurásico (2015)*. Retrieved from <https://www.imdb.com/title/tt0369610/>
- INE (2018). *Elecciones 2018*. Retrieved from <https://www.ine.mx/voto-y-elecciones/elecciones-2018/>
- INEGI (2019). *COMUNICADO DE PRENSA NÚM. 179/19*. Retrieved from https://www.inegi.org.mx/contenidos/saladeprensa/boletines/2019/OtrTemEcon/ENDUTIH_2018.pdf
- Kelsey, S. & St. Amant, K. (2011). *Computer Mediated Communication: Issues and Approaches in Education*. IGI Global.
- Neretex (2012). *Now Kiss!* Retrieved from <https://knowyourmeme.com/memes/now-kiss>
- Kothari, C. R. (2004). *Research Methodology Methods and Techniques*. Retrieved from <http://www.modares.ac.ir/uploads/Agr.Oth.Lib.17.pdf>
- Kress, G. (2010). *Multimodality: A Social Semiotic Approach to Contemporary Communication*. New York: Routledge.
- Kress, G., and van Leeuwen, T. (1996). *Reading Images: The Grammar of Visual Design*. London: Routledge.
- Lambert, D. (2008). *Body Language 101: The Ultimate Guide to Knowing When People Are Lying, How They Are Feeling, What They Are Thinking, and More*. Skyhorse Pub.
- Le Bodic, G. (2003). *Multimedia Messaging Service: An Engineering Approach to MMS*. West Sussex: John Wiley & Sons Ltd, The Atrium, Southern Gate.
- Leigh, H. (2010). *Genes, Memes, Culture, and Mental Illness: Toward an Integrative Model*. USA: Springer. Princeton University Press.
- LoCastro, V. (2003). *An Introduction to Pragmatics: Social Action for Language Teachers*. University of Michigan Press.
- lopezobrador.org.mx (2018). *Lic. Andrés Manuel López Obrador*. Retrieved from <https://lopezobrador.org.mx/semblanza/>

- Milenio Digital (2018). *Hijo de Margarita Zavala la 'trollea' con meme*. Retrieved from <https://www.milenio.com/virales/hijo-de-margarita-zavala-la-trollea-con-meme>
- Milenio Digital (2018). *'El Bronco' quiere 'mochar las manos' a corruptos, ¿cómo piensa lograrlo?* Retrieved from <https://www.milenio.com/elecciones-mexico-2018/bronco-mochar-manos-corruptos-piensa-lograrlo>
- Milner, R. (2012). *The World Made Meme: Discourse and Identity in Participatory Media*. University of Kansas.
- Martin, C. & Pape, T. (2011). *Images in Mobile Communication: New Content, New Uses, New Perspectives*. Springer Science & Business Media.
- Nahom, K. & Hemsley, J. (2013). *Going Viral*. Cambridge: Polity Press. UK.
- Najar, A. (2018): *5 razones que hacen históricas las elecciones presidenciales en México*. BBC Mundo. Retrieved from <https://www.bbc.com/mundo/noticias-america-latina-43578377>
- National Aphasia Association (n.d). *The Aphasia Caregiver Guide*. Retrieved from <https://www.aphasia.org/>
- Noah, Jean-Maurice (2010). *Le Makossa: une musique africaine moderne*. Paris, France: L'Harmattan
- Norris, S. (2004). *Analysing Multimodal Interaction, A Methodological Framework*. New York & London: Routledge.
- Ortega-Ruiz, R. Y. (2017). *Presidential Elections in Mexico: From Hegemony to Pluralism*. Mexico City, Distrito Federal: Palgrave Macmillan. Mexico.
- Rice University's Baker Institute for Public Policy. (2017). *Political Parties in Mexico*. Retrieved <https://www.bakerinstitute.org/political-parties-mexico/>
- Richards, K. (2003). *Qualitative Inquiry in TESOL*. New York: Palgrave Macmillan. USA.
- Roossinck, M. J. (2016). *Virus: An Illustrated Guide to 101 Incredible Microbes*. Princeton, New Jersey: Princeton University Press. USA.
- Safe Around (2017). *World's Safest Countries*. Retrieved from <https://safearound.com/danger-rankings/>
- Saldana, J. (2011). *Fundamentals of Qualitative Research*. Oxford University Press, USA.
- Samovar, L. A, Porter, R.E, McDaniel, E.R. (2009). *Communication Between Cultures*. Boston, MA: Cengage Learning. USA.

- Shifman, Limor (2014). *Memes in Digital Culture*. Cambridge, MA: MIT Press.
- Shore, M. & Zhou, Q. (2008). *Second Life: The Future of Social Networking? Computer-Mediated Social Networking: First International Conference, ICCMSN 2008, Dunedin, New Zealand, June 11-13, 2008, Revised Selected Papers*. Purvis, M.& Savarimuthu, B. (2010) Springer.
- Steiner, G. (2001). *Gramáticas de la creación*. Madrid: Siruela.
- Publimetro (2017). *Descifran lo que en realidad quiso decir Lady Coral Blanco... y te hará reflexionar*. Retrieved from <https://www.publimetro.com.mx/mx/destacado-tv/2017/12/19/descifran-lo-quiso-decir-realidad-lady-coral-blanco-te-hara-reflexionar.html>
- Jackendoff, R. (1990). *Semantic Structures*. Cambridge, Massachusetts: The MIT Press.
- Runnebaum, A. (2017). *Hachimaki – the Japanese Headband that gives you Energy*. Retrieved from <https://japandaily.jp/hachimaki-japanese-headband-gives-energy-4223/>
- Telesur, (2018). *Mexico City Declares Lucha Libre 'Intangible Cultural Heritage'*. *La nueva Televisión del Sur C.A.* Retrieved from <https://www.telesurenglish.net/news/Mexico-City-Declares-Lucha-Libre-Intangible-Cultural-Heritage-20180721-0020.html> telesur 2018
- Thiel, K. (2018). *Television News and the 24-Hour News Cycle*. Cavendish Square Publishing.
- Tomaselli, Keyan G. (1996). *Appropriating Images the Semiotics of Visual Representation*. Denmark: Intervention Press.
- van Dijk, T. A. (1997). *What is political discourse analysis?* In J. Blommaert and C. Bulcaen
- Verheyen, D. (2018). *The German Question*. New York: Routledge.
- Winocur, R. & Sánchez, J. A. (2016). *Redes sociodigitales en México*. Ciudad de Mexico: Fondo de Cultura Económica.
- Wainwright, G. (2011). *Understand Body Language*. Teach Yourself.
- Woods, M. B. & Woods, M. (2011). *Ancient Communication Technology: From Hieroglyphics to Scrolls*. Minneapolis: Twenty-First Century Books. USA.
- Yin, R. K. (2017). *Case Study Research and Applications: Design and Methods*. Los Angeles: SAGE Publications. USA.
- Zavala, M. (2019). *Conoce a Margarita Zavala*. Retrieved from <https://www.margaritazavala.com/conoce-a-margarita/>

Appendix A

Political Memes

<p>Ricardo Anaya (political candidate for the presidency of Mexico in 2018)</p>	<p>Meme 1</p> <p>Ricardo Anaya ha defendido a México en todos los países.</p>  <p>Insolito an onaceptabo! Bule bucuché abemua Vossá vosa asi bose me mata Du Hast! Du hast mich Opa ganma estail Samina miná eh eh waka waka eh eh</p>	<p>Meme 2</p> 
<p>Andres Manuel Lopez Obrador, AMLO. (political candidate and winner for the presidency of Mexico in 2018)</p>	<p>RESUMEN DEL DEBATE PRESIDENCIAL</p> 	
<p>Jaime Rodriguez, BRONCO. (political candidate for the presidency of Mexico in 2018)</p>		

Margarita Zavala
(political candidate
for the presidency of
Mexico in 2018)

Margarita hablando de
política
#Debate2018







La cara de mi mamá cuando salimos a
comer y pido cerveza en lugar de agua
o refresco...


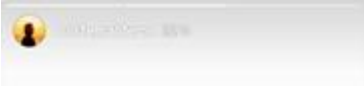




Antonio Meade
(political candidate
for the presidency of
Mexico in 2018)



Appendix B

Vertical Elongation	
<p>Ricardo Anaya ha defendido a México en todos los países.</p> 	<p>Dominant: This top part is relevant in Anaya’s meme because it sets the context of this image. It tells the reader that <u>Anaya had already defended Mexico</u> and the meme represents those make-believe events.</p> <p>Less dominant: The phrases used under Anaya’s six images.</p>
	<p>Dominant: The heading “<i>Resumen del debate presidencial</i>”-summary of the presidential debate. Which states the event depicted by the meme.</p> <p>Less dominant: The edited image using the candidates faces on a scene from a movie.</p>
	<p>Dominant: Trump’s hair style.</p> <p>Less dominant: The line “A VER JI AJI GANO”</p>
	<p>Dominant: Bronco’s face looking down as if he were holding something in his hands.</p> <p>Less dominant: The line “AHORA BESENSE-NOW KISS”</p>

<p>Margarita hablando de política #Debate2018</p> 	<p>Dominant: Top line describing Margarita's performance at the debates.</p> <p>Less dominant: The image taken from a viral video of a girl in a conference</p>
 <p>La cara de mi mamá cuando salimos a comer y pido cerveza en lugar de agua o refresco...</p>  <p>LITERAL 😂</p>	<p>Dominant: The name of the candidate's son: Luisfe_calderon</p> <p>Less dominant: the word "LITERAL and the use of and emoticon"</p>
	<p>Dominant: Meade's gaze</p> <p>Less dominant: Meade's chin</p>

	<p>Dominant: Meade's head as well as the position of his arm.</p> <p>Less dominant: The audience's heads.</p>
--	---

Appendix C

Horizontal elongation	
	<p>Given: A catch phrase known within the pop culture in Mexico.</p> <p>New: AMLO's posture</p>
	<p>Given: The statement given by the Candidate El Bronco regarding insecurity</p> <p>New: The link between el Bronco's statement and the use of a cartoon to exemplify his words.</p>