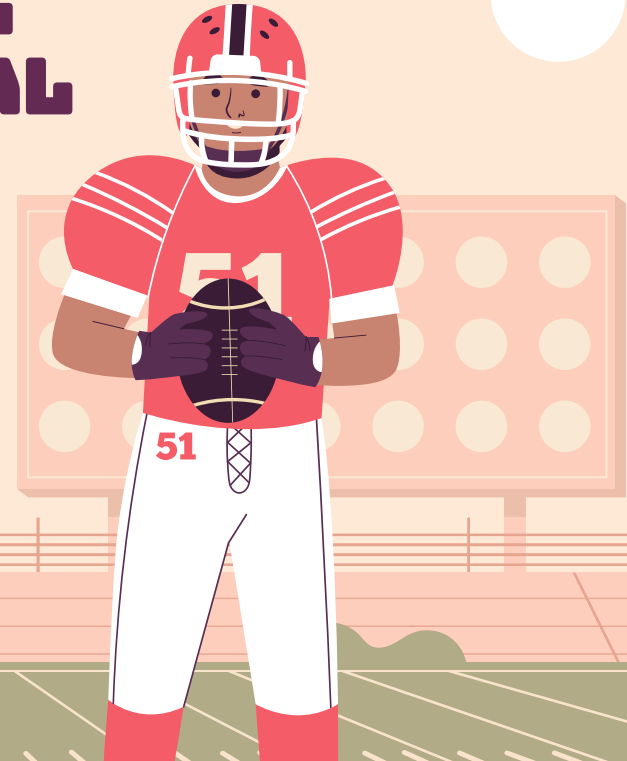


DOCUMENTING MEME CULTURE AND PRESERVING EPHEMERA THROUGH DIGITAL DISPLAY: **ESPN COLLEGE GAMEDAY POSTERS**

Grace Thomsen, Graduate Assistant
Kate Morris, Head of Special Collections



ESPN COLLEGE GAMEDAY

photo: @TheBreezeSports



JMU Special Collections @JMUSpeColl · Oct 13, 2017

Hey guys & gals, just so you know, you can donate all of these [#GAMEDAYjmu](#) signs to Special Collections. We'll archive them. It's what we do

B TheBreezeJMU @TheBreezeJMU · Oct 13, 2017

A few of the signs that made an appearance on the Quad today.



14

42



THE CALL FOR POSTERS



JMU Special Collections @JMUSpeColl · Oct 8, 2017

Calling all #CollegeGameDay creatives: after the festivities on Saturday, we want to archive your posters and signs @JMUAlumni @jmu_sga #jmu



2



18



30



DukeDogNation @DukeDogNation · Oct 8, 2017

Replying to @JMUSpeColl @JmuDukes4Life and 2 others

I'd be willing to donate mine from 2015. Signed by Alger, Sam Ponder, and Matt Brady.



3,567 likes



JMU Special Collections @JMUSpeColl · Oct 8, 2017

Calling all #CollegeGameDay creatives: after the festivities on Saturday, we want to archive your posters and signs @JMUAlumni @jmu_sga #jmu



2



18



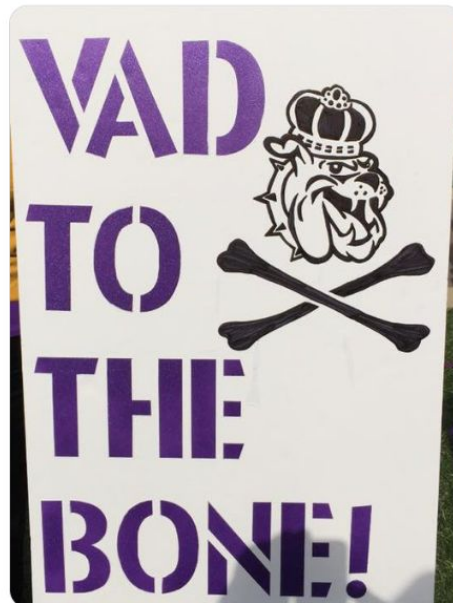
30



Sons of Bridgeforth @BridgeforthSons · Oct 9, 2017

Replying to @JMUSpeColl @JMUAlumni and @jmu_sga

I too had a Vad related sign in 2015. If i still have it its yours.



THE CALL FOR POSTERS



JMU Special Collections
@JMUSpeColl



Do you want the [#CollegeGameDay](#) poster of your roommate's head to be studied by scholars? Consider donating it to Special Collections!



1:18 PM · Oct 11, 2017

6 Retweets 3 Quotes 13 Likes



JMU Special Collections @JMUSpeColl · Oct 9, 2017

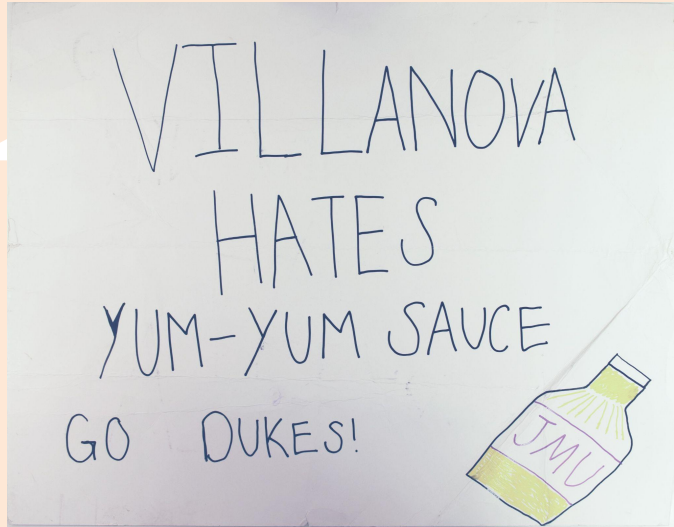


Be like Brandon (@DukeDogNation) and donate your [#CollegeGameDay](#) poster to Special Collections. This beauty made it on [@espn](#) in 2015.



ARRANGEMENT & DESCRIPTION

Item Level Scope and Contents example:



“The poster uses yum-yum sauce, a Japanese steakhouse mayonnaise sauce, to undermine Villanova. Yum-yum sauce is a popularized condiment for Japanese cuisine in the United States but holds a particular fondness for James Madison University students. Brought to the dining hall (D-hall) around 2017, it was famous on campus to students as the superior sauce choice for stir-fry. This poster functions as a James Madison University inside joke to Villanova by insulting their lack of taste when it comes to condiment choices. It is then implied that their lack of taste will be reflected in how they perform at GameDay. While popular, yum-yum sauce was a short lived condiment on campus. It was removed from D-hall after a few years and is now remembered fondly by those students who were on campus at the time.”

ARRANGEMENT & DESCRIPTION

[Home](#) [Collections](#) [Digital Materials](#) [Subjects](#) [Names](#) [Collecting Areas](#) [Q](#)

"JMU Longer win streak than this guy", 2017 October 14



Item – Flat File: 2 **Identifier:** SC 0336

James Madison University Libraries Special Collections | ESPN College GameDay posters (SC 0336) | 2017 vs. Villanova Wildcats
| "JMU Longer win streak than this guy", 2017 October 14

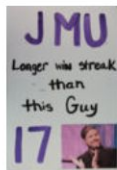
Scope and Contents

The poster uses the image of Austin Rogers, a famous Jeopardy player in 2017 who had a 12-game win streak. Known for his quirky yet funny anecdotes on Jeopardy, his image quickly became a household face for a large portion of 2017. The poster uses his image paired with the saying as a statement on how well James Madison University's season is going. Going into the Villanova game, they had 17 wins in a row, outlasting Rogers' streak on Jeopardy. The poster talks to their successful season and how it will lead them to victory over Villanova. Their final season stats of (14-1; 8-0) displays their successful season and how the James Madison University football team had a longer winning streak than a popular Jeopardy star at the time.

[See less](#)

Dates

2017 October 14



"JMU Longer win streak than this guy", 2017 October 14

Navigate the Collection

[ESPN College GameDay posters](#)

+ [2015 vs. Richmond Spiders](#)

- [2017 vs. Villanova Wildcats](#)

["Don't bring a CAT 2 a dog fight", 2017 October...](#)

["You vs. the guy she told you not to worry about..."](#)

["JMU Longer win streak than this guy", 2017 O...](#)

["Your mascot poops in a box.", 2017 October 14](#)

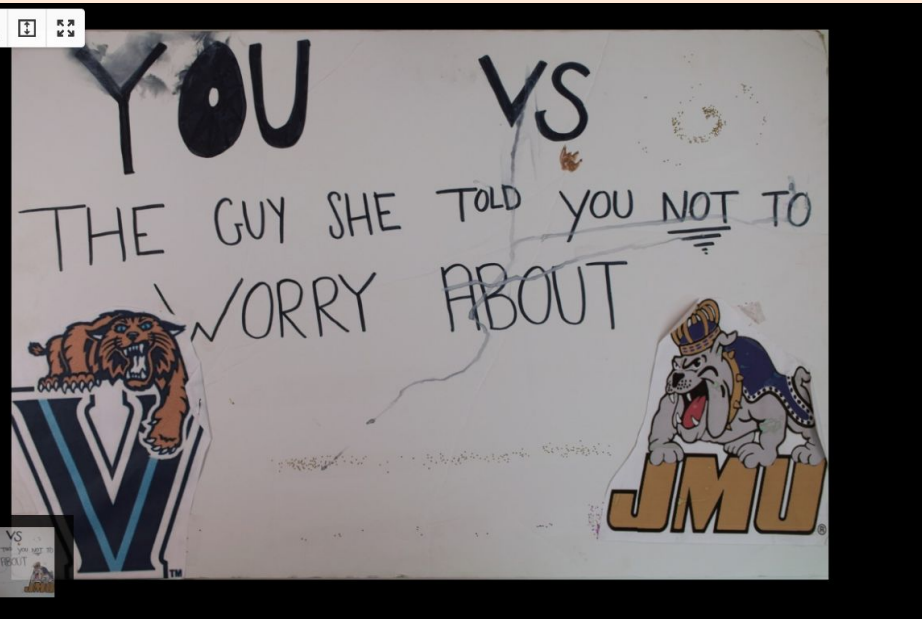
["JMU's gameday crowd > Villanova's season att..."](#)

["Villanova hates yum-yum sauce", 2017 Octobe...](#)

["The costs of being a wildcat", 2017 October 14](#)

["Hi Mom & Dad", 2017 October 14](#)

ARTSTOR: DIGITAL DISPLAY



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[CITE THIS ITEM](#) [PRINT PREVIEW](#)

<https://library.artstor.org/public/3433...> [COPY](#)

Item Details

PUBLIC

Title
"You vs. the guy she told you not to worry about"

Date
2017 October 14

Material
image/jpg

Measurements
30" x 20"

Description
The poster follows a popularized internet format, commonly called a meme, to depict how James Madison University is better than Villanova. The image is commonly known as the "You vs. the guy meme" and is meant to be used to show how one guy is superior to another. The format traditionally depicts two images, usually men, side by side with the implication being that the image on the right is better and the more desirable. This poster implies that James Madison University is better and more likely to win, and thus that you should be worried if you are the other "guy" in the image.

Language: English

Language: English

Repository

Special Collections, Carrier Library, James Madison University

Subject

[James Madison Dukes \(Football team\)](#); [Rogers, Austin. 1978-; Jeopardy! \(Television program\) College sports posters Harrisonburg \(Va.\)](#)

Collection

[James Madison University: ESPN College GameDay Posters](#)

ID Number

SC0336_DO_10

Source

Collection Number: SC 0336

Location of Original: ESPN College GameDay posters, 2015, 2017, SC 0336, Special Collections, Carrier Library, James Madison University, Harrisonburg, VA.

Finding Aid: [ESPN College GameDay Posters](#)

Digital Origin

reformatted digital

RE-PROCESSING: MEME CULTURE IS EPHEMERAL



Gareth Waugh
@GarethWaugh

No I don't watch tiktoks, I watch Instagram reels of tiktok videos that were popular two weeks ago, LIKE A GROWN UP

