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Exploring the Educational Memes in Recent Indo-Pak War

Zunaira Arshad

PhD Scholar Department of Education, Khwaja Fareed University of Engineering and Information Technology (KFUEIT) Rahim Yar Khan, Punjab, Pakistan.
Email: zunairaarshad836@gmail.com

Muhammad Shoaib Mehmood

M.Phil English (Linguistics) Lahore Leads University, Lahore, Punjab, Pakistan.
Email: shoaib4739@gmail.com

Azhar Ahmad

M.Phil English (Linguistics) Lahore Leads University, Lahore, Punjab, Pakistan.
Email: azharscholar313@gmail.com

Abstract

The present research article entitled “Exploring the Educational Memes in Recent Indo-Pak War”; as its name indicates that it is totally a new work in the realm of educational field; because, there is no single research in which educational memes are explored earlier. In the present research study the researchers collected data from social media resources platform (YouTube, face book, instagram and tik-tok etc.). The congregated data was later analyzed through the content analyses approach and presented in tables and figures. The current research study finds twenty-eight educational memes used by the students and teachers on the different platforms of social media. The masterpiece work is a valuable research because it will pave way for the researchers and it will instigate scholars to conduct more studies to discover new possessions in the education field.

Keywords: Educational Memes, Indo-Pak War, Social Media Platform.

Introduction

The term meme (from the Greek mimema, meaning “imitated”) was introduced in 1976 by British evolutionary biologist Richard Dawkins in his work *The Selfish Gene*. The main purpose of a meme acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. The term was probably coined in 1979 by the British biologist Richard Dawkins in his book “*The Selfish Gene*”; as an attempt to explain how aspects of culture replicate, mutate, and evolve (memetics). In this, Dawkins describes memes as ideas or concepts that find their way into popular culture and are not only shared there, but also changed. The historical meaning of meme is a unit of cultural information spread by imitation. Moreover, meme, unit of cultural information spread by imitation. Memes didn’t start with the internet. Some linguists argue that humans have used memes to communicate for centuries. Memes are widely known as conduits for cultural conversations and an opportunity to participate in internet trends (trust us, *The Times* is on it). Even if you’re not extremely online, you’ve probably participated in a meme trend, knowingly or not.



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Historical Background

The word “meme” has been used in the New York Times Crossword 60 times since the puzzle’s inception in the 1940s, according to XWordInfo. Although it’s difficult to identify the first meme ever, the British evolutionary biologist Richard Dawkins is credited with introducing the term in his 1976 book, “The Selfish Gene.” In Mr. Dawkins’s original conception, a “meme” was analogous to a “phoneme,” the smallest unit of sound in speech, or a “morpheme,” the smallest meaningful subunit of a word, Kirby Conrod, a professor of linguistics at Swarthmore College, said. “I would explain the concept of a meme a self-replicating chunk of information by asking someone about an inside joke they had with friends or an advertising jingle that’s been stuck in their head for 20 years,” Professor Conrod said. “That chunk of information, the joke or the jingle, self-replicates because we humans like to share and repeat stuff. When we repeat the joke, or sing the jingle, that’s an instance of the meme reproducing itself.” The word “meme” first appeared in the New York Times Crossword in 1953 with the clue “Same: French.” Its most recent appearance was on Dec. 24, 2021, with the clue “Something that gets passed around a lot.”

Research Objectives

- To explore the educational memes in recent Indo-Pak war tension.

Research Questions

- I. Exploring the educational memes in recent Indo-Pak war tension?

Literature Review

Literature review summarizes and evaluates the texts of writings related to a particular topic, and offers framework to contemplate about the conceivable result of inventive study (Rasheed et al., 2023; Ahmad , 2025; Yousaf et al., 2025). Humans have used memes to communicate for as long as they have used any symbolic system, Professor Conrod said. D. Andrew Price, the head of content at Memes.com, agreed. Mr. Dawkins merely “coined the term for something that’s existed literally forever,” he said. “A meme is just an idea that rips through the public consciousness. In French, the word “même” translates to “same” and the Greek word “mimóúmai” means “to imitate.” In his book, Dawkins said, “We need a name for the new replicator, a noun that conveys the idea of a unit of cultural transmission, or a unit of imitation.” He wanted to use a monosyllable that sounded like “gene.” Dawkins said, “It could alternatively be thought of as being related to ‘memory,’ or to the French word même.” Webster’s New World College Dictionary defines a meme as “a concept, belief, or practice conceived as a unit of cultural information that may be passed on from person to person, subject to influences in a way analogous to natural selection.”

Word “Meme in English Language

Like many words in the English language, the word “meme” has undergone a semantic shift over time. In an internet-saturated world, “memes and their meanings are co-constructed by multiple users in a social context,” Jennifer Nycz, an associate professor and director of undergraduate studies at Georgetown University’s Department of Linguistics, said. “This is really no different from any other process of communication or knowledge creation,” she



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added. "It's just especially salient in the case of memes because people explicitly construct them and then post them to the world for commentary."

The popular meme creator Saint Hoax, who has three million Instagram followers, defines a meme as a piece of media that is repurposed to deliver a cultural, social or political expression, mainly through humor. "It has the ability to capture insight in a way that is in complete alignment with the zeitgeist," Saint Hoax said.

Memes can also accelerate the popularity of certain forms of entertainment. "Memes now have the ability to help new TV shows or even songs gain popularity by becoming the basis of a viral trend," said Samantha Sage, co-founder and chief creative officer of Betches, a media company geared toward millennial women.

Noteworthy pop culture events are breeding grounds for meme creation. In fact, this year, Instagram hired Saint Hoax to cover the Met Gala as its first-ever meme correspondent, knowing that interesting, culturally relevant content would come from the event and spread on social platforms. "Memes are basically editorial cartoons for the internet age," Saint Hoax said. "The power of a meme lies in its transmissibility and unique knack for being cross-cultural." And memes have the uncanny ability to capture a moment while distracting people from reality. They encapsulate the era we are living in while also reminding us that it's not all that serious, Lola Tash, one of the founders of the meme account My Therapist Says, said.

Memes are shareable by nature. "In a world where you are scrolling through news feeds for hours a day, the meme format catches your eye, and most of them can be read and understood within seconds," said Samir Mezrahi, the deputy director of social media at BuzzFeed, who also runs Kale Salad, a meme account with nearly four million followers.

Creating and sharing memes facilitates a sense of community online while maintaining a feeling of exclusivity. "Memes bring people together through humor and can act as a catalyst for creating social or political commentary," said Kit Chilvers, the chief executive and founder of Pubity Group, a collection of social media accounts that has more than 80 million total followers. "Often, memes can be quite exclusive, as only people who are familiar with the origin of the meme will understand it," Chilvers added.

It would take a long time to dive into every popular meme that has graced the internet, but there are a few notable meme culture moments that provide a foundation for understanding the constantly evolving mode of communication. For example, many people I spoke to referred to LOLcats, a trend that included funny photos of cats with text superimposed on them, as one of the original meme trends. Another example of a widespread meme trend is Rickrolling, which involved adding unexpected links to the music video for the singer Rick Astley's 1987 hit "Never Gonna Give You Up." The music video now has more than 1.1 billion views on YouTube.

Meme culture is constantly evolving, and the future of memes is unpredictable, but some of the internet's most popular meme creators have thoughts on where it might be headed. "I think memes will become NFTs (nonfungible tokens) and we will see creators selling their best work as digital assets," Haley Sacks, founder of the Instagram account @mrsdowjones, said. "I would buy a meme NFT," she added. Mr. Price, of Memes.com, predicted that in



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five years or sooner every cultural moment and every news story will have an accompanying meme, and that meme will be a large part of the mainstream conversation about that event. “Memes on the internet took what is already naturally occurring in the way that we communicate and supercharged it by making it global and simple,” he said.

Internet Memes

Internet users commonly use the phrase “Internet meme” to refer to a diverse range of online content, such as jokes, gossip, and videos in online communication (Katz & Shifman, 2017). Internet memes play a crucial role in influencing public discussions and activism in the digital era. Studies reveal their potential for spreading false information (Wells, 2018), trigger sociopolitical activism (Nabea, 2021), encourage contemporary protest movements, public communication and serve several sociocultural functions of society (McGowan, 2016; Tammi & Rautio, 2022). Thus, conducting a systematic review of Internet memes can shed light on their role in political activism and various sociocultural functions of the digital society. The review can also help in identifying unexplored opportunities for promoting media literacy and investigating misinformation, disinformation, and hate speech. Therefore, a systematic review of Internet memes is conducted following Okoli’s (2015) framework. The findings highlight the research gap in terms of examining their economic functions, research design, and regional research output on Internet memes. The findings also highlight the need for general awareness and clarity about the concept of the Internet meme phenomenon and its different types.

Previous Related Studies

Some prior researches as in (2017) Kulkarni studied the impact of internet meme as a communicating tool; and in (2020) Dongqiang et al. analyzed memes in educational context. While in (2021) Amir explored the usage of internet memes for different purposes; whereas, in (2024) Abbas et al. comparatively analyzed of Pakistani and Indian social media memes. In the same year Oskolkov, Lissitsa & Lewin, (2024). The article addresses Internet memes’ usage in Russian far-right discourse, seeking to evaluate how it corresponds with the basic roles of memes in political communication and the extent to which the Russian far-right memetic vernacular is universally translatable. The article uses qualitative content analysis and multimodal discourse analysis of the “Right-Wing Memes” community on the Russian social networking site Vkontakte. The Russian far-right builds its social identity by filling the floating signifiers of the “left-wing,” “migrants,” and “Russian national state” with relevant meanings through the memetic means of visual humor, bitter irony, and parallel comparison. These construct the in- and out-groups, convey the ideological message, and give voice to the groups excluded from the mainstream. However, although the Russian far-right employs globalized memetic tropes, the content is mainly country-specific, which, together with the language barrier, hinders the formation of a universal far-right memetic discourse.

But there is no single research that explores the educational memes, consequently, to fill this gap the researchers conducted research to find educational memes regarding in recent Indo-Pak war by using following research methodology.



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Research Methodology

“The research methodology is the procedure which is used by the researchers to gather data for resolving problems of investigation” (Ahmad, Farhat & Choudhary, 2022, p524). For the present research study the researchers collected data from social media resources platform and to analyze the congregated the content analyses approach was used.

Research Findings

For the present research study data was analyzed in the following way.

Figure: 01



Source: (<https://www.instagram.com>)

The figure number 01 showing an image selected from instagram in which student to his female teacher in mimic style that; “*Mam jung wale din school bag le kr aana hai ya nhi*”

Figure: 02



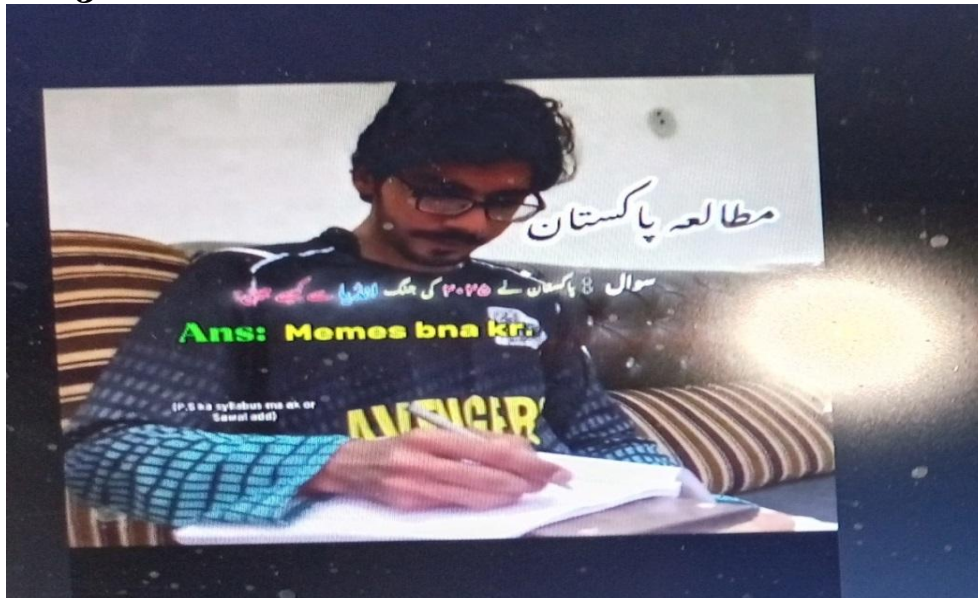
Source: (<https://www.instagram.com>)



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The figure number 02 showing an image also selected from instagram in which sister and brother in mimic style saying that; Me and my brother are waiting for notification that, ***“Exam is cancel due to war”***.

Figure: 03

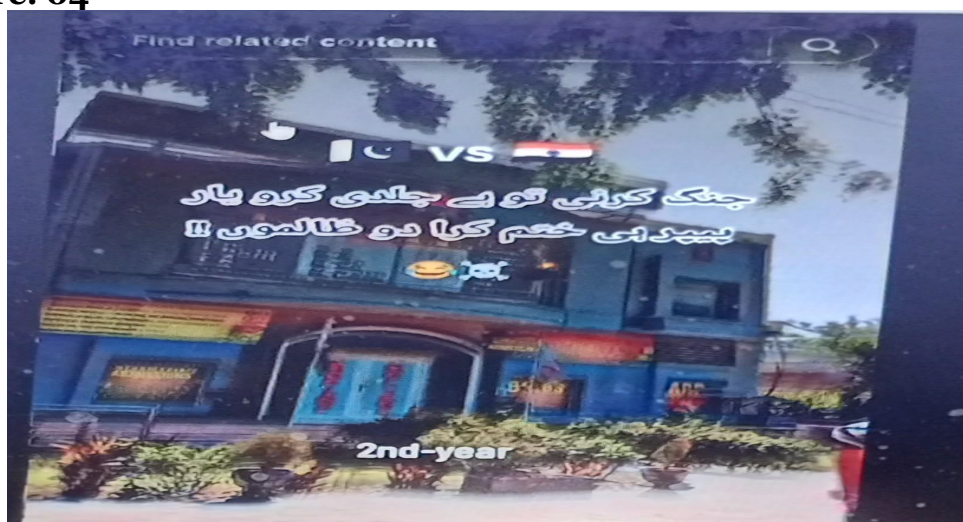


Source: (<https://www.tiktok.com>)

The figure number 03 showing an image selected from tiktok in which a student in mimic style asking that;

- Question: ***“Pakistan nae India se 2025 ki jung kais jeeti”*** (in 1925 how Pakistan won war from India).
- The answer is that ***“memes bna k”*** (By making memes).

Figure: 04



Source: (<https://www.tiktok.com>)

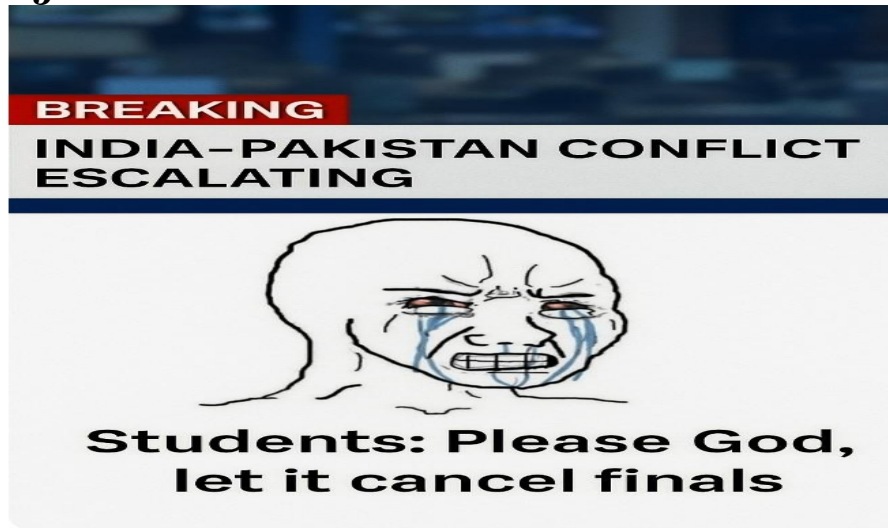
The figure number 04 showing an image also selected from tiktok in which a 2nd year student in mimic style saying that; ***“jung krni tou hai jaldi karo”***



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yaar paper hi khtum kra dou zalimoon”.

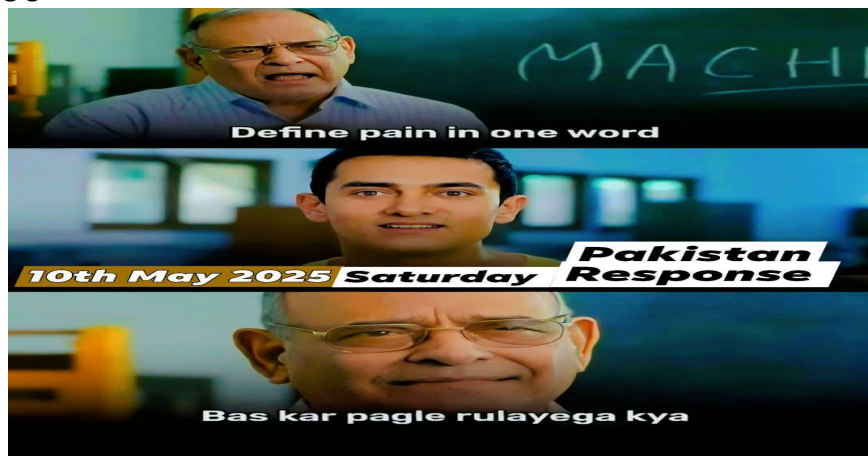
Figure: 05



Source: (<https://www.tiktok.com>)

The figure number 05 showing an image also selected from tiktok in which during Indo-Pak conflict escalating time students are praying in mimic style that; *“Please God, let it cancel finals”.*

Figure: 06



Source: (<https://www.facebook.com>)

The figure number 06 showing an image also selected from face book in which during Indo-Pak conflict time after Pakistani response on 10th may 2025 an Indian teacher questioned to student define pain in one word. The student replied in mimic style that; *“Bas kar pagle rulayega kya”.*



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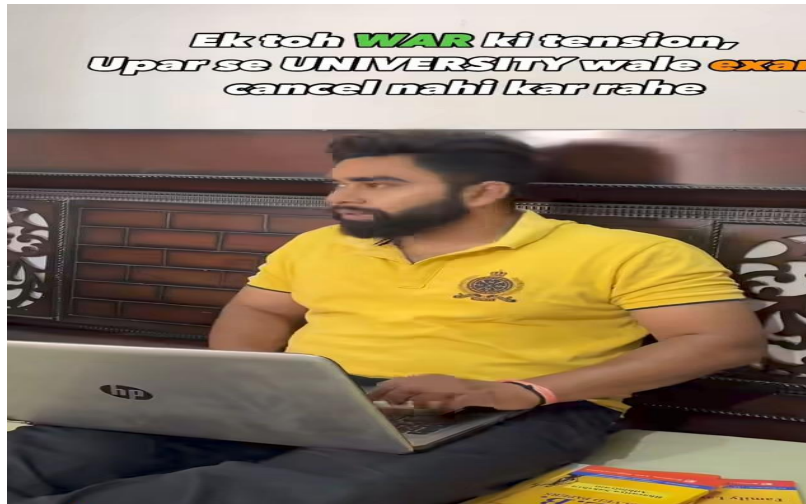
Figure: 07



Source: (<https://www.facebook.com>)

The figure number 07 showing an image also selected from face book in which during Indo-Pak conflict time an Indian university student questioned to teacher that; “*pak Bharat jung mein paper cancel?*”.

Figure: 08



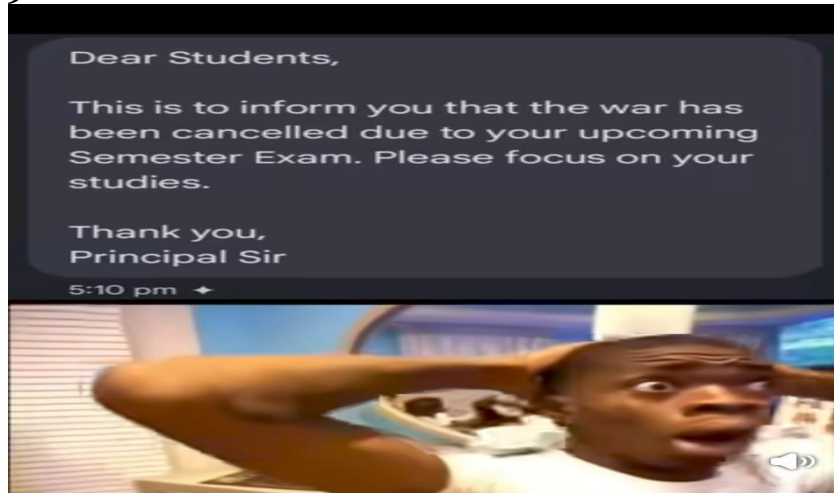
Source: (<https://www.tiktok.com>)

The figure number 08 showing an image also selected from tiktok in which a student in mimic style saying that; “*Ek tou war ki tenson, upper se university exam cancel nhi kar rahe.*”



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Figure: 09



Source: (<https://www.youtube.com>)

The figure number 09 showing an image selected from YouTube showing an announcement from the principal of an institution that; ***“dear students, this is to inform you that the war has been cancelled due to your upcoming exam. Please focus on your studies.”***

Figure: 10



Source: (<https://www.facebok.com>)

The figure number 10 showing an image selected from Facebook showing a missile that; ***“I can’t postpone your exam but I can che the more challinging.”***



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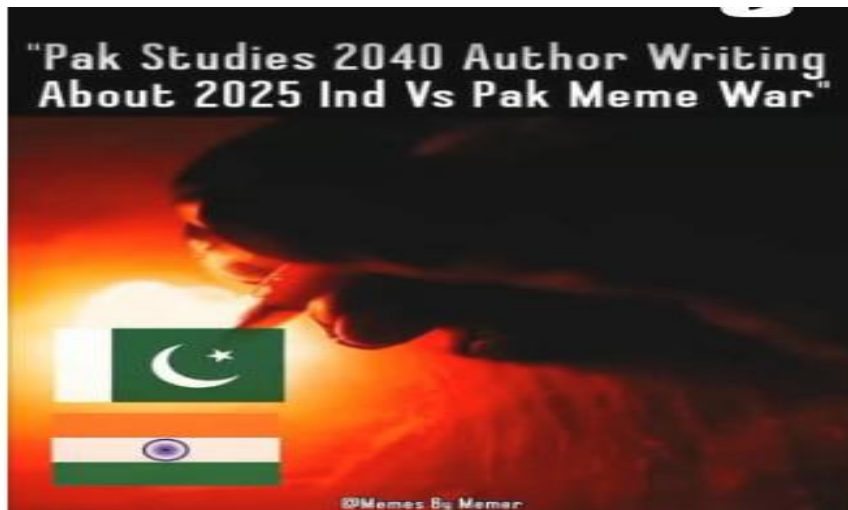
Figure: 11



Source: (<https://www.youtube.com>)

The figure number 11 showing an image selected from YouTube video showing student saying in mimic style that; ***“when will it end.”***

Figure: 12



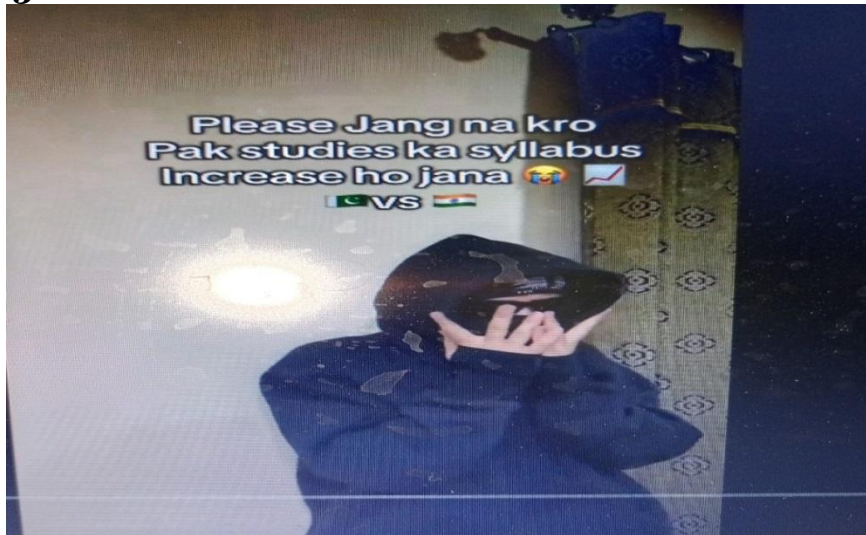
Source: (<https://www.facebook.com>)

The figure number 12 showing an image selected from Facebook showing a mime that; ***“Pak studies 2040 Author writing about 2025 Indo-Pak Meme War.”***



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Figure: 13



The figure number 13 showing an image selected from tik-tok showing a mime that; *“Please jang na kro Pak studies ka syllabus increase ho jana.”*

Source: (<https://www.tiktok.com>)

Figure: 14



Source: (<https://www.facebook.com>)

The figure number 14 showing an image selected from Facebook showing a mime that; *“Pak study 2040; how did Pakistan react the 2025 War by throwing memes.”*



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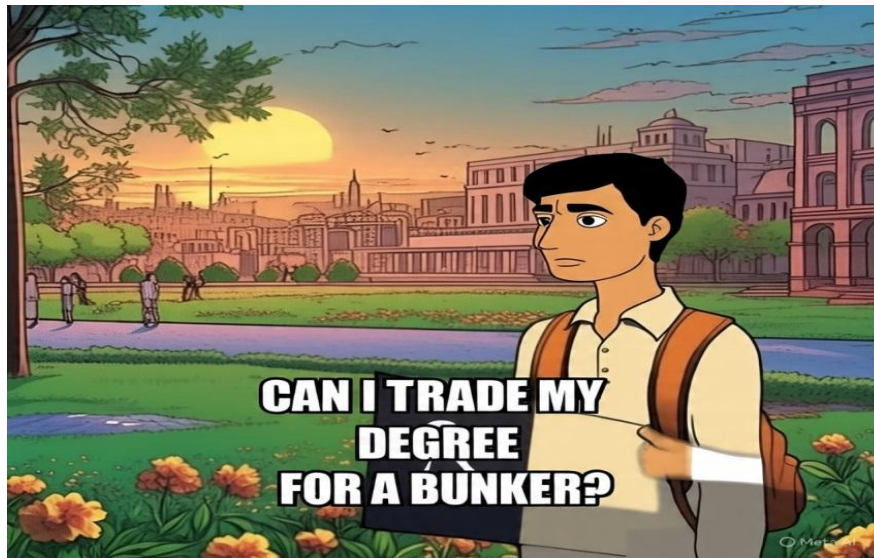
Figure: 15



Source: (<https://www.fyoutube.com>)

The figure number 15 showing an image selected from YouTube video showing a mime in which a student saying that; ***“when will it end, I have to go home. After exams I have to starts new life.”***

Figure: 16



Source: (<https://www.facebook.com>)

The figure number 16 showing an image selected from Facebook showing a mime in which a student saying that; ***“can I trade my degree for a bunker?”***



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Figure: 17



The figure number 17 showing an image selected from Google showing a mimic style picture in which a student of Pakistan studies saying that; ***“Me in 2060, wait last?”***

Source: (<https://www.google.com>)

Figure: 18



The figure number 18 showing an image selected from Google showing a mimic style picture in which a student watching breaking news of; ***“Exams, Schools?”***

Source: (<https://www.google.com>).

Table: 01 Educational Memes

Meme Numbers	Memes
19	Pakistan and India on the edge of war, meanwhile a student: “Can I trade my degree for a bunker?”
20	Every student eve: at this point, “ I will join the war if it means no more lectures”
21	Student: Why do I need to study history? Teacher: “So you can understand the war you’re about to fight.”
22	Breaking news: War declared Universities: “Classes will continue as scheduled unless your campus gets bombed”.



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- | | |
|----|---|
| 23 | Education system during wartime: “Even Missiles can’t postpone your exam.” |
| 24 | Both countries gearing for war, students on both sides: “at least this might cancel the semester”. |
| 25 | Student: why I need to study history?
Teacher: “so you can understand the war you are about to fight.” |
| 26 | Indian Student: Student loans, inflation, and unemployment.
“war tou pehle se chal raha hae bhai.”
Translation: “the war has already been going on brother” |
| 27 | Indian Student: “kya war ke liae attendance leni padegi.”
Translation: “Do we need to mark attendance for the war.” |
| 28 | Student: “India Jung kab karega”
Government: “jab tunhare exams khtum hoon gay”.
Translation: “When your exams are over.” |
-

Source: (<https://www.google.com>)

Meme 19: Pakistan and India on the edge of war, meanwhile a student: “Can I trade my degree for a bunker?”

Meme 20: Every student eve: at this point, “ I will join the war if it means no more lectures”

Meme 21: Student: Why do I need to study history?
Teacher: “So you can understand the war you’re about to fight.”

Meme 22: Breaking news: War declared Universities: “Classes will continue as scheduled unless your campus gets bombed”.

Meme 23: Education system during wartime: “Even Missiles can’t postpone your exam.”

Meme 24: Both countries gearing for war, students on both sides: “at least this might cancel the semester”.

Meme 25: Student: why I need to study history?
Teacher: “so you can understand the war you are about to fight.”

Meme 26: Indian Student: Student loans, inflation, and unemployment. “war tou pehle se chal raha hae bhai.”
Translation: “the war has already been going on brother”

Meme 27: Indian Student: “kya war ke liae attendance leni padegi.”
Translation: “Do we need to mark attendance for the war.”

Meme 28: Student: “India Jung kab karega”
Government: “jab tunhare exams khtum hoon gay”.
Translation: “When your exams are over.”



Conclusion

The present research study exposed twenty-eight educational memes used by the students and teachers on the different platforms of social media. The eighteen memes are presented in the form of figures, and ten memes are presented in the table. The researchers make a resilient exertion to find these educational memes from the different platforms of social media as google, youtube, facebook, instagram, and tiktok etc. to find the answer of the research question. The present study is treasure in the domain of educational arena because it is totally newfangled research work, because there is no prior research related to educational memes. It will instigate researchers and scholars to conduct focus in this side that was ignored from a long time.

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