The Official Dictionary of memes: a multimodal project

O Dicionário Oficial de memes: um projeto multimodal

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ABSTRACT
The Official Dictionary of Memes (ODM) is a multimodal project consisting of a non-traditional dictionary that will include images, videos, GIFs and sounds of the most popular memes that can be found nowadays on webpages and social media. The main purpose of this project will be to build bridges between generations when it comes to Internet culture, in particular in the creation and use of memes. As an academic project, the first part will describe the type of dictionary presented, including its details and characteristics in terms of mode, target audience and structure. In the second part of the presentation, the criteria by which the nomenclature of the dictionary will be chosen will also be discussed. In addition, it will be explained the methodology used to collect and build the dictionary entries with the most up-to-date and frequent memes found on social networks and meme pages. In the third part, the selection of sources and their references will be justified. Furthermore, their presentation and how reliability is ensured will be explained. In the fourth part, it will be discussed how the information will be displayed in the dictionary. To do so, it will deal on the one hand with the microstructure, in which it will be explained the deeper structure of the entries, and on the other hand with the macrostructure, in which it will be exposed the surface format of the entries together with the selected abbreviations and symbols that will be found in each one. Examples of entries with graphical content will be presented, as well as the model webpage of the dictionary, for a better understanding of the project. Finally, the bibliographical references used will be presented.

Keywords: dictionary, meme, internet culture, social media.

RESUMO
O Dicionário Oficial de Memes (ODM) é um projeto multimodal que consiste em um dicionário não tradicional que incluirá imagens, vídeos, GIFs e sons dos memes mais populares que podem ser encontrados hoje em dia em páginas web e mídias sociais. O principal objetivo deste projeto será construir pontes entre gerações quando se trata da

cultura da Internet, em particular na criação e uso de memes. Como um projeto acadêmico, a primeira parte descreverá o tipo de dicionário apresentado, incluindo seus detalhes e características em termos de modo, público alvo e estrutura. Na segunda parte da apresentação, serão também discutidos os critérios pelos quais será escolhida a nomenclatura do dicionário. Além disso, será explicada a metodologia utilizada para coletar e construir os verbetes do dicionário com os memes mais atualizados e freqüentes encontrados nas redes sociais e páginas de meme. Na terceira parte, a seleção das fontes e suas referências será justificada. Além disso, sua apresentação e como a confiabilidade é garantida serão explicadas. Na quarta parte, será discutido como as informações serão exibidas no dicionário. Para isso, será abordada, por um lado, a microestrutura, na qual será explicada a estrutura mais profunda das entradas, e, por outro lado, a macroestrutura, na qual será exposto o formato da superfície das entradas juntamente com as abreviações e símbolos selecionados que serão encontrados em cada uma delas. Serão apresentados exemplos de entradas com conteúdo gráfico, bem como o modelo da página web do dicionário, para uma melhor compreensão do projeto. Finalmente, serão apresentadas as referências bibliográficas utilizadas.

Palavras-chave: dicionário, meme, cultura da internet, mídia social.

1 DICTIONARY TYPE AND MAIN GOALS

The Official Dictionary of Memes (ODM) will include a set of images, videos and GIFs to bring the internet meme culture closer to the public. The entries will be written in simple English comprehensible language for all kinds of audiences and it will be intended for adult audiences who are not familiar with the references found in social media, as they have a particular language and humor that is often not understood by generations that have not been raised in this digital context. As Cavalcante, de Lima and Goiana claim, "Os memes (…) representam símbolos que remetem à identidade cultural e ao linguajar regional, reforçando a cultura (…) através de meios digitais de comunicação" (3222). Therefore, the aim of this dictionary will be to bridge the generational gap that exists in this constantly changing technological world. The significance of this dictionary in this regard lies in the fact that, as Moraes, Da Silva and Escola state, "Podemos usar as tecnologias digitais por pura diversão e troca de informações com outros internautas, podemos usar com fins específicos de pesquisa, como troca de conhecimentos, como também como meio de aprendizagem" (57453). Due to its content, it will only be available in the online format (https://tinyurl.com/ODMsite) and it will consist of five subpages: presentation, brief introduction, abbreviations and symbols used, the entries themselves and corresponding visual content, and a work cited list.

Figura 1
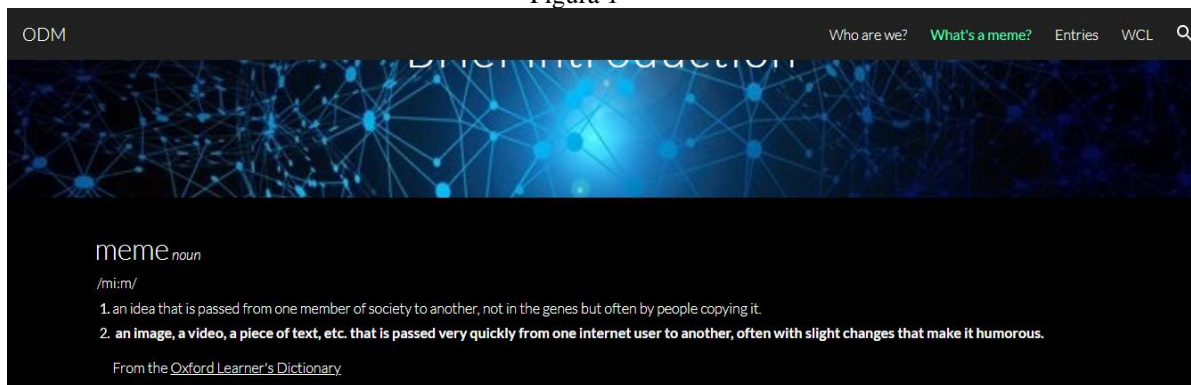
2 THE SELECTION OF NOMENCLATURE AND HOW TO COLLECT IT

The selected data will have a contemporary origin, as they are the most recent lexical units, references and ideas. Therefore, the listed entries will not be technical or general, they come from the Internet slang used by young people. The terms included are usually found written, although they may be referred to orally.

The lexical units found in this dictionary will not belong to standard English or will neither in conventional dictionaries, they will not be dialectal or regional expressions but used around the world.

The nomenclature will be selected according to the frequency of contemporary usage in social media from a synchronic perspective. They are the most popular today, however, this kind of language is constantly changing and the dictionary can become outdated in a short time. Therefore, our online dictionary will be updated on a monthly basis to keep it up to date with the correction of mistakes and resolution of gaps.

3 REFERENCE

The choice of sources and information for this dictionary will stem from the selection of exclusively written resources. A diverse range of resources will be consulted to ensure reliability and that they are expressions used today, not through Internet's history.

The main sources for reference that will be used to acquire the nomenclature will include the Urban Dictionary, the websites Know Your Meme, the portuguese website Memedroid and social media, including Reddit and Twitter, which are the platforms with the highest usage of this sociolect.

The memes will be selected by us and will be translated into lexical units due to its visual nature. Through the reference sources already cited a corpora will be created.

In order to ensure reliability it will be later revised by a group of 100 volunteers Internet users from 12 to 25 years old. After this process, the corresponding modifications and changes will be made, terms will be added or deleted according to the suggestions made by users. The Google Sites platform was chosen as the format for its ease of interaction and use.

4 INFORMATION INCLUDED IN THE DICTIONARY, THE MICRO AND MACRO STRUCTURES

4.1 MICROSTRUCTURE

<visual representation>
<**entry**>
[pronunciation]
<word class> (*genre, number and other linguistic features*)
<meaning>

Considering that:

- <visual representation>: Image, gif or video that represents the lexical unit that is being defined.
- <entry>: The word or chain of words whose meaning is described.
- [pronunciation]: Phonetic transcription of the word or chain of words being described as well as a play button that reproduces the pronunciation of the lexical unit.
- <word class>: Which set of words displays the same formal properties, especially their inflections and distribution (nouns, verbs, adjectives, pronouns, etc.) to clarify how and under what circumstances they are used.
- <meaning>: Description of the content conveyed by the lexical unit itself.

4.2 MACROSTRUCTURE

This monolingual multimodal dictionary will contain over 4.000 entries with more than 5.500 acceptations. The lexical entries will appear in a complete list sorted alphabetically in order to ease the look-up process. Each one will be in bold, blue and lowercase. Following it, the pronunciation will be found in the IPA system between brackets with a play button that reproduces it. Below the word class in italics, meaning will be found and above all, the visual representation.

The choice to use abbreviations was due to style reasons, in the same way as the phonetic transcription will be used taking into account the target audience of the ODM will be used to a traditional style of dictionaries. Although nouns, verbs and adjectives are the most common to find in this type of lexical units, due to the large amount of existing memes, the different word classes are taken in account in the abbreviation list:

n. - noun

v. - verb

(tr. for transitives

intr. for intransitives)

adj. - adjective

pr.- pronoun

prep. - preposition

adv. - adverb

det. - determinant

interj. - interjection

quant. - quantifiers
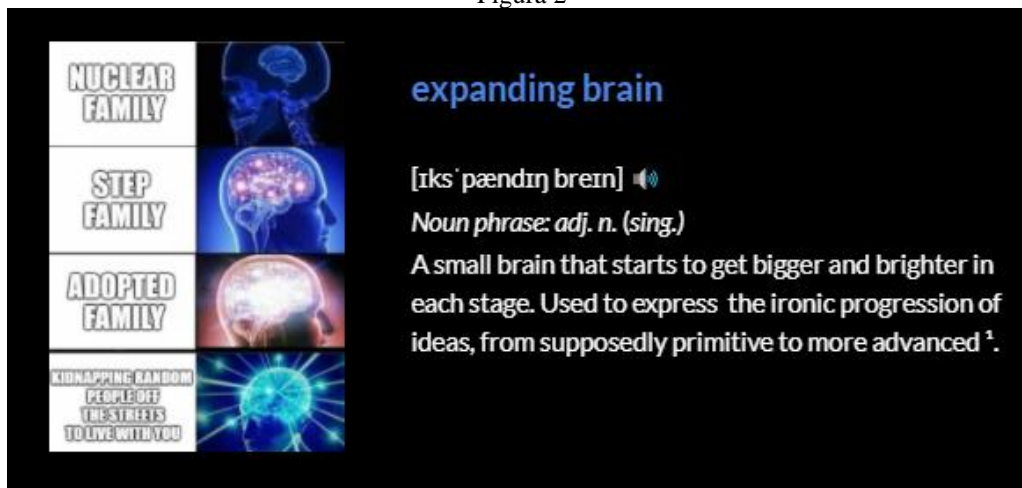
num. - numerals

conj. - conjunctions

f. - feminine gender

m. - masculine gender

sing. - singular

pl. - plural

Entry examples

Figura 2

expanding brain

[ɪksˈpændɪŋ breɪn]
Noun phrase: adj. n. (sing.)
A small brain that starts to get bigger and brighter in each stage. Used to express the ironic progression of ideas, from supposedly primitive to more advanced [1].

Figura 3

Figura 4

Figura 5

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