

TEXT-IMAGE RELATIONS AND SENTENCE FUNCTIONS IN
MONDAY BLUES MEMES

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MONDAY BLUES MEMES**

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TEXT-IMAGE RELATIONS AND SENTENCE FUNCTIONS IN *MONDAY*

BLUES MEMES

ABSTRACT

Memes are described as cognitive as well as digital artifacts (Wiggins & Bowers, 2014). Memes are a mixture of graphic, textual resources, and references to imitate existing humorous issues (Szablewicz, 2014). In contrast, recombination in language can take place structurally without regard to functional units which can demolish the result semantically including the “sense” of an element and the whole “meaning” of an object (Marion, 2007). This article analyzed the relations between text and image and the type of sentence functions used in memes by applying the framework of Cognitive Semantics (Langacker, 2010) and the framework of Text-Image relation (Bateman, 2014). Data were collected from the Google search engine by employing the purposive sampling method. The collected data were used to identify the sentence functions and relations of image and text in memes. There are massive types of memes on the internet, thus, this article focused on a specific theme: Monday Blues. 50 memes were taken as samples to carry out the qualitative method of content analysis.

Keywords: Cognitive Semantics, Memes, Monday Blues, Sentence Functions, Text-image Relation

FUNGSI AYAT DAN HUBUNGAN TEKS-IMEJ DALAM *MONDAY BLUES*

MEMES

ABSTRAK

Meme digambarkan sebagai artifak kognitif dan digital (Wiggins & Bowers, 2014). Meme adalah gabungan grafik, sumber teks, dan rujukan untuk meniru isu lucu yang sedia ada (Szablewicz, 2014). Sebaliknya, penggabungan semula bahasa boleh berlaku secara struktur tanpa mengambil kira unit fungsian yang boleh memusnahkan hasilnya secara semantik termasuk "rasa" sesuatu unsur dan keseluruhan "makna" sesuatu objek (Marion, 2007). Artikel ini menganalisis hubungan teks dan imej dan jenis fungsi ayat yang digunakan dalam meme berdasarkan kerangka Semantik Kognitif (Langacker, 2010) dan kerangka hubungan Teks-Imej (Bateman, 2014). Data dikumpulkan daripada enjin carian *Google* dengan menggunakan kaedah persampelan purposif. Data yang dikumpul digunakan untuk mengenal pasti fungsi ayat dan hubungan imej dan teks dalam meme. Terdapat banyak jenis meme di internet, oleh itu, artikel ini memberi tumpuan kepada tema *Monday Blues*. 50 meme telah diambil sebagai sampel untuk menjalankan analisis kandungan dengan kaedah kualitatif.

Kata kunci: Semantik Kognitif, Memes, *Monday Blues*, Fungsi Ayat, Hubungan Teks-Imej

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CHAPTER 1: INTRODUCTION

1.0 Introduction

In this modern era, the internet has become the medium of online communication that provides new communication methods and style which includes visual and audible elements such as images, memes, videos, and GIFs in our daily communication setting (Procházka, 2016). In some way, internet users have utilized a variety of internet memes to express a certain type of idea or behaviour that has formed a common relatable ground in society. Memes hold diverse appearances such as images, videos, animated GIFs, and hashtags. It captures and replicates a specific behaviour and style from an individual in culture thus carrying a symbolic meaning representing a specific occurrence or topic (Rintel, 2013). The common type of meme is an image with text (Beskow, Kumar, & Carley, 2020). It has introduced a fresh way to convey jokes and to express emotions through online communication and mobile application platforms that are used constantly among individuals of different backgrounds, and professions.

The language used in memes determines the information that comprises the elements of a certain structure in order to capture the essence of the sender's intended behaviour toward the receiver. Again, this essence has formed a common relatable ground whereby memes have the definite elements of entertainment, persuasiveness, and information to deliver their purpose, and so the receiver does not reply by typing a message in return, rather, they reciprocate through another meme (Rieger & Klimmt, 2019). In short, sender and receiver use memes to reply to each other. With the comprised elements communication to take place and flows through this medium naturally, travelling freely amidst social networks (Bennett, 2003). When it comes to understanding of memes, depending on a person's prior knowledge, whether the person is a meme reader or user, it can make the difference between understanding memes,

partial understanding memes and complete confusion about the memes. This chapter provides an understanding of memes since memes are used in social media interactions vigorously in this time and age.

1.1 Background of the Study

It is a general cultural belief and expression that Monday is considered the worst and unwelcoming day out of the seven days in a week, and society has thus fashioned a mood called Monday Blues (Croft & Walker, 2001). Individuals have been engulfed and invested in this mood to an extent of performing poorly at work or any form of duty on Mondays as compared to other days. The feeling of anxious or fear about Mondays is known as Monday Blues. As such, Monday Blues is expected to play a role that affects workers' moods (Croft & Walker, 2001). In order to understand this specific cultural behaviour and style, it is important to ascertain the focal reasons that drive individuals to feel this mood and behaviour only on Mondays. A classic reason for Monday Blues to occur that includes work stress, workload, meeting deadlines, or simply the feeling of laziness to return to work. These factors have played a major role in how it has affected society that they express it explicitly by bantering about their emotions for Monday on the social media platforms or mobile applications. Here, we can understand that society uses memes as a means of communication since it can relate to the thoughts of people, hence delivering the intended message. Memes deliver the influenced and developed changes in an individual's mood (Pishghadam, Ebrahimi, & Derakhshan, 2020).

Monday Blues' mood is commonly felt in a working environment such as the projection of gloomy face. In a normal context, society senses the Monday Blues mood which starts on a Sunday afternoon, which is the day before Monday arrives, since workers have to spend a huge amount of time striving in their work performance

(Koeske, Rauktis, & Kirk, 2015). On the contrary, professionals use the term Monday Blues as an excuse for not coming to work or when they feel lazy on the first day of work (Addo, 2020). In either situation, workers still have the desire to express their Monday Blues feelings via social media platforms such as Facebook and Instagram. Sharing memes to express views or an idea in a different network also means that society's views are being shared from one social media platform to another (Dassios, & Gleeson, 2019). It is common that memes can be accessed at any time, at any place. In another terms, memes do appear anywhere without regard to the geographical or the cultural boundaries. Moreover, memes can be copied and shared with no changes on the memes' content (Marshall, 2013). As such, employees may choose favourable social media to express their views. Therefore, the usage of social media in the working environment will support these jobholders to stay connected to their work. Communication on social media has a direct and positive influence on employee engagement (Zoonen & Banghart, 2018).

Further, employees may experience Monday Blues due to the task and the gap duration between the weekday and weekend – Friday to Sunday. These two break days on weekends can cause muddling and interruptions towards the functional of workflow, whereby jobholders will have to reinitialize their tasks. Moreover, they may feel a lack of motivation to perform on Mondays as it may seem like long hours and days till the weekend arrives. This situation encourages a negative mood known as Monday Blues among the employees (Yao, Dresner, & Zhu, 2019). In general, people are content and react positively when they get to choose and plan their activities for the day as compared to working days that revolve around rules and designations. This happens because weekends are spent with leisure associations and pursuits with no need for reporting or liaising with superiors and colleagues, while weekdays are vice versa which workers have to report for duty (Areni, Burger, & Zlatevska, 2011).

According to a study, people experience higher negative affect and higher stress levels on Monday in comparison to other weekdays (Suk, Eunsoo, Jinkyung, Jongan, & Choi, 2020). Given such situations, employees may report back to work on Monday passively. In a professional aspect where duty and responsibilities are a priority, Mondays do affect an employee's mood and behaviour. It is evident that jobholders experience satisfactory mood and behaviour more often during the weekend than on Mondays (Tsai, 2018). Though Monday Blues is believed to be an idea and behaviour only, the majority of employees experience it significantly. The laborious wedge of the week is the starting of Monday mornings because it is the beginning of the first day and hour that leads to performing an expected quality of duties after two leisure days (Areni, 2008).

In a standard operating and active environment, jobholders may encounter low energy levels of performance, due to the effect that Monday is the first day of the week. There is a significant repercussion of low positive energy on Mondays (Croft & Walker, 2001). There are studies that claim although jobholders experience quality and first-rate weekend, an average return on Mondays show the lowest performance in comparison to other days (Bakar, Siganos, & Vagena-Nanos, 2014). Hence, employees create a relatable and common ground culture of Monday Blue memes and share them on the online platforms to express their frustration or generate a witticism mood about it among the netizen community.

1.2 Statement of Problem

Memes are a combination of text and image that is circulated by internet users. People who are dominating the internet by using memes to express themselves are mostly young individuals who are also the frequent internet users (Shifman, 2014). However, despite the differences in age group, memes are used to pass information to a large

group of people with different background (Michael P. Schlaile, 2022). Further, memes are rich with intertextuality and can be interpreted in many possible ways, as such it will produce more meaning (Laineste & Voolaid, 2016). With this, memes can lead to many misinterpretations. Moreover, memes can be read differently by different individual as the memes' content can be misunderstood thus memes can cause conflicts (Puno & Mingua, 2018).

Therefore, there is a need to understand the precise meaning conveyed in the memes. Understanding the sentence functions will help the meme users or readers to comprehend the intended meaning accurately. The interpreted context in memes is the central to successful communication as the understanding of the context depends on the addressee (Grundlingh, 2017). Meme users or meme readers may comprehend the meaning differently than the meme creators. Thus, this study will identify the sentence functions used and text-image relation in memes to understand the intended meaning of Monday Blues memes.

Knowing the relation between words will help in understanding the meaning of a sentence (Shen, Jiang, Zhou, Pan, Long, Zhang, & Chengqi, 2018). Nevertheless, it seems impossible to understand the deep meaning of a sentence without any aid. Here, an image can be utilized for information reference and to understand the real meaning of a sentence. (Zhang, Lv, Wu, Chen, Liu & Wu, 2018). However, not all images have the equal significance of image macro to provide the necessary element of entertainment (Dyner, 2016). Hence, understanding the sentence and the image in memes will help meme users to choose the correct memes to express themselves.

Sentences used in memes can bring a deep and different meaning than the surface meaning. When the intended meaning is understood, the perspective toward the meme would change. In addition, to derive meaning from memes and to create memes, the textual part of the memes needs to be explored (Kostadinovska-Stojchevska &

Shalevska, 2018). Hence, by using sentence functions, the memes users or readers will be guided to understand the precise meaning conveyed in memes.

This study will reveal the sentence functions used in memes, focusing on the Monday Blues theme. Monday Blues is known as feeling or mood that may lead to stress, anxiety and depression (Patel & Fagan, 2020). Moreover, feelings are either expressed or communicated via memes (Newton, Zappavigna, Newman, & Drysdale, 2022). As such, Monday Blues are expressed into memes to create online conversation. Therefore, this study chooses Monday Blues memes to discover the relation between the text and the pictures. This study attempts to categorize the sentence functions used in memes and to analyze the text-image relation in Monday Blues memes.

1.3 Objectives

The objectives of this study are to:

1. categorize the Monday Blues memes based on sentence functions.
2. analyse the relation between text and image in the Monday Blues memes.

1.4 Research Questions

Below are the research questions that will be addressed:

1. What are the sentence functions used in Monday Blues memes?
2. How are texts related to images in the Monday Blues memes?

1.5 Significance of the Study

In reaction to the broader development of societal and technological changes, content writing should be evolving and shifting to the media ecosystem (Hermida, Alfred, & Young, 2021). In addition, using images in public writing is a creative process in which the image can be a medium to help the community to explore the deep meaning (Ford,

et al., 2021). Naturally, memes do include sentences and images, which is in the form of text-image relations. Meme contains a set of rules for adding the text to the images and the text highlights the content that it intends to convey (Davison, 2012). With this, online writers can expand content and information for the community via memes (Carpenter, 2010). Therefore, this study is insightful as it can provide research-based background for the field of public writing. This will help online users to express, market, or create content via infographics such as memes and the community will be able to perceive the meanings. Hence, this study will show how texts and images are related.

Further, humans may have difficulties in comprehending sentences that are full of hints, jokes and, expressions (Priyadarshini & Cotton, 2019). According to Firbas (1992), sentence function presents an actual interpretation of a communication. Thus, the sentence function will assist the community to comprehend the intended meaning of the sentences. In addition, sentence function refers to a writer's or a speaker's purpose in expressing a specific sentence, clause, or phrase to the listener or reader. In this study, identifying the meaning perceived by the readers will provide an understanding of the society. When an image and a sentence is linked, a structure of meaning can be described (Farhadi, et al., 2010), therefore, exploring the sentence function and text-image relation in memes will aid the community to perceive meaningful interpretation in memes. With this, society can comprehend the memes with a mutual understanding.

1.6 Limitation of the Study

This study collects only 50 memes as data that is analyzed based on the chosen frameworks, hence the obtained result cannot be generalized to all the memes. Even though there are many categories of memes, this study will only focus on Monday Blues memes. There are domains such as Bing and Yahoo. However, the data for this

study was taken only from the Google domain due to its high usage. Google is user-friendly and provides quality results for each user as Google intends to give the most accurate data. Google covered more than half of the search market on the online platform (Shaw, 2020). This shows that Google is the best choice to provide data that are related to the study.

This study categorizes the sentence functions in Monday Blues memes. Other linguistic aspects such as phonology and morphology or language varieties like code-switching and slang are not considered. 30 working adults took part in the survey to help in explaining the relationship between sentences and images in memes. Working adults were chosen because they can relate themselves to Monday Blues' expression. As a result, the information gathered cannot be applied to the whole community for people from different backgrounds or diversity that might have different perspectives on the chosen memes. The response time towards memes may provide aspects to analyze the complexity of memes but the time duration for the participants to comprehend memes was not recorded because Google Forms does not have such a feature.

1.7 Outline of the study

This study has five chapters. The first chapter has presented the determination of the study, its significance, objectives and the research questions which are relevant to the study. Next, chapter two will provide the literature reviews of the study areas related to memes. The theoretical framework and the methodology will be discussed in chapter three. Then, chapter four will analyse the data collected and the findings of the data will be discussed. Lastly, chapter five will provide an overview of the findings, the implications, and recommendations for further research in the future.

1.8 Chapter Summary

Chapter one has presented an overall overview of the research area of this study. Moreover, this chapter has also enlightened the research questions, objectives and the main purpose of the study. Chapter two reviews the works and area relevant to this study.

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CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter discusses the literature in the field of memes, Monday Blues, sentence function, and other relevant literatures that are related the study. In addition, this study emphasizes sentences used in memes as a medium to express. In order to create multimedia memes, technology is required (Knobel, 2006). Technology and multimedia are intertwined, and cannot be separated from society. Technology has made a huge impact on society by evolving over the past years and has played an important role across the world in society to socialize (DeCook, 2018). Whereas multimedia language is a structure between texts and visuals that has been influencing society. In between technology and media, memes are a way of establishing a common value in online communities (DeCook, 2018).

Here, conversation develops on the internet platform with entertaining memes, which can also be a tool to gain users' attention (Lenda, et al., 2020). Nowadays, memes are being communicated on many social media platforms. The use of memes has a significant influence on interactions in social networks and online forums, these communication platforms may impact different fields of studies (Wagener, 2020). Moreover, memes are created, recreated and circulated mainly due to the influential network usage which are the internet users (Jenkins, 2014). Moreover, the textual and the image of internet memes are not difficult to be remixed. Therefore, internet users will be able to create memes which are more relatable to their friends, family or even colleagues, as such these kinds of memes dictate a higher opportunity of being spread quickly. With that, memes are used as a new method to initiate interactions among people (Shifman, 2014).

2.1 Studies related to Memes

This section shares about the origin of memes, how memes change over time and the studies conducted on memes.

It is well known that memes occur in a variety of digital forms, including text, email, images and hashtags. In general, meme is known as a cultural symbolic feature, it is also known as a type of behaviour that spread quickly. Based on Richard Dawkin (1976), a meme is defined as “a unit of conceptual replication” that identifies an idea, focus, or style which spreads from one individual to another in a culture. A meme is also identified as a system of conduct accepted by one person and it is passed from one person to another by following the behaviour (Saikhe He, 2015). However, in this new era, memes are described as digital artifacts which are known as an image with a piece of text which can be found on the internet (Wiggins & Bowers, 2014). The usage of the term ‘meme’ has progressed which refer to a specific type of internet culture which generally understood as aiming to initiate humour to the audiences. There are efforts that has been dedicated to understanding how memes are circulated. It is a promptly circulated in which ideas in memes are conveyed through text, objects, images, or sound (Nueangjamnong, 2014). As such, many ideas, and beliefs can be expressed via memes.

According to Blackmore (2000), memes are just pieces of information that can grow significantly as memes can be copied via replication and imitation. In contrast to Distin (2005), who argued that memes’ content are well maintained to be circulated by people from different generations because memes have important and meaningful content to be circulated. Memes first emerged at a time when the first meme was developed in 1919 or 1920 which was in the form of a cartoon that was published in a few different magazines. Initially, it was meant to be a joke, typically just using an image with captions in it. The first meme used the theme of ‘Expectation vs Reality.’ Subsequently, more pictures with different captions were published (Gerken, 2018).

Memes then evolve through remixing and it was discovered as the prominent expression in visuals which was eventually grown in a digital setting (Seiffert-Brockmann, Diehl, & Dobusch, 2017). Now, memes have flooded our daily lives via social media where memes are being used to communicate views, opinions, and news (Bhattacharya & Tabach, 2020).

Nevertheless, the production and the sharing of memes firmly depends on some fundamentals of the memes itself, such as the literacy (knowledge) presented within the memes to avoid limiting the circulation of memes (Milner, 2018). In general, memes' content can be perceived as a skill which is able to be comprehended, accessed as well as creating new information to initiate communication online (Livingstone, 2010). This is known as the fundamentals of memes. Back then, memes were assumed as a purposeless field of interest that need to be studied because it was believed that to transfer information, there was a natural process to do so in comparison to imitating memes. It was then realized that memes can be used to spread ideas (Marino, 2015). Slowly, memes became a communication tool that evolved between humans and technology. The circulation of memes has increased among internet users (Wagener, 2020). Memes are easy to be shared for different purposes. Meme can form a series of repetitions which plays a role to maintain an online communication community that is driven by the urge to express third-party viewpoints to the viewers (Dancygier & Vandelanotte, 2017).

Further, according to Diaz and Mauricio (2013) internet memes can be categorized into a few key features as follows:

- **Imitation** – Memes signify a copy of the original content and replicate it once or many times.

- **Cultural and social conditionality** – Memes are shared based on the original part of the culture, society shares it and creates different meanings for the memes.
- **Specificity and visibility** - Memes used and shared which it start to be known as a phenomenon.
- **Humor and satire** - Memes produced are humorously exaggerated imitation of issues in which the meanings produced by the memes may be perceived in many different ways by the society.
- **Simplicity** – Memes are produced in a manner of simplicity so that society can observe the memes. This can be one of the reasons for the memes to gain popularity within the society.
- **High compactness to the meanings** – Memes are expressed in many different meanings, whether it is literal or metaphorical depending on the memes' content.
- **Combination of visual and textual** – Memes are open to more than one interpretation as memes comprise visual and text. These memes can be derived from the culture, and the target is to express the message.

Moreover, memes are meant to be as comprehensive as possible. According to Shifman (2014), there are 8 segments of memes to be unfolded. Firstly is the memes' topic, which is the subject presented in memes. For example, the topic of love, school, current issues and more. This is to determine whether the memes are suitable to be shared on daily communication or any particular situation only. Second, is the layout of the memes. Whether the memes are created based on one image with no text, multiple images on one frame with panels to divide the images within the memes or the common memes which are images combined with texts. Third, the presents of text or sentences

on the image (meme). Forth, the text patterns on the memes, whether the sentences is quoted, written in a single line, divided to be at the top and the bottom part of the memes, short caption, dialogues within the displayed meme and more. Fifth is the manipulation or the impact of the memes on the users. It can be low impact with minor changes in beliefs or major impacts which can alter a society's judgement or beliefs. Further, it is no doubt that some memes have no impacts as it was meant to be used for humor purpose. Sixth, the content of the photo reference in the memes for example the use of celebrities' face, fiction characters, animals and more. Each with different intended meaning to be delivered. Seventh, the textual reference in the memes. The names used in memes, description and more. Lastly, the meaning in the memes which can be ironic or direct. These are the elements which will make up a meaningful meme.

Up to the present time, a lot of studies were done on memes production which are linked to the memes' agenda on specific events. A number of studies were also done by revising the memes' theory and the aspects of memes as well (Shifman, 2013). Furthermore, researchers do have the tendency to focus on the humor and fun features of memes (Massanari, 2013). As such, this study is focusing on the textual part of the memes and then analyzing the combination of visuals and texts in the memes. Memes are mainly created in the form of images with informal words and phrases (Sharma, 2018). In memes, intertextuality is an essential narrative technique. It describes the relations between text and image. Intertextuality demonstrates how textual meaning is shaped. It may seem that memes have little value in intertextuality, but it can be used to shape the public's interest area (Lamerichs, Nguyen, Melguizo, & Radojevic, 2018).

Internet memes can be used in many ways for many different reasons, and the well-known reason for using internet memes would be for the entertainment purpose which can initiate communication (Huntington 2013). There are ways for internet users to be engaged on the memes via social media platforms. It can be in the means of each

individual sharing, observing, commenting and recreating the primary content. It is also important for the memes creators to understand the demands of internet users for them to be engaged in any content that use memes as means of communication. Furthermore, internet memes occur as objects for the participating of digital culture. Participatory culture has been growing vastly. It is a culture with moderate level of creativity that engaged with communities. These participatory are strong supporters for generating and sharing one's creations – memes. Some creations are being shared and passed along to the beginners of social media platforms (Jenkins, 2009). According to Grundlingh (2017), memes are just another casual way for individuals to be interconnected on the online platform. As such, memes become a medium channel to ask questions or even to give statements, often memes are also made to spread jokes around. The majority of the online community finds memes to be funny on its own way (Charalambos Konstantineas, 2012). Furthermore, memes can transfer information into visual forms such as pictures, photographs and paintings which can establish meaning that encoded in an image (Arnold & Tilton, 2019).

To acquire meaning from memes, the sentence in memes needed to be studied thoroughly. In memes, the style of text may vary, it can be long, short, or even just one word but it is a caption that acts as an imaginary dialogue to the readers. Considering the textual features of memes, memes need to be studied in the socio-linguistic field (Kostadinovska-Stojchevska & Shalevska, 2018).

Many memes are created using humour as the main context (Yus, 2018). However, memes are also used in serious or sarcastic interactions. Apart from the humour's purpose, memes are also being observed for other purposes too (Zubaidah & Ardelia, 2018). Shifman (2014) stated that memes are characterized by their common features which are simplicity and the presence of humorous attempts. When it comes to the internet memes, it is important to recognize their humorous aspect. This is because

not all memes creation is funny, though the creation of memes is attempting to deliver jokes, some failed to do so (Attardo & Chabanne, 1992). This implies that memes are not only used for entertainment purposes but also created to share issues that can make readers alert with different issues. Online platforms such as Twitter, Facebook, Instagram and more allow the online users to recreate memes constantly and share it via the online platform. As such, online users are able to see a huge number of many forms of memes on the internet websites or online media platforms (Sharma, 2018).

Memes are special and unique because it has its own way of expressing themselves in different cultures, whether by using idols or enemies or even random pictures, however, memes need to be learned before one can begin to comprehend memes (Felixmüller, 2017). With this, internet memes became popular over the time as it is available across all the devices such as mobile phones as well as electronic tabs. In addition, any memes can be taken from the World Wide Web (WWW). According to scholars, this happened with the aid of new media which has helped with the process of establishing and modernizing internet memes (Mazambani, Reysen, Carlson & Hempelmann, 2015). It is agreeable that memes elements need to be studied as memes are being used in many mediums as well.

In an online platform, memes with different topics or themes such as views on different religions or politics are circulated and shared (Aguilar, Campbell, Stanley, & Taylor, 2016). As such, it is common for the Monday Blues theme is also being circulated on the social media platforms. In certain situations, memes are also being used to express views that may change the beliefs in a society. This shows that memes do have an impact on society (Beskow, Kumar, & Carley, 2020). Subsequently, workers can be influenced by Monday Blued memes. Thus, memes become one of the elements for a society to voice out any ideas, views, or opinions.

Moreover, memes are also known as key feature for participating in digital cultures, as such memes play an important role in sharing formation when a meme is being edited. Memes do have impacts on online users, mostly through humour as such memes are also known as bonding elements. As such, using memes on an everyday social media platform can contribute to an individual's sense of belonging (Newton, Zappavigna, Drysdale, & Newman, 2022). However, there are some individuals who hate using memes because they don't understand the ideology of spreading memes (Burnham, Arbeit, & Hilliard, 2022).

Memes can be categorized according to their functions. Thus, categorizing the memes will reflect the aims of the memes' makers. Fundamentally, memes are made to entertain, as such, humour is one of the important elements and roles in any memes. However, when memes are created, it often establishes limited features, even though the goal of the created memes may have different meanings. Moreover, memes can be formed in multi-layered elements, however, the humour sense in memes remains as the main essence. This can be part of the creative practice to create memes (Miltner, 2014.) Basically, memes can be funny and straight forward, which means memes can be used in a medium whereby memes are used as a visual communication tool that can be fulfilling many purposes.

Internet users can create memes via the online platform. Created memes usually do not have an obviously defined meaning, but the goal of releasing or sharing the memes can be interpreted, it can be for various reasons such as to entertain, to express, to share views, judgements or opinions as well as promoting the creators who create the memes. In a way, the internet does assist the spread of internet memes as it quickens the creation of spreadable new visual types of expression (Shifman, 2011). There are many sites via online platforms that help authors or creators of memes to produce memes. These sites are dedicated to the formation and circulation of memes. The meme writers

on these sites generally will compete for the quality assurance of their ideas which are being expressed with the memes (Shifman, 2014). Nevertheless, memes are used or created in numerous domains of society, as such, memes' functions can be diversified.

Additionally, internet memes have one more remarkable characteristic which it can go viral on the internet platforms. As such, the *life expectancy* of internet memes can be short or long and depending whether it is being shared on many platforms, it is important for the meme users or meme readers to understand the memes' meaning as they are interested in digesting the message of different memes. Generally, individuals are not interested nor do they pay attention to getting to know the origin and the history of the memes. Instead, internet users like to comprehend or translate the meaning delivered by memes. However, when the memes lost their viral sense, internet users will not be bothered by the '*old*' memes anymore as they will be busy sharing and spreading new memes (Cannizzaro, 2016). According to Jenkins (2009), there is no valid explanation as what makes a meme content to be viral and quickly shared via different social media platforms. However, some studies show that if the message in memes are strong enough it will quickly spread to the target users, thus when the memes are shared more often it becomes viral. Nevertheless, the viralness of a meme is dominated by the meme users. It is the decision controlled by the internet users whether to share the memes to amuse their friends, to express or to send messages. As such, the action of sharing or spreading memes may or may not contribute for a meme to be viral.

Furthermore, using memes for a communicative purpose will form a speech act for internet users (Grundlingh, 2017). Nevertheless, according to Wiggins and Bowers (2014), the trend of memes can be used in a short term to communicate different viewpoints on the online platform. Although, the text used in memes may start or continue a trend in memes (Kostadinovska-Stojchevska & Shalevska, 2018). As such, different memes (images) can be created based on one sentence. Similarly, one image

(meme) can be created based on many sentences. The meanings of each meme will vary.

Moreover, memes are often chosen based on the user's field of interest and it is also being used as a communication tool to express ideas. With the interactive style of online communication, it has been made possible with internet technology to initiate conversation via memes, especially on social media platforms. According to the studies done by Qiu, Lin, Leung and William, (2012), social media platform such as Facebook has a wide usage of communication. Hence, memes can be found on social media platforms such as Facebook and Instagram. Therefore, memes are being used for many interaction topics (Grundlingh, 2017).

The creation of the internet memes is an advantageous tool for the internet users to form and declare their individuality and their creativity in expressing or giving opinions. Further, memes are also known as a beneficial instrument to participate in events which are associated with the media both as an individual and as part of a community. More so, internet memes may be intended to have some impacts on those who view or use them. Though it is uncertain that what kind of effects that memes have on the users, considering the imitation of memes' characteristics are formed shows that it does have impacts on the viewers.

In reference to Albin Wagener (2020), the use of memes has an important influence on communications in the social networks and online mediums. As such, social media users may refer to the Google domain to choose a suitable meme to express themselves on social media platforms. Whether in an obvious or implied manner, memes are shared to serve the target online user (Zhu & Ren, 2021). Memes are also identified as cultural texts that carry messages which are not difficult to be understood. As such, memes are obtaining power within the social network community. Hence, memes' beliefs and messages are shared within societies (Deus, Campos &

Rocha, 2022). It is well known that memes are user-generated. In essence, memes' content is taken or referred from media, news and cultures within the target subjects (Anderson & Sheeler, 2014). Moreover, internet memes are developing a form of discourse which is wide spreading through online discussion forums and social media. The words internet meme become a fundamental part for the internet users' language communication as such it is correspondingly turn the spread of memes into a vastly noticeable culture where internet users communicate.

Additionally, memes are also weaponized, serving as pointers of connection across the social media platforms following the current controversies which potentially proves it can be newsworthy (Peters & Allan, 2021). During covid, after the first effective vaccine, brief exposure was done via memes to promote the potentially life-saving vaccines which suggest memes can be persuasion that may have influenced the public to take the vaccines (Geniole, Bird, Witzel, McEvoy, & Proietti, 2022). Nevertheless, memes are also utilized as a tool to spread hate among individuals (Burnham, Arbeit, & Hilliard, 2022). The creation and usage of memes are different based on the memes' creators' intention.

Memes deliver an influential method by assembling a number of elements such as message, art, creativity and humour on the internet platforms. It is not surprising when companies' public relations, marketing as well as advertising professionals have efficiently used internet memes as a form of marketing approach to create brands for their products or services to attract target customers. In addition, internet memes are viewed as a cost effective approach because no money will be involved in creating memes. From time to time, created memes may become a trend (Flor, 2000). As such, it is not something new when the employees of the companies use memes to communicate because the companies itself are using memes to get their message across to their customers.

Nevertheless, memes quickly gain fame on the internet which builds the idea of intercultural discourse. In general, internet memes are not just forms of entertainment, instead, it is used as a means of communication (Akhther, 2017). The findings in *Internet Memes as Form of Cultural Discourse: A Rhetorical Analysis on Facebook* stated that pictures in memes do open new approaches for interactions to take place. Moreover, this paper compares the theoretical methods to the study of memes, which includes the visual approach that combines semiotic and discursive elements. Using these methods, it helped to review a text and translate hidden meanings through discourse analysis and semiotic analysis which needed more discovery. As mentioned, this particular study has examined the data (meme) using 2 combined methods. Semiotic method as it involves the analysis of the artifacts in memes and encoded the meanings in memes, as well as to study the communication via words and images. The semiotic method is combined with the discourse method because memes are involved in online communication. The methods were chosen by the researcher because both the methods are involved in analyzing the signs or texts and to make possible hidden meanings to be visible and easy to be comprehended. The approach and the methods used in this study was inspirational for the researcher to carry out a study on text-image relation and sentence functions in Monday Blues memes.

Further, there were studies conducted on memes. *The Hateful Memes Challenge: Detecting Hate Speech in Multimodal Memes* studied the connection between the text and the image. The research was conducted to study how humans perceive the memes. A sentence can be written and perceived in a usual way. However, when an equal image is combined with the sentence, a meme can be perceived in many different ways (Kiela, et al., 2020). This study reconstructed the images using the same text to compare whether the meaning can be perceived in the same way. There's always room for

improvement to get create the best multimodal in memes (Kiela, et al., 2020). Thus, the text-image relations needed to be studied.

Besides that, a study was also conducted to explore the effectiveness of using memes. Memes are used to imitate, mock and truthful claims (Mould, 2022). With the advanced technologies, memes are used to communicate information. This study deals with the impact of internet memes. In addition, *Internet memes and Political Discourse: A study on the impact of internet memes as a tool in communicating political satire* used a questionnaire as the tool for data collection. Both qualitative and quantitative analysis were used for the study. A structured questionnaire was used as a tool for conducting the survey. The results were shown that, in general, meme is used as a tool for communication; however, it is confirmed that the memes have less or no impact on the readers (Kulkarni, 2017). As such, the text and the images in memes are to be studied. This study will also use questionnaire as a tool to collect data.

Additionally, memes are widely used, in which, internet users may have visited the Google domain to choose a meme of their choice. There was a concern regarding the copyright of memes as memes can be created by anyone. However, a campaign against Article 13 - Copyright 4 Creativity – mentions that the copyright proposals could "terminate the internet as we know it". It will stop online communication which is a wide platform to share content with freedom of speech (BBC, 2018). Memes are widely used on the internet as memes are part of the online communication, and claiming the copyrights of memes may cause the online communication to stop.

However, there were memes which have copyrights names that were used in this research. Those memes were found on the Google domain, which is being fair-used that is limited only for research purpose. Fair use permits the restricted use of copyrighted material without getting consent from the rights holders (Bluequoll, 2019). Moreover, this study found two research articles that collected data from the Google domain for

the research purpose. Effects of amusing memes on concern for unappealing species (Lenda, et al., 2020) and discourse analysis of memes (Zubaidah & Ardelia, 2018).

2.2 Studies related to sentence functions

This section conveys the development of sentence functions and their relevance of it to the sentences and images.

Cognitive Semantics developed in the 1980s as part of Cognitive Linguistics. Cognitive Linguistics does not distinguish between semantics and pragmatics as it observes language in the setting of understanding. However, on the contrary to the structuralists, Cognitive Semantics shows differences between semantics and pragmatics which are irrelevant to each other (Piotr & Izabela, 2020). From an interdisciplinary view, cognitive semantics are capable of creating communication which will generate interpretations for clarification (Yang, 2020). In addition, Cognitive Semantics conveys a clear understanding of conceptualizing the same situation in different ways as there is one way to comprehend a condition (Langacker, 2010).

In discovering the meaning between words in texts, there are hidden semantic connections. By understanding the semantics of a text, one is capable to utilize and comprehend the text (Altinel & Ganiz, 2018). In conjunction with that, texts are created from a group of words and those words provide meaning that contributes to comprehending texts (Ehri, 2020). In contrast to that, according to Ivanova-Mitsevich, (2019), sentence formation does not necessarily have to be understood as it might not explain the situation or any concept. However, according to Chhaya, Chawla, Goyal, Chanda and Singh (2018) mentioned that sentence formation uses word structure to convey meaning. As such, with the precise sentence function, meaning can be derived with minimum or maximum text (Abdulhamitovna, 2022).

As meme acts as a speech act, it is common to understand how a sentence works in order for communication to take place. As such, language function plays an important role in understanding sentences in social interaction (Langacker, 2010). Prediction of meaning happens when readers read sentences (Millaku, 2017). Nevertheless, in counter to the studies done regarding sentences, words in sentences may have multiple meanings and different contexts to refer to (Roque, Kendrick, Norcliffe, & Majid, 2018). This shows that sentence function is important for specific meaning to be delivered. The advantage of applying Cognitive Semantics is it emphasizes the precise meaning which the meaning might change as the language is applied in new circumstances. In some contexts, Cognitive Semantics gives the chosen lexical twist to meanings (Piotr & Izabela, 2020).

The sentence function is an important factor for a speaker to achieve their different purposes. The sentence function is also known as a linguistic feature. Each sentence function possesses its own structure and changes in the sentence structure will also change the meaning of a sentence. Therefore, different sentence structures will lead to different sentence functions (Ke, Guan, Huang, & Zhu, 2018). Hence, Cognitive Semantics will emphasize the meaning in a language that will form ideas which then will be used in communication (Langacker, 2010).

It is now known that sentence function is a significant factor for the speaker to achieve his or her purpose. Each sentence function has its own structure and each type of sentence function is important. In a general conversation, one can generate informative responses that can be in various patterns, and different sentence functions can be practised to accomplish different conversational purposes (Ke, Guan, Huang, & Zhu, 2018).

A sentence structure is to be classified according to sentence functions. This can be described when a particular theme is interrelated to a sentence function which builds

the formation of information and the connection to it (Shaw, 1992). The sentence function is one of the important linguistic features which refers to the purpose of using words in a specific sentence. Hence, understanding sentence function does improve conversations (Bi, Gao, Liu, & Shi, 2019).

In addition, according to Langacker (1987), meanings are a compilation of words, and those words are ideas that can be understood via sentence structure. It is impossible to know if words mean the same for everyone (Locke, 1999). However, it depends on a person's knowledge of word structures to deduce the meanings. As opposed to this idea, the focus of meanings can be understood via communication which is done within a nonverbal context, accompanied by nonverbal behaviours (Wang, et al., 20019). With non-verbal gestures, it seems impossible to understand the intended meaning conveyed in a context. It is hard to understand meanings delivered via non-verbal behaviours. It may cause misunderstanding (Paranduk & Karisi, 2020). As such, sentence function is vital for meanings to be delivered.

Additionally, views can be communicated via sentences and the usage of sentences embraces expressiveness. Assumptions can be made based on semantics in a language or a sentence (Langacker, 2010). In this study, elements introduced by Langacker (2010) show how sentence functions can be sensed through written text which occurs in memes. The text can be short or long, however, with the correct usage of sentence functions, views can be expressed.

Moreover, memes are special because memes can be recognized and perceived even though only one part of their form is reconstructed such as the textual element which is paired with the different graphic (image) background of the meme. Memes are created based on images and text. Associating image and language plays an important role when image and sentence are found semantically parallel to produce meaning (Ma, Lu, Shang, & Li, 2015). However, sentences on the image will produce interpretable

predictions (Karpathy, Joulin, & Fei-Fei, 2014). Even though an image can be used to convey a message but the text on the image may alter the meaning (Weilanda, Hulpus, Ponzetto, Dietz, & Effelsberg, 2018). Hence, sentence function is important to determine the produced meanings of the sentences in memes. In addition, sentence functions are used to study the language which used to describe its structure and the meaning it serves (Muydinovna, 2022).

There can be a meaningful context when both visual and textual present information which can be effective and the information may be tangled (Ji, Wang, Han, & Pang, 2019). Thus, it is important for meanings to be contributed by sentences and images. Studies that focus on sentence functions are difficult to find, hence this paper focuses on the sentence functions used in memes. This study focuses on the Monday Blues theme which the research correlates with sentence functions.

2.3 Studies related to text-image relation

This section conveys the relation between text and image and the manners of how both texts and images complement each other.

Multimodal discourse analysis can be defined as the study of the relation between text and image (Ed, 2011). Pictures comprise effective tools to convey messages but by blending pictures and words together, it is a coherent and effective tool for communication to take place. Humans communicate with each other through text, image, sign language, body language and more which is known as multimodal interaction (Cohn, 2016). In these modern days, the role of text and visuals has been vital to the communication of messages. As such, the relationship between language expressions and the usage of visuals has reached a new stage of communication. Therefore, communicating in the traditional way is considered to be outdated (Kong, 2006). Traditional communication can be known as a physical method of transferring

information such as the act of speaking and listening (Beck & Harvey, 2009). Today, memes have evolved and become one of the modes for online communication that internet users are keen to use to express themselves via social media platform (Miltner, 2014). Memes are also described as developed multimodal creations of images and texts. Internet memes are based on the connection among images, texts and meanings by using the semiotics connection with each other, to form messages or just entertaining its users (Kariko, 2013). The textual part of the meme is crucial in order to derive meaning. Fundamentally, the text does give roles to images. (Dancygier & Vandelanotte, 2017).

Text in written form can be found on any platform such as documents as well as an online platform (Nordquist, 2019). Therefore, internet users have the freedom to replace text on a meme, as such, it will convey different meanings. The flexibility of the internet and the availability of the internet in worldwide support users to change existing memes and simply generate new memes (Shifman, 2011). Hence, the text in memes stresses the content it intends to express. Moreover, text can present a connection to the image (Bateman, 2014). Features of text and visuals may balance out with each other which will produce connections (Royce,2006). Nevertheless, in some conditions, the text in the image may suggest an ironic contrast that will be difficult to comprehend (Kruk, Lubin, Sikka, Lin, Jurafsky, Divakaran, 2019). As such, the connection between text and images needed to be explored.

Humans' cognitive ability is to perceive and generalize knowledge based on their background as such meaning can be interpreted in many ways (Ralph, Jefferies, Patterson, & Rogers, 2016). In memes, words in images can guide the readers for the meaning (Cohn, 2016). When a sentence is added to an image, it offers clues to the intended meaning (Phillips, 2000). In addition, adding a sentence to an image will increase understanding and appreciation to the image (Ketelaar, Gisbergen, & Bosman, 2004). As such, memes users or readers will use particular memes to express

themselves, as the text may have assisted them to comprehend the intended meaning of memes. As such, the text-image relation can be comprehended as it conveys information (Martinec & Salway, 2005).

Content in memes can be comprehended via text-image relation (Martinec & Salway, 2005). Text-image relations motivate readers to appreciate and understand the content (Jennings, Rule, & Zanden, 2014). Text-image relations theories are based on linguistic models, which are essentially a non-structural resource for text constructions (Halliday & Hasan, 1976). The analysis in linguistics has focused on the organization of the text which is integrated with the sentence structure. As such, linguistic text can also be brought into connection with the image (Bateman, 2014).

Further, a study was conducted to investigate the relationship between images and texts. Blending pictures and text together can make a great tool for communication to take place. When images and text fit together, it can support to deliver different messages (Addai, 2022). Moreover, language (sentence) and images, classify meanings as it fulfils its functions (O'Halloran, et al., 2019). Online users, use image-with-text-memes to express themselves better compare to other forms of expression (Du, Joseph, & Masood, 2020). Meanings operate and deliver through text-image relation, which means text-image visual content comprises emotions to be expressed (Bouko, 2020).

By relating the visual pictures to textual content, meme creators may have great potential in facilitating online users' comprehension of the memes (Chang & Tsai, 2022). As such, meme users can relate background images and text to express themselves or to spread ideas or even awareness.

2.4 Chapter Summary

This chapter provided an overview of the literature relevant to memes. The studied literature shows that there is an opportunity for research to be carried out in memes to

discover the sentence functions in memes and their relation of it to the images. Hence, this study will disclose how Monday Blues' feelings are communicated. The next chapter will elaborate on the theoretical framework and methodology used to analyse in this study.

Universiti Malaya

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter describes the methodologies that were used in gathering data and analysing the collected data. This chapter includes the research design, which explains the strategies used to answer the research questions. Followed by the theoretical framework, which consists of two frameworks namely, the framework of Langacker (2010) about Sentence Functions and the framework of Bateman (2014) about Text-image Relations. The conceptual framework, research procedure, pilot study and method of data analysis are also elaborated in this chapter.

3.1 Research Design

This study aims to examine the Sentence Functions and the Text-image relation found in Monday Blued memes found in Monday Blues Memes. Qualitative research will have the value of consistency, validity, and reliability (Peterson, 2019). Given that, results gained from the qualitative approach will be beneficial (Brown & Dowling, 1997). So, it is appropriate to carry out this research with a qualitative approach. Thus, this study uses a qualitative method with a simple percentage.

By applying the Monday Blues theme, this study uses the Google domain as the source of data collection. As memes have evolved and become a means of communication in social media, data collection was taken from the Google domain. Hence, the data collection of the memes becomes non-probability purposive sampling. According to Altunışık (2004), a sample size between 30 and 500 is generally sufficient for many researchers. As such, this study took 50 samples of memes based on the Monday Blues theme, which provides sufficient data to answer both research questions. The title of Monday Blues memes was typed into the Google search; then, 6 columns of

memes appeared. Further, the researcher picked the first 50 memes that appeared on Google Image. In order to attain the objectives of this study, the elements of sentence functions and the text-image relation were focused on.

Furthermore, sentence functions are identified in memes followed by descriptive analysis as to how sentences are related to the images based on the responses from the participants. A close-ended survey was conducted via Google Forms to study the responses from 30 participants. A close-ended survey allows respondents to clarify their views (Reja, Manfreda, Hlebec, & Vehovar, 2003). Moreover, Google forms can be a useful tool to facilitate questions and answers (Chaiyo & Nokham, 2017). Google forms are also beneficial in terms of efficiency in time and energy, compliance with standards, less cost, producing detailed results and it has many helpful features (Sari, Iswahyuni, Rejeki, & Sutanto, 2020).

Collected data were grouped based on sentence functions and the text-image relation using the responses from the participants. Collected data were tabulated and memes, tables as well as figures are labelled to avoid confusion. All the tabulated data were followed by explanations.

3.2 Theoretical Framework

This study uses Cognitive Semantics, Langakcer (2010) that describes the sentence functions. Followed by the Text – Image relation by Bateman (2014), which was taken from the Logico-semantic text-image relation framework that is used to categorize the relation between the text and the image. Both frameworks were used to explore the connection between visuals and texts present in the memes.

3.2.1 Framework about Sentence Functions by Langacker (2010)

According to Langacker (2010), an idea is broadly interpreted based on mental experience which is related to the understanding of meanings. Thus, a sentence's deeper meaning can only be interpreted based on the reader's prior knowledge or experiences. As such, categorization is a way to understand the sentences (Golfam & Shahraki, 2014). The concept of sentence functions was developed by Langacker (2010) is to identify the intended meaning found in sentences. Given that, the textual content in memes will be grouped to recognize the intended meaning conveyed. Hence, Langacker (2010) framework of sentence functions which is based on cognitive semantics will be used as a guide to categorize the underlying meaning found in Monday Blues memes. As explained in the Table 3.1, there are 13 sentence functions in Langacker (2010) framework.

Table 3.1: Framework about Sentence Functions by Langacker (2010)

Sentence Functions	Explanation
Granularity	Granularity is the quality or condition of how precise are the details
Presupposed	Understanding grammatical elements that reflecting on background information that results in negative or positive assumptions.
Background Expectation	Having background information, a lot of negative or positive assumptions will be formed involuntarily when the related topic arises.
Anomalous	Expressions are judged ungrammatical and semantically not standard even when it is in an isolated situation where ideas are comprehensible, natural and grammatically formed.
Default Assumption	Sentence judgements can be assumed based on target interpretation, can be a metaphor too.
Categorization	Categorization is the development of an idea in which concepts are understood for a specific purpose.

Perspective	Ideas are formed when a situation is being conceptualized.
Vantage Point	Vantage point can be contained within the physical description or figurative language as well.
Incoherent	Sentences are ought to be semantically and grammatically incoherent but it is immediately and easily understood as makes perfect sense
Fictive Motion	A dissimilar but related phenomenon involves conceptualizing a navigating static situation.
Mental Scanning	Sense of mental scanning reflects the order in which options of the range are mentally accessed and the process of building up the concept is to the full grasp of a complex structure.
Prominence	The focus of the sentence will stand out in comparison to the background information given within the same context.
Metonymy	Abstract ideas are to be structured metaphorically pertaining to the knowledge of perceived things

3.2.2 Framework about Text-image Relations by Bateman (2014)

Texts can be linked to images. The quantity of any information can lead to an easy process of comprehension (Bateman, 2014). The text complements the image via enhancement and provides expanded meaning to a concept (Wu, 2014). As such, understanding the relation between text-image can ease the readers' process of comprehension. Bateman (2014) defines three types of logico-semantic of the semantics of text-image relations as shown in Table 3.2.

Table 3.2: Framework about Text-image Relations by Bateman (2014)

Text-image relations	Explanation
Elaboration	Elaboration reaffirms, illustrates or provides additional information to the image within the same degree of generality.
Extension	Extension adds new meaning to the image The addiotnal information can be in the form of metaphor.
Enhancement	Enhancement adds information specificallu to do with time, place, manner, reason, purpose and other particularized context.

3.3 Conceptual Framework

In this study, a combination of Langacker (2010) and Bateman (2014) are applied to identify the sentence functions and text-image relation in Monday Blues memes. The conceptual framework shown in Figure 3.1 represents the whole concept of this study.

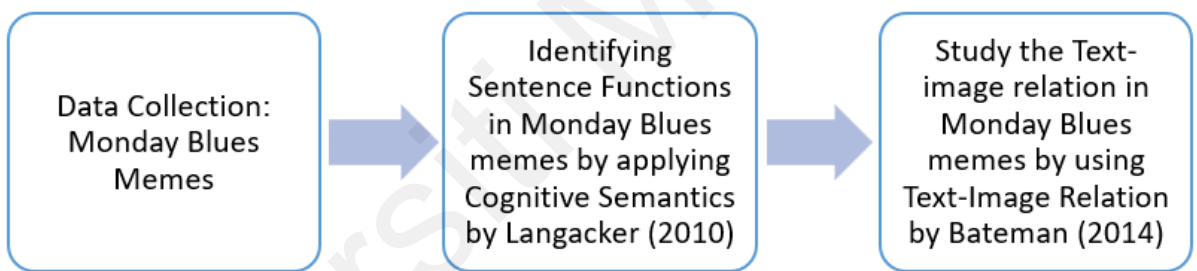


Figure 3.1 Conceptual Framework

This study uses the frameworks from Langacker (2010) and Bateman (2014), aiming to describe comprehensible conceptual frameworks for research efficiency. Figure 3.1 presents the procedure used to support the data analysis for research productivity that shows the direction of the study. The objectives were used to lead to suitable theoretical frameworks that the research was based on. Four methodological steps which are (1) the selection of data, (2) choosing the suitable frameworks, (3) data collection from the participants and lastly, (4) data analysis were directed toward the research sample which was collected and examined. Further, to analyse the collection of data, qualitative methods were applied. A conclusion was drawn from the research.

3.4 Research Procedure

This study has been carefully conducted step by step right until the collected data was analysed. Firstly, the researcher has set two (2) objectives which are to categorise the memes based on sentence functions and to analyse the relationship between text and image in order to resolve the problem statement of this study. Questions that have been formed are (1) what are the sentence functions used in Monday-Blues memes? and (2) how is text related to the images in these Monday-Blues memes? These questions have been formed as guidance to observe the purpose of this study. Subsequently, the researcher has reviewed relevant literature to better understand the field of this study as well as relevant theories and methods to conduct the study efficiently.

This study gathered 50 memes from the popular Google search engine as data collection. The phrase "Monday Blues Memes" was typed into the search engine and there were rows and columns of Monday Blues memes shown as the search result. The first 50 memes that appeared were then gathered and shortlisted as data for this study. This study looked into different frameworks before choosing the most suitable and relevant ones.

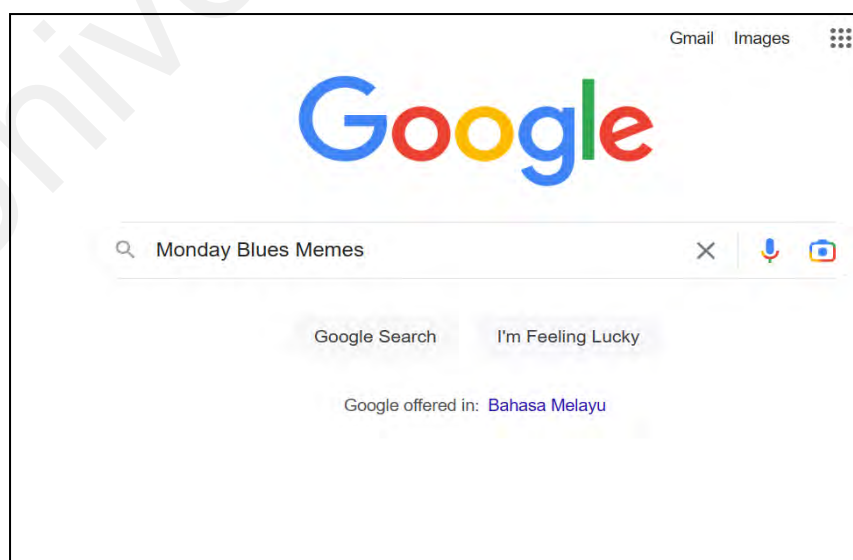


Figure 3.2 Google Search Engine

Next, the researcher conducted a survey to analyse the participants' usage and understating of memes. The questionnaire was created using Google Forms based on the chosen frameworks, which are the Framework of Langacker (2010) about Sentence Functions and the Framework of Bateman (2014) about Text-image Relations. The components of the frameworks were changed into statements for the participants to choose the best description for each meme. For the initial stage of the survey, the questionnaires were given to 10 employees to choose the correct descriptions for each meme. This was done to test the efficiency of the questionnaire. Thereafter, the researcher reviewed the responses received from participants. After receiving feedback and further review, the questionnaire was refined to better fit the purpose, after which a Google Forms link was shared via social platforms such as WhatsApp and Facebook. After almost 2 weeks, around 30 participants answered the questionnaire.

Thereafter, each meme was categorised based on the analysis from the questionnaire in tables presented in Chapter 4. Memes were categorised according to sentence functions and text-image relation. The explanation of each meme was provided by referring to the chosen frameworks. The collected data was then analysed and a conclusion was drawn.

3.4.1 Research Instrument

In an attempt to understand the sentence functions used in Monday Blues memes, the relationship between the sentence and images in Monday Blues memes, and how the meaning in Monday Blues memes is perceived, an online survey was conducted on 30 working adults in the various profession. The demographic survey (Appendix A2, page) was initiated by conducting an online Google form. Google form was chosen as a way for the participants to join in the survey. It was done in such a way because the target

participants were workers, providing google form will be convenient for the workers. They can choose to answer the survey whenever they are free. Further, google forms can be answered via mobile phones, tablets or even laptops. This is also convenient for the workers because they can choose any devices to which they have access, to complete the survey. Additionally, choosing answers by pressing the buttons on the screen at a comfortable place is better than to sit and answer the survey on papers which can make the participants uncomfortable. It will also influence the mood to answer the survey. Moreover, Google form is also very beneficial to the researcher. It allows the researcher to collect information efficiently and the data can be collected easily. Hence, google forms was chosen as the best platform for the target participant to participate.

The form was divided into 7 sections. The first section: the introduction and aim of the survey, the second section: participants' background information, and professional details; and the usage of memes, the third to the seventh section: 50 memes along with a number of statements that describes the designated meme were given to participants to relate and select on. The 50 Monday Blues memes were collected from Google images and used in this study (Appendix A1, page). The survey took place for a period of two weeks by sharing a google form link via the Whatsapp and Facebook platform.

The first section of the survey provided the participants with information about the researcher, the study that is being carried out, and the objectives of the conducted survey with the attention for responders to be well-equipped with the information about the study and the survey. Participants were reassured that the collected data will be kept confidential and solely used for the purpose of the study to reach its objectives. The second section of the survey involved information about the participants' backgrounds and professional details.

3.4.2 Pilot study

A pilot study was done to assist with the approach and the techniques required for the study to be conducted. Hence, to measure the suitability of the research design, a pilot study was conducted based on 2 frameworks – Langacker (2010) and Yu & Halloran (2009). 6 random memes were collected from Google. Collected data showed mixed sentence functions, which brought insight into the paper. Hence, the first objective of categorizing the memes based on sentence functions was achieved.

Then, the relation between the image and the sentence were studied based on the 4 textual cohesion devices which were Reference, Theme-Rheme Development, Given-New Organization and Parallel Structures. It was then discovered that the result found from the second framework covers a huge aspect of elements between the sentences and the images which may lead to different interests in the study. Thus, for the second objective, the researcher did a survey based on the framework of Bateman (2014) to gain views from the online community. A pilot survey was done to improve the efficiency of the survey. The result was then gathered to be a direction for the researcher to understand the elements of the study.

3.4.3 Demographic Details

The section conveys the details of the participants' details such as the sector they work in, the range of salaries and the stress level they face at their working place. In an attempt to understand the sentence functions used in Monday Blues memes, the relationship between the sentence and images in Monday Blues memes, and how the meaning in Monday Blues memes is perceived, an online survey was conducted on 30 working adults in various fields of professions. The demographic survey was initiated by conducting an online Google form. The sample can be referred to Appendix A2.

Table 3.3 displays the analysis and results of the survey conducted in this section.

Table 3.3: Sectors employed and salary of the respondents

Sectors	Percentage (%)	Salary	Percentage (%)
Education	37.5	<2,500	31.3
Management	15.6	2,500 –4,800	40.6
Finance	12.5	4,800- 10,000	21.8
Healthcare	9.4	>10,000	6.3
Others	25		
Total	100		100

Table 3.3 above shows that the majority of respondents who participated in this survey were employees working in 4 different sectors which are education (37.5%), management (15.6%), finance (12.5%), healthcare (9.4%), while the minority respondents (3.1%) worked in other sectors such as technology, food service, and electricity. The survey includes the salary range to determine if it plays a role in the employees' level of stress. Based on the table 3.3 46.9% (around 15 participants resolve around 32 participants and the figure was multiplied by 100% to get the result in percentage) of jobholders indicated a high level of stress on Monday while 6.3% (similarly around 2 participants resolve around 32 participants and the figure was multiplied by 100% to get the result in percentage) of jobholders receive salaries more than RM10, 500. It is evident that the salary scale of a jobholder does not steer Monday blues, a mood, and behaviour that employees acquire at the beginning of a week.

Next, table 3.4 shows the outcome of the purpose of memes, specifically how the participants use memes. Several uses were described to choose from.

Table 3.4: Use of memes by the respondents

Use memes/Purpose	Yes		No		Total
	Number	Percentage (%)	Number	Percentage (%)	
To communicate/ express themselves	24	75.0	8	25.0	100%
To release stress	16	50.0	16	50.0	100%

75.0% of the respondents often use social media for communication or to express themselves purposes but only 25.0% of them use memes to communicate or to express themselves. In addition, 50% of the respondents always read memes to release their stress while another 50.0% of them do not read memes to release their stress. The participants from different working backgrounds responded to the survey to use the memes to communicate and to release stress, with that it shows that workers with different ranges of salaries do experience Monday Blues. Nevertheless, according to Parcia & Estimo (2017), one of the factors for the workers to feel stressed on Mondays is because they feel their salary is not paid according to their hard work. This might be due to the low salary payment to the employees in comparison to the workload handle by the workers.

3.5 Data Analysis

The aim of this study is to identify the text-image relation and to describe sentence functions found within the sentences present in memes. Each Monday Blues Meme is given a specific code in an attempt to avoid confusion during the phase of analysis. Both the images and sentences are labelled accordingly.

Code: S1P1

- S refers sentence in the Monday Blues meme.

- P refers to the picture in Monday Blues memes.
- The numbers are used to label the memes

The collected data were analysed based on the research objectives. In order to answer the research questions, data were coded before it was categorized. For the first research question, a quantitative method was employed to analyse the frequency of the sentence functions in memes. For the second research question, the qualitative method was used to study the sentence image relation and the meaning perceived in Monday Blues memes.

There are several sentence functions elements which are non-applicable to the selection of the data (memes) as no participants chose these sentence function to describe the sentences in the memes. Those sentence functions are incoherent, fictive motion, categorization and mental scanning.

a) Incoherent

Human discourse does display some incoherence due to missing relations from the background knowledge but it does not mean that the information can't be understood (Svitlana Vakulenko, 2018). Hence, a sentence may display illogical links between words but the meaning still can be delivered to the readers and the readers can understand the essence of the meanings. For instance, "there's a cottage every now and then and then through the valley". 'Cottage' is a concrete noun; it can't move nor goes in and out of existence. Yet, the meaning is understood as the cottages are built from time to time and it is also built through the valley. Here, even the given example is not coherent, the meaning can still be interpreted. There were no respondents who chose any meme sample sentences which are related to the incoherent sentence function.

b) Fictive Motion

Motion action in fictive motion is a complement of an actual motion (movement) which, the concept is developed from mental scanning. Though the actual movement is absent, a sentence that has fictive motion element can be stimulated by mental. The conceptualizer can imagine the moving points along with the described scene (Chitii, 2019). Thus, a fictive motion is created by imagination. A scar runs all the way from his knee to his ankle and a scar runs all the way from his ankle to his knee. These sentences carry the same meaning, yet the sentences created are based on mental scanning, in which the direction of it of the scar was prominent even though the sentences serve the same purpose. There were no respondents who chose any meme sample sentences which are related to the fictive sentence function.

c) Categorization

Categorization can identify the objects which are classified to their well-known category and it reduces the complexity to understand the knowledge. By having categorization, it will establish a correct behaviour of understanding the topic (Huiyan, 2018). For example, a theory is a focused object, and the feedback for it is being observed in different ways. For example, 'Your theory won't be able to fly.' and 'Your theory has a bad foundation, it will collapse anytime.' The concept is that the theory is not strong enough to be carried forward, but it has been interpreted in different ways. In a general form, the idea was understandable. There were no respondents who chose any meme sample sentences which are related to the categorization sentence function.

d) Mental Scanning

Mental scanning is not limited to spatial configurations only but can be established in any conceptual domain. For instance, 'As average body size increases, the typical

gestation period gets longer.’ This shows a parallel pattern whereby the bigger the body is, the longer the gestation period. These sentences are mentally accessible within the conceptual area. Mental scanning does allow us to visualize anything or someplace without being present, for example, an aisle in a famous mall that has chocolate. Imagination is part of our basic lives and everyone uses it on daily basis (Goldstein, 2011). There were no respondents who chose any meme sample sentences which are related to the mental scanning sentence function.

3.6 Chapter Summary

Chapter three has discussed the research design, the two frameworks used, the research procedures, the instruments used to collect data and how the data were analysed. Chapter 4 will provide the findings of this study

CHAPTER 4: FINDINGS AND DISCUSSIONS

4.0 Introduction

This study has collected data from Google images and a survey was carried out. The specific themed memes- Monday Blues were studied to fulfil the objectives of this research. This chapter presents the findings of the data in attempting to answer the research questions of this study, which are

1. What are the sentence functions used in Monday Blues memes?
2. How are the texts related to images in Monday Blues memes?

Chapter 4 is divided into 2 sections. The first section (4.1) provides the types of sentence functions, followed by the sentence function used in Monday Blues memes based on Langacker's (2010) categorization and the section section (4.2) discusses the text-image relation on Monday Blues memes based on Bateman's (2014) framework. The text-image relation in memes is described based on the responses from the working adults. The was categorized before it was chosen to be explained.

Sentences are words that are combined together to deliver meanings (Hamawand, 2020). In general, a sentence may produce meaning which can be beyond the logical form (Jaszczolt, 2021). For this reason, sentences may produce different level of meanings than literal words or the surface level. As such, to understand a sentence, readers will need to process it via cognitive starting from the first word they read, and then the assumptions are made (Demberg & Keller, 2019). In some cases, readers may need time to analyze the meaning of the sentences to be assured of their understanding of the sentence (Aajami, 2019).

Moreover, sentences don't need to be true as it may have a deep meaning in establishing a linguistic expression (Hagoort, Hald, Bastiaansen, & Petersson, 2004). Nevertheless, the meaning in sentences may contradict within it; hence, a formula was

needed to accommodate the meaning in a sentence (Tomasello, 1998). The fundamental of cognitive semantics is to recognize the same situation in alternate ways as a language may provide a huge range of interpreting options in line with the speakers' or writers' dexterity (Langacker, 2010).

4.1 Sentence Functions in Monday Blue Memes

A sentence in a language is to express a thought or an idea through grammatically linked words. For example:

(i) *She walked to the mall.*

(ii) *She is walking to the mall.*

The example given above are showing two similar sentences with two similar meanings, but the grammar or the choice of words used in both sentences will describe the idea of whether the action has happened in the past or is happening at the moment. Hence, although the sentences given in the above examples are almost the same, it can bring different ideas based on the linked words in a sentence.

Sentences are also a basic unit of communication that creates interactions through an offline as well as online platform between humans (Xiaochi, 2017). By focusing on the semantics -which is the study of meaning that can be applied in words or texts of any language, Langacker (2010) came up with a framework to navigate the relationship between meaning and sentences to accentuate an original idea by enabling readers to relate the meaning closely. For example, the words 'last stop' and 'destination' both have the same general meaning but according to semantics, the words can be analyzed to give different shades of meanings or interpretation. There are 13 types of sentence functions which are based on Langacker (2010): granularity, anomalous, vantage point, and perspective, default assumption, background expectation, prominence, presupposed, metonymy, incoherent, fictive motion, categorization and mental scanning. This section

in 4.1 amplifies the section of the survey. 50 memes were collected for the survey. Each meme was given 13 identical sentences (statements) that were constructed based on the 13 sentence functions for participants to best elucidate. The results of the collected data are presented in Table 4.1 from the highest frequency to the lowest frequency. 9 sentence functions were selected based on the 13 identical sentence descriptions but 4 sentence functions were not selected: incoherent, fictive motion, categorization and mental scanning.

Table 4.1: Analysis of sentence functions

Sentence Function	Frequency
Granularity	14
Anomalous	13
Vantage Point	7
Perspective	4
Default Assumption	4
Background Expectation	4
Prominence	2
Presupposed	1
Metonymy	1
Incoherent	0
Fictive Motion	0
Categorization	0
Mental Scanning	0
Total	50

4.1.1 Granularity

Granularity happens when the content is lack of details. The number of words used to construct a sentence determines the degree of the semantics or the meaning of a constructed sentence. It provides the scale of information in a set of data. The number of words used to construct a sentence governs the level of granularity of a subject in a sentence. The lesser the number of words used to construct a sentence which leads to granularity, hence stimulating readers to generate the various levels of meaning on the subject or main idea of a sentence.

The choice of words in a sentence especially in the creation of memes depends on the author's current settings and communicative purpose. Vague choice of words selected by an author when constructing a sentence in a meme causes granularity for it encourages the establishment of different levels of meanings, as compared to the use of precise words which directs a meme user to the author's intended meaning, setting and communicative purpose.

For instance, a cat can be described as a Siamese or a cat or an animal or even a creature. The sentences can be created as below:

- (i) That creature destroys my thing!
- (ii) That animal destroys my belonging!
- (iii) The cat destroys my book!
- (iv) The brown Siamese cat tore my blue book into pieces!




There are five different sentences, each sentence gives different levels of meaning. For example, the word creature in the sentence (i) can make readers imagine anything such as a scary creature or a big foot or even a ghost because of the lack of information provided in the sentence. Sentence (ii), states the word animal but there are many types of animals that readers can imagine, for instance, a bird, a rat or even a monkey as the animal character in the sentence is presented in a general form. Sentence (iii) states the

word cat, though it sounds precise but readers may imagine different types and colours of cats as there are many categories of cats such as British Shorthair, Bengal cat and more. In contrast to the other four sentences, the precise details are given in (iv), and the words brown Siamese cat are used in detailed. Hence, when readers read the sentence, the exact picture will come into their imagination

The foundation of granularity is a mixture of word-character levels (Wang, Zhou, Zhang & Chengqing, 2017). Words are attached to construct sentences which is the basic element of online human to human and human to machine communications. Sentences can be difficult to understand if there are mistakes, errors or ambiguous intentions (Xiaochi, Heyan, Liqiang, Hanwang, Xian & Tat, 2017). If the details of a sentence are not known, it will be difficult to comprehend the sentence meaning (Fitri, 2017). Therefore, the details provided in the sentences may result in different understanding. For instance, 'A thing destroyed my object.', 'A creature wrecked my storybook', and 'A brown Siamese cat pooped on my favourite storybook' describes a situation within the same setting and communicative purpose. Each of the sentences gives a diverging set of details, thus the readers tend to imagine the situation differently. They are in liberty to imagine a creature as a small monster or any animal. The third sentence, 'A brown Siamese cat pooped on my favourite storybook' provides a detailed situation allowing readers to comprehend the situation precisely.

In short, Granularity is content that lacks details. This is to explain that when the sentence read is lack of details, readers may interpret the sentence based on their prior knowledge only. This sentence function solely looks into the sentence construction and not the relation between the words in sentences and the image presented in the meme nor do the punctuations play a role.

Table 4.2: Granularity

Label	Sample	Text
S6P6		IT'S MONDAY AGAIN!!!
S18P18		EVERY MONDAY
S34P34		GRRR... MONDAY AGAIN

Particulars in word choice in a sentence regardless of precise or vague elements will influence the reader's level of comprehension. Participants attest that S6P6 is granularity since the sentence *IT'S MONDAY AGAIN!!!* is short and lacks of details that fail to present a clear idea, thus encouraging a reader to create meaning at various levels. '...*AGAIN*' in S6P6 can express a negative tone. The tone in the word *again* derived from this sentence may imply the degree of intensity has risen or fallen (Lee, 2017). The author of S6P6 might be in a state of irritation and despair while constructing the sentence and creating the meme, hence the usage of the adverb *again*. Since the author of S6P6 did not state a particular communicative purpose through the

social media platform, it allows the reader or user to comprehend the sentence based on their understanding or experiences. Therefore, it can be transpired as a statement of expressing their frustration in commencing a work routine, an environment that revolves around the state of being stressed, pressured, and intense. Another plausible explanation of meaning is that S6P6 can provide the state of readiness towards a jobholder that it is "... *MONDAY AGAIN*", a continuous cycle of the first day of the week, and a work routine has to start whereby jobholders are impacted by the fact that they will have to transition their mental state of mind by composing themselves and commencing the workload that was left two days prior to Monday which is Friday. These are several ways how a reader may form meanings to understand S6P6 since the sentence is short with no extra details added to support it thoroughly. Readers or users may assume and create positive or negative meanings based on S6P6 of the sentence. Therefore, 65.6% of participants chose granularity over S6P6.

There are only 2 words in S18P18 which are *EVERY*, and *MONDAY*. These lexicals presented in S18P18 are not sufficient to carry out any forms of main idea or expression. Consequently, the reader can lean into forming a positive or a negative interpretation based on this expression, the form of interpretations commonly made by jobholders at first (Lomas, Waters, Williams, Oades, & Kern, 2021). An instance of a positive interpretation made by meme users would be to relate a degree of excitement in completing a task on Monday and a negative interpretation which is the feeling of annoyance having to repeat the same task every Monday. Employees may feel satisfied with their job at the start of the week while some may feel stress working at the start of the week (Pindek, Zhou, Kessler, Krajcevska, & Spector, 2020). S18P18 shows the repetition of Monday every week through the word 'every', which demonstrates that the work routines repeat every week. In addition, employees that work in a group might use S18P18 while communicating among themselves to either show glumness or excitement

in repeating their assignment or project routine every Monday, without even elaborating on it. Further, without the aid of the image in S18P18 as the background, meme users might be hesitant to choose this meme to express themselves. Thus, 62.5% of the participants chose the S18P18 since the phrase has a granularity.

GRR is an onomatopoeia that associates with the emotions of anger. It demonstrates someone being angry, irritated and exasperated. Such expression is used to inform the readers that the author of this meme is expressing anger. S34P34 starts its sentence with “*GRR*” but it does not inform the reader of the purpose for the sound is made. *GRR* alone speaks for itself. For example, in phrases like *GRR.... I’m angry!* and *Grr.... You’re so annoying!* a communicative purpose is presented. The author is informing the readers that he or she is expressing anger and annoyance. Furthermore, Davies (2019) states that the onomatopoeia ‘*GRR....*’ is often associated with an angry dog even though it has no specific meaning in linguistics. Having the word *MONDAY* in the sentence might have given a negative indication to the readers but the underlying reason to be angry on Monday is unclear since it is not stated. The creator of S34P34 may have expected the readers to sense anger but not the reason for the anger. S34P34 can form different levels of meaning and variations. For this, 75 % of the participants chose S34P34 as granularity.

4.1.2 Anomalous



An anomalous sentence can be grammatically correct but it can also be meaningless too. A sentence with missing components still can be comprehended as it still carries meaning. Anomalous is when a sentence is semantically formed and it doesn’t break down the communication, therefore readers do not need to restructure the syntax of the sentence for the sole purpose of comprehension (Iva, 2016).

Anomalous refers to sentences that are syntactically formed well but semantically incoherent. For example:

'Lack of brain hinders research'.

The sentence in the given example explains that when there is a lack of ideas it makes the research difficult. It does not convey the literal meaning of the words, that an individual has less amount of brain cells which is disallowing the continuity of a research. The example above is grammatically correct but the sentence is meaningless, however in some contexts, where both individuals share common knowledge, such as in field character and behaviour, a sense of meaning can be derived. Anomalous can be found in sentences that have the correct forms of words but not semantically. Readers who comprehend can reconstruct the basic structure of anomalous words even when the sentences consist of missing components.

Table 4.3: Anomalous

Label	Sample	Text
S8P8		<p>OF COURSE, IT'S MONDAY... ... DOES THIS LOOK MY FRIDAY FACE?</p>
S45P45		<p>I'M A FRIDAY PERSON IN A MONDAY WORLD.</p>

S46P46		WHO ORDERED ANOTHER MONDAY?!?!?
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Sentences in languages that are not semantically standard but the idea is easily comprehensible are known as an anomalous sentence function. In this section, anomalous only looks into the study of the sentence with no relations to the background image shown. The displayed sentence in S8P8: *OF COURSE, IT'S MONDAY..... DOES THIS LOOK MY FRIDAY FACE?* expresses an annoying tone with the use of a simile - *like*. A simile is a type of figure of speech that describes something but it brings another form of meaning. The use of similes can give rise to anomalous. The author who may be involved in the daily workforce is annoyed with Monday. This is clearly seen as the author is venting out a negative emotion by asking a question with the use of *Does* (a question word at the beginning of a sentence that generally requires a yes or no answer), towards the meme users, as though they are communicating with each other. In a given working environment, Zhang, Zhao, Liu, Bu, & Ren (2022) explain that jobholders naturally express a positive behaviour and excitement on Fridays – the last day of the weekday and the commencement of a period of excitement and relaxation as compared to Mondays – the beginning of a work routine. 65.5% of respondents chose S8P8 as an anomalous sentence function since there is no existence of a literal “Monday face” nor a “Friday face” which readers or users of memes can refer to. Workers who are annoyed to work on Monday may use S8P8 to express themselves to their colleagues when communicating through social platforms.

The sentence in S45P45 *I'M A FRIDAY PERSON IN A MONDAY WORLD* serves as a metaphor. A form of a figure of speech that describes a person or an object to have

similar characteristics to that person or object which is an unrealistic event. Through the survey conducted, 71.9% of the respondents chose S45P45 as anomalous due to the fact that the author claims to be a *Friday person* that is living *in a Monday world* which is unrealistic since there is no exact definition or reference to explain these 2 terms. The sentence may literally imply that human figures are categorised through the identity of days in a week for the author to call himself or herself a *Friday person*, and that there is an existence of a particular world known as Monday. Though semantically S45P45 is not logical but jobholders easily can relate to and comprehend the underlying meaning implied by the author. The underlying meaning resonates with the influence of Monday and Friday towards an individual's mood and behaviour. In a weekly cycle, an individual's mood can vary drastically (Marszal-Wisniewska & Nowicka, 2018). Jobholders will feel the Monday blues, a different form of vibe than they do on Thursday or Friday. They do feel stressed Monday, but as Friday approaches workers are to feel positive and less fatigue (Nicholson & Griffin, 2016). Jobholders who possess a laid-back attitude may use S45P45 to inform their colleagues of the degree of slowness to face Monday.

S46P46, *who ordered another Monday?!?!?* is a form of a question with the use of *Who*, an interrogative pronoun that has no answer to, hence requiring the meme user to derive an answer based on the particular mood that they are in. In S46P46, the author used the verb *ordered*. This form of an instructional verb consists of a chronology of actions and steps that is: to place orders, pick favourite items, set delivery dates and more (SimpleBot, 2020), however in S46P46, the verb *order* followed by the past tense *-ed* gives the implication as if Monday was "ordered" without the authors' consent nor did it act in accordance to a chronology of organised steps stimulating the state of unnecessary irritancy and annoyance, consequently alighting a 65.6% of respondents selecting S46P46 as anomalous. The adverb *another* indicates that the act of ordering is

consistently repeated without any form of consent. It is a form of an interminable cycle. In reality, it is impractical to order on a *Monday*. It may be presumed that the creator is annoyed with Monday and wish not to see another Monday. S46P46 may have been created in such a way to express the frustration towards Monday and the *actions* within the sentence show that S46P46 is looking for someone to *put the blame* as Monday was *ordered*. S46P46 is a meme that may have been often used and circulated among teammates to express their blues - tired and fed up to face Monday. Based on the sentence structure, S46P46 does not give rise to a positive indication or vibe for jobholders to use the meme.

4.1.3 Vantage Point

A vantage point is when a reader is able to comprehend *feelings* within the sentences. Even when the sentences do not consist of words to describe the feelings directly.

The word vantage is derived from the base word which is *advantage* (Krans, Näring, & Van, 2018). It is to provide an individual, in this case, the meme user to possess a form of an advantage to a view, seen, read, or experienced. It is a mental space from which position, we are viewing things or situations (Koltai, 2017). A vantage point is when a reader or user of a meme is able to have a clear position or view to see something (feelings) distinctly and understandably. It is a point that does not necessarily always relate to the grammatical-rhetorical tradition where presumptions have been explicated clearly, it may also explore optimal analyses of sentences or texts like an image or tap into readers' knowledge and experience. Readers do not restrict themselves to what the meme author intended them to see but rather they make use of components that are available within the sentences or text that may be less, may be the same or may be more of what the author intended. For example:

It is difficult to imagine life without computers.

In the given example above, the reader may view the text with the help of the adjective *difficult* (this example relates within the grammatical-rhetorical tradition) because it imparts a burdensome environment without *computers*. The adjective that is used in the text has generated a vantage point for the reader that is they are able to understand the text clearly and explicitly. The understanding of the author-reader or reader-author may be the more, same or less. Another example:

There is a vase on the table.

In the given example, the reader may view the text as a common description only. There are no words to describe any sort of feelings. The *vase* (noun) in the sentence is the main idea, showing the location of the vase. It does not express any state of feelings. The author and the reader may imagine the different patterns of the vase but no vantage, words related to the feelings can be seen in this sentence.

Table 4.4: Vantage Point

Label	Sample	Text
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S19P19		KEEP CALM AND PRETEND IT'S NOT MONDAY
S28P28		SO, MONDAY... WE MEET AGAIN.
S38P38		SHORTEST HORROR STORY: MONDAY HATE MONDAYS HORROR SAD GIVEMEBACKTHEWEEKEND

S19P19 gives the impression that the meme creator or meme user is panicked since the work routine on Monday that revolves around stress and pressure due to the demand it requires will begin, after having experienced a period of relaxation and excitement over the weekend. Job holders feel stressed and pressured which can be overwhelming at the beginning of a week (Erazoa & Ladwig, 2004). In the sentence *Keep calm and pretend it is not Monday*, the adjective *calm* explains the unnecessary need to express strong negative emotions shown by meme users. To remain calm is to be poised and able to control self-emotion. The author is directly informing the user to exist in a positive state. Furthermore, the verb *pretend* informs the users to impersonate a different day, probably a day that the meme user is fond of. By doing so, the author of S10P19 is reassuring the meme user to successfully survive Monday by providing a

clear view of expression and state of being. S19P19 has a high probability of being circulated among job holders as a reminder and motivation, hence 71.9% of the participants who are from the workforce chose vantage point for the sentence in S19P19.

The adverb *So* at the beginning indicates an “as a result” as it was traditionally used. It gives the initial attention-getter expression towards *Monday*. S28P28 displays an assumed reaction treating ‘*Monday*’ as a form of a human being. Hence, this meme is a soliloquy for the user. S28P28 is demonstrating a response with the continuing expression ‘*we meet again*’, a manner of greeting an individual. This phrase provides a clear view of encountering a re-occurrence of someone or something familiar with by exploiting the users’ experiences. With the adverb *So* introduced at the beginning of the sentence, a negative tone and expression are formed correspondingly the use of an adverb, *again*, at the end of the phrase gives an image that *Monday* was previously encountered and has returned again, a series of event that is repeated regularly. It shows that the meme is created to demonstrate the users’ frustration over *Monday* and it seems that *Monday* was not pleasantly welcome. Thus, the sentence in S28P28 was constructed to present a motivational message towards jobholders to be equipped to face *Monday*. 71.9% of the respondents chose that the sentence in S28P28 elaborates on the feeling of positiveness. When employees are motivated adequately, they will perform productively and feel engaged in their work (Osemeke & Adegboyega, 2017). Workers who are stressed on Monday may want to use S28P28 as a form of motivation to tackle the day with positivity.

S38P38 gives the view of horror, an intense feeling of fear. The horror category is to experience the feeling of frightened (Lin, Wu, & Tao, 2018). As such, 71.9% of the respondents chose vantage point for S38P38 since the adjective *horror* gives a clear unpleasant image to an individual. Besides this image of fear, *Monday* in S38P38 is

used as an example to provide a measured image of a horror story with the use of a superlative *shortest*. Meme users generally picture *Monday* as a day to be afraid of resulting towards a negative feeling of hatred and sadness. Another view is supported with the phrase *give me back the weekend*. In S38P38, Monday is a word that expresses the horror feeling. S38P38 is written in a way to inform that the meme creator or meme readers are afraid of Monday, the intended message is to show that he hates Monday and he misses his weekend. The expression is clearly written at the end of the sentences. Workers who are horror movie fans may use S38P38 to send it to their colleagues.

4.1.4 Perspective

Perspective is when the view of a *location* forms ideas in a particular situation. It can be different viewpoints in the sentences.

The view of a position or a place forms an idea or a concept in a particular situation. Many dimensions of explanation can be grouped under the rubric of perspective. For example, in a situation where directions are being included in a dialogue.

(a) 'Why don't you come up into the attic?'

(b) 'Why don't you go up into the attic?'

Both (a) and (b) cater to two different perspectives. (a) implies that the speaker is in the attic and an invitation is handed to the guest to join the speaker. This suggests that the speaker's position can be above than the guest, as such the guest may need to look up to the speaker, physically. (b) implies that the speaker is not in the attic and he is suggesting to someone to go to the attic by himself or herself. The second sentence suggests that the speaker's position can be behind the guest. Both (a) and (b) situations

indicate the different location of the speaker, hence providing different viewpoint for the readers.

Table 4.5: Perspective

Label	Sample	Text
S4P4		<p>COMING OUT OF OFFICE ON FRIDAY GOING TO OFFICE ON MONDAY</p>
S14P14		<p>IT'S MONDAY ALREADY? BUT IT WAS MONDAY LAST WEEK.</p>
S27P27		<p>WHY IS MONDAY SO FAR FROM FRIDAY AND FRIDAY SO NEAR TO MONDAY</p>

A range that can be assessed involving one's perception is known as a perspective sentence function. S4P4 is describing the direction of the two sets of words which are *coming out* and *coming to* the office on Friday and Monday respectively, which is on the ending and the starting of the weekday. Two (2) different movements are described with the use of the present participle or gerund form of the verb 'coming' forming two standpoints. The first standpoint with the phrase *COMING OUT OF OFFICE ON*

FRIDAY explains that the duties required to be performed at the office for the day have come to a halt since it is Friday, the last day of the weekday and the beginning of a weekend, a time to relax and unwind. Hence, jobholders can exit their offices and return home. However, the second standpoint gives an opposite perspective with the following phrase *COMING TO OFFICE ON MONDAY*. This phrase indicates the resume of duties and responsibilities of staffs that were left on Friday and job holders have to return to the office to resume their duties. These two perspectives contribute to polar opposite emotions and feelings towards a jobholder. Jobholders may feel the sense of excitement with the first standpoint and a sense of stress and reluctance towards the second standpoint. 59.4% of Meme users experience the same situation and were able to relate to the idea and the situation themselves. Employees will circulate S4P4 on Monday and Friday to share the different feelings and energy they experience every Friday and Monday. Workers who have a task to be continued on Monday may use S4P4 to share their viewpoints.

S14P14 expresses a set of mono dialogue. Monday is the start of the week (Davydenko & Peetz, 2019). It is well known that a week is a series of seven (7) days in a cycle and Monday being the first day. Therefore, Monday will repeat automatically on a weekly basis. S14P14 begins with the phrase *IT'S MONDAY ALREADY?!* which indicates that the meme users are currently living on a Monday and are aware that the idea of a Monday is in a loop and that the loop begins with Monday. A clear fact that has to be endured either way. *BUT IT WAS MONDAY LAST WEEK* that gives the next indication that the present Monday has arrived in a fast-paced manner before the author or the users realised. Speed provides the two views as stated in S14P14. It gives a surprising statement that Monday is coming repeatedly and rapidly, having the idea that jobholders do not have ample time to enjoy on weekends. 43.8% of the respondents may have experienced a similar situation and they chose the sentence in S14P14 as a

perspective sentence function. Workers who enjoy weekends excessively will use S14P14 to show that they are not ready to start their work on Monday.



The creator of S27P27 is inquiring about two different distances hence requiring two angles to obtain an acknowledgement. The first is the distance or the number of days between Monday-Friday and the second is, Friday-Monday. The first number of days indicates a perspective of an individual enduring 3 days of weekdays and the second distance indicates 2 days of weekends. Weekdays account for 5 days but weekends account for 2 days (Astroza, Bhat, Bhat, Pendyala, & Garikapati, 2018). The creator of S27P27 is trying to influence the meme users to believe that it is not fair since the number of days on weekdays is not equal to or less than the number of days of a weekend. This descriptive scenario of distance and unfairness between the numbers of days allows readers to for perspectives that weekends are passing expeditiously as compared to weekdays. As such, 56.3% of respondents chose the S27P27 sentence as a perspective sentence function. The starting of a week might begin with a negative mood portrayed by the workers (Pindek, & al.et, 2020). Meme users who read S27P27 may have the feeling that they are not ready to start Monday and may circulate S27P27 to their colleagues to express their feelings. Employees who are tired may use S27P27 to express their thinking.

4.1.5 Default Assumption

An object can be seen as anything based on the reader's assumption which is within their prior knowledge. The assumption is made based on one's awareness or understanding.

A thing can be seen as a helicopter or an airplane based on one's default assumption. People see things based on what they believe of what it is, hence, things are being viewed or seen within one's familiarity. With the limitation of knowledge, a statement is made which can be assumed to be true and it can be identified as unknown rather than false (Jiansong, 2016). For instance, a bird can be seen or defined as an animal that has feathers and it can fly. However, a penguin is in the category of bird but it can't fly and a bee can fly but it is categorized as an insect. Here, within a reader's familiarity, a bird can be perceived as a penguin or a bee, depending on one's assumption.

Table 4.6: Default Assumptions

Label	Sample	Text
S7P7		WHEN I REMEMBER THAT TOMORROW IS MONDAY
S39P39		WRITE A SAD STORY IN 3 WORDS TODAY IS MONDAY

S41P41		<p>DON'T SAY ITS MONDAY DON'T FRICKIN SAY ITS MONDAY!!!</p>
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'I' in S7P7is suggests that whenever 'I' as the meme user or creator who remembers that it is Monday, as such there would be some prediction of emotions or reactions towards the word *Monday*. A negative assumption of the sentence can be made when it comes to the word *MONDAY*. In a normal circumstance, employees would not be happy as Monday approaches because they will have to start their weekday routine in their respective work fields. Moreover, workers may feel anxiety as Monday is the first day of work and it is also the farthest day before the weekend starts, the days that the staff can rest. Hence, workers tend to act badly on the first day of the workweek (Pindek, & al.et, 2020). As such, 71.9 % of the respondents chose S7P7 as the default assumptions sentence function. A conclusion can be made based on assumptions as the meme users can relate the situation to themselves.

S39P39 is written in a way of requesting someone to write a sad story, *WRITE A SAD STORY IN 3 WORDS*. The reply to the request is written immediately, *TODAY IS MONDAY*. Hence, the reply to the request can be read instantly. The reply is revealed that *Monday* is part of the sad story. When reading the request and the reply, it shows the assumption was made based on the word *sad* and the reply was given in the phrase *TODAY IS MONDAY*. This may explain why workers have to work for 5 days, which starts on Monday. Therefore, when employees return to work on Monday, their emotions might not be stable (Ruscher, 2017). Internet meme users who read or express themselves using S39P39 are assumed to feel gloomy too as they need to face Monday.

71.9% of the respondents have chosen S39P39 as the default assumptions. Workers who are sad may use S39P39 to tell their side of the sad story – Monday.

S41P41 displays dissatisfaction towards Monday as the sentence is written - *DON'T SAY ITS MONDAY, DON'T FRICKIN SAY ITS MONDAY!!!*. S41P41 repeats a statement, stating to the memes' readers or memes' users not to tell it is Monday. The author of S41P41 sounds surprised and repeatedly 'tells' the readers to not to say it's Monday. This shows that the author wants to connect with the readers. The usage of the word *FREAKING (frickin)* does associate with anger and emphasizes what was said in a rude manner (Pérez-García & Sánchez, 2019). Hence the usage of the word *frickin* does give the assumption that the author is angry or stressed. The sentence in S41P41 indicates the feeling of stress to continue working after the weekend, hence the word Monday is denied. With that, 68.8% of the respondents chose S41P41 as the default assumption sentence function. Employees who have tasks to complete on Monday might use S41P41 to deny the deadline.




4.1.6 Background Expectation

A situation can be interpreted based on one's background expectations. The sentences can be comprehended for both positive and negative contexts.

It is sensitive to how an objective situation is interpreted in terms of the background expectations. A discourse constitutes is essential background for an expression. The description in the discourse allows units to be referred to as schematically. Positive or negative feelings are stimulated by the judgements of a situation being compatible with any specific beliefs (Montgomery et. al., 2020). For example, 'He doesn't have any money' shows a negative context. 'He has any money, can be comprehended as both positive and negative context depending on readers'

expectations for the context provided which the expectation can be triggered via prior knowledge.

Table 4.7: Background Expectation

Label	Sample	Text
S24P24		<p>AH SHIT. TOMORROW'S MONDAY!!</p>
S33P33		<p>3 OF THE WORST WORDS TO HEAR... TOMORROW IS MONDAY</p>
S49P49		<p>GOOD MORNING!! IT'S MONDAY GRRRRR!</p>

Having prior knowledge, negative or positive assumptions will be formed when the related topic rises is known as the background expectation sentence function. The relation of including the word '*AH SHIT*' in S24P24 and continuing the line with *TOMORROW'S MONDAY* shows the beginning of the sentence is expressed negatively. Further 75% of the respondents chose background expectations for S24P24. Short words of *AH SHIT*, it is believed to have an expectation to express a negative tone.

'Shit' can be expressed as a failure or a negative expression as it consists of attitude and feelings (Cruz, 2017). Meme users will feel Monday is a negative day to start with their daily routine as they may have prior knowledge regarding the word *AH SHIT*. S24P24 can be a joke pretending that the employees forget that they have to start their work routine on Monday, which can be the next day. S24P24 expresses an undesirable feeling and it makes the readers assume that Monday happens to trigger a negative situation.

71.9% of the respondents chose background expectations for S33P33. S33P33 gives the fact that Monday is the worst day and it is happening tomorrow. When the sentence is written in such a way, it leads the meme users to have a bad assumption about Monday. The feeling of the worst may lead to a panic attack or depression (Zappavigna & Martin, 2018). Monday has a higher risk for brain cell abnormalities as sleeping duration on Sunday night would be shorter because working condition on Monday is a stressor (Elfering, Gerhardt, Pereira, Schenker, & Kottwitz, 2020). Workers may be able to sleep peacefully as their minds might be actively thinking of Monday Blues. S33P33 expresses that Monday is the worst day due to the stressed feeling faced by the workers, which can be the same feeling that the meme creator is experiencing. Although it may not fully be true that Monday is the worst word to hear, workers may take this as a joke and circulate S33P33 among their colleagues.

S49P49 displayed a form of a dialogue between 2 people. Some people will focus on what to complete on a particular day rather than complaining about the day. Morning can be a good time to focus on something else other than chaos (Francis, 2020). Whereas, others might feel stressed to face Monday. People might experience Monday as a negative influence (Pindek, & at.el, 2020). Having these assumptions as background information, the meme creator of S49P49 tries to give shocking news within the dialogue stating that it is Monday. Grrr is included in S49P49 showing that the meme creator or meme user who acts as the speaker is angry. 'Grr' is frequently

associated with anger feeling nevertheless it has no specific meaning in semantics (Davies, 2019). As such, 65.6 % of the respondents chose background expectations for S49P49. Employees who are not happy on Monday morning might share S49P49 with those who greet them in the morning.

4.1.7 Prominence

Prominence is in a state of implication. A sentence can be expressed in numerous ways but the focused features will stand out among other information.

Prominence is in a state of significance. In language terms, prominence is used in the sense that a prominent unit stands out in a context (Klaus, 2019). A sentence can be written in many ways with tons of information but only some features will be prominent. In other words, the target details will stand out among other words, phrases or info given within the same context. It will be notable for communication purposes.

For example:

A lady can be successful and independent. She, who strives for the best will be on top of the world. At last, she won the best actress award in the 1980s. Such an inspiration to others!

The prominent feature in given example above is that the lady has won an award, which stands out among the given information. The additional information was given to add extra details to support or to explain the focused information.

Table 4.8: Prominence

Label	Sample	Text
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S20P20		IF YOU EVER SEE ME SMILING ON A MONDAY, YOU'LL KNOW THAT AN ALIEN HAS KILLED ME AND IT'S WEARING MY SKIN AS DISGUISE.
S30P30		HAPPY FRIDAY!! WAIT, SORRY, IT'S MONDAY

Focused details in a sentence will stand out though more information is inserted in the same sentence is known as the prominence sentence function. S20P20 is telling a fictional story of how an alien would kill a person and use the author's skin as a disguise. The writer claims that if he does smile on Monday, then he is not a real person. This shows that the writer is imagining and relating himself to the science fiction concept -of Alien. Alien has a connection with science fiction (Boehme, 2018). This sentence shows that the writer's feeling towards Monday that he won't even be smiling on Monday. The *story* is told in S20P20 just to project the focused information which the author hates Monday. Employees may use S20P20 as a joke to entertain each other on Monday. As such, 68.8% of the respondents chose S20P20 as a prominence sentence function. Instead of implying the character of an alien, the usage of the word *ALIEN* shows a worker should be treated as an object rather than a human on Mondays. Alien implies a character of a non-human that is worthless to be treated as a human, it should be treated as an object (Thomas, 2020). Employees who are science fiction fans may use S20P20 on their social media platforms.

When the sentence in S30P30 is being read, '*HAPPY FRIDAY!!*' it sounds like the sentence in S30P30 is greeting the readers with a happy tone as Friday is the last day of the week before the weekend starts. The author of S30P30 gives a happy mood and positive vibes. When the writer or the reader is just about to have a happy day, the writer of S30P30 continues the line '*WAIT, SORRY, IT'S MONDAY*', expressing the fact that it is Monday. The word sorry might be voluntary or involuntary which may interpret the situation as a genuine mistake. The action of apologies is engaging in expressing regret (Scarantin, 2018). The sentence in S30P30 is written to show the hatred towards Monday but the author has the intention of cheering up the readers. He wrote the first part of the sentence with something that the readers would love to read. The writer gave the reader hope that it is *Friday* but the sentence ends with apologies stating it is *Monday*. This can be the reason for 62.5% of the respondents chose S30P30 as the prominence sentence function. S30P30 might be used by a worker in order to mock others who would want Monday or the working week to end faster. S30P30 is written in a setting where meme users can imagine a storyline engaging with the guilt feeling but the point is to show the readers that the writer is trying to crack a joke about Monday.

4.1.8 Presupposed

Sentences are created to express concepts. Grammar elements and words are used to create such sentences. As such, readers may interpret the meaning according to their level of understanding.

Grammar and the choices of words in texts are used are to signify ideas which will project content. The more ideas are made to convey the meaning, the more grammatical elements and words are inserted and linked to create sentences. Sentences are created to express ideas which may express positive or negative intentions based on


the background information. Positive or negative feelings are stimulated by the judgements of a situation being agreeable with any specific beliefs (Montgomery & Gärling, 2020). As such, readers may interpret the sentences according to their level of comprehension. For example:

*'He has published **few** articles in refereed journals.'*

*'He has published **a few** articles in refereed journals.'*

'Few' specifies that the number of articles is less than expected which brings in the negative impression while 'a few' specifies a small departure and projects a small percentage of positive impressions (Langacker, 2010). The use of the words *few* and *a few* can be seen in the given example. Both bringing positive and negative impressions based on the judgment of the choices of words which interrelated with the grammar.

Table 4.9: Presupposed

Label	Sample	Text
S12P12		NOT MONDAY AGAIN

Background information that is provided through the idea expressed in a sentence may result in a variety of assumptions is known as presupposed sentence function. A short sentence with few details is displayed in S12P12 suggesting a negative assumption. Negative assumptions can be made based on little information (Meindl & et.al, 2016). The word *again* demonstrates an idea that the writer of S12P12 goes


through Monday every week and he or she is frustrated about it, which leads the readers to judge the written sentence in a negative scenario. Having related background information and viewing a situation from one's standpoint, it does influence one's judgements (Langacker, 2010). The sentence in S12P12 gives an idea in which both the reader and the writer share the same view; they hate Monday. As such, 65.6% of the respondents chose S12P12 as presupposed sentence function. Job holders who read the S12P12 sentence will have the same idea as the writer that they are annoyed as Monday is showing up every week.

4.1.9 Metonymy

A word can be replaced with anything which is closely related to or part of it. A metonymy does not necessarily replace the whole word but it may also use for the parts of the words.

A word that substitutes for something which is closely associated. The characteristic of perceptive is important in certain kinds of objects and domains. This includes the noticeable of a whole relative to its parts. The physical objects may oppose concepts, psychological visuals and related object knowledge. The irregular linguistic display is directed towards metonymy and metaphor. In metonymy words, the foundation is the concept that has connections with the uttered word. The target word parallels the sources of words. The focused meaning is accessed and the background is the remainder of the utterance (Janda, 2011). For example, a whole turkey refers metonymically to the turkey's edible flesh, bones, feathers, and other various parts. Yet, not all the parts are to be consumed.

Table 4.10: Metonymy

Label	Sample	Text
S32P32		<p>TODAY IS MONDAY AGAIN? I DON'T THINK I CAN DO THIS EVERY WEEK!</p>

A thing that can be perceived metaphorically or as an abstract idea is known as a metonymy sentence function. The sentence in S32P32 is giving the impression that the meme creator is shocked as today is Monday. The sentence is written in a way whereby the meme creator is trying to communicate to the readers. The sentence in S32P32 is referring to the work routine which starts every Monday. People feel stressed and pressured because of overwhelming tasks at the beginning of a week (Erazoa & Ladwig, 2004). Thus, the words 'do this' in S32P32 is referring to the work routine, stress level and any task related to work, that the meme creator or meme users can't face. Meme users who have been overwhelmed Monday might use S32P32 to express the same feelings. As such, 71.9% of the respondents chose S32P32 as a metonym sentence function. Colleagues who have endless tasks routine might use S32P32 to express themselves.

4.2 Text-image relation in Monday Blue Memes

Meaning can be delivered via text and image (French, 2017). Therefore, the combination of text and image will add more meanings that can be described, interpreted, categorized and evaluated (Bateman, 2014). Thus, to further analyze the relation between sentences and images in memes, responses from working adults were collected using a questionnaire based on Bateman's (2014) framework.

An image is an object that represents visual perception. An image resembles a particular object that can contribute additional meaning to the content (Adesina, 2020). Meanwhile, sentences can describe the characteristics of images. It provides both a flexible and solid way of understanding the relevance of the usage of a particular visual (He & Peng, 2017). In this section, the text-image relation in memes is being analysed. Data collection was done via a survey that was conducted among working adults.

Bateman (2004) states the field of text and image relationships as a particular case of multimodality. The combination of two modes of communication (text and image), it does more than add meanings. With the virtue of their co-presence, text and image meanings can be multiplied in different ways that can be described, categorised, and evaluated (Bateman, 2014). The combination of text and image expresses a meaning that is produced by putting the modes together (Siefkes, 2015). While associating image and text, a caption might be contracted to the image. As such, the caption nor the image can *transcript* for one another, however, when both images and texts are combined it may create complex meanings rather than literal meanings.




Table 4.11: Analysis of text-image relation

Text-image Relation	Frequency
Elaboration	22
Extension	13
Enhancement	15
Total	50

4.2.1. Elaboration

Elaboration does not involve new information from the text to add on to the image. Information from the text is reaffirmed in the image. Text that does not add new information to the image is known as elaboration. Information in the text is restated or reaffirm in the image. As the information is reaffirmed in the image, it makes people easy to notice the information (Martinec & Salway 2005). Images that comprehend information from a text can develop perceptions for the users (Liu & Fuhrmann, 2020).

Table 4.12: Elaboration

Label	Sample	Text
S15P15		<p>THAT REACTION WHEN YOU HAVE TO REPORT TO WORK EARLY MONDAY MORNING!</p>
S21P21		<p>IF YOU LISTEN CLOSELY YOU CAN HEAR MONDAY SHARPENING ITS CLAWS</p>
S23P23		<p>MONDAY AGAIN!</p>

S35P35		WHY.... IS IT MONDAY AGAIN?
S50P50		YOU WISH PEOPLE HAPPY MONDAY? I TOO LIKE TO LIVE DANGEROUSLY

62.5% of the participants chose that the text in S15P15 describes the image. The angry expression from the guy reaffirms the elaboration of the image. The fury facial expression as shown in S15P15 may be triggered by stress. An anger reaction can be provoked by bad decisions, negative events and stressful life (Kim, Lee, Jeon, Seok, & Kim, 2019). The character from S15P15 is taken from a movie titled Rowdy Rathore, he is known as a police officer (Rankawat, 2018). Respondents who watched the movie know the content of the movie which is about a strict police officer. In S15P15, the strict police officer's anger reaction portrays the hatred towards Monday as the sentence in S15P15 is read. In another hand, respondents who didn't watch the movie may relate to the content in S15P15 based on the fury facial reaction only. The angry face reaction is used by the meme composer to express anger as well as hatred towards Monday because employees need to report themselves to their work places on Monday morning. As such, the anger expression in the S15P15 image reaffirms the meaning.

65.6% of the participants chose the text in S21P21 that describes the image. S21P21 shows an image of a man and a woman gossiping. The act of gossiping is not restricted to women only, men tend to gossip too (Ahmed, 2010). Further, people tend

to gossip with negative information to lower the risk of confrontation (Lee, Kralik, & Jeong, 2018). S21P21 displays Monday as an ‘evil monster’ that is preparing to attack. The terms, evil, monster and horror carry the same meaning as such the presence of *evil things* may induce stress and fear in any individual (Oyewunmi, Akinnusi, & Oyewunmi, 2018). In this scenario, the gossip action reveals that workers are gossiping about Monday because they are scared and not ready to face Monday. Thus, S21P21 reaffirms the meaning of the image directly.

78.1% of the participants chose S23P23 as the text that describes the image. The image in S23P23 portrays sadness. Images are essential as it carries meanings and it can convey the message. Moreover, images influence society’s judgements, leaving the readers to have a real-life impression (Elmiana, 2019). Sad emojis are being used to drive more strongly by sadness (Zerback, Thomas, & Wirz, 2021). As such, the text in S23P23 illustrates a direct meaning by conveying a *sad-toned* image. The text in S23P23 reaffirms the image directly.

68.8% of the respondents chose S35P35 as elaboration. S35P35 shows the word *why* with a dog that is expressing a sad emotion. The background image is used as an expression to question the reason Monday comes again. In S35P35, the character of the dog is used to directly influence memes users’ feelings. Dog’s interaction via facial expression modifies people’s sensitivity which may prompt any reaction (Hallez, Baltenneck, & Galiano, 2021) In addition, dogs have remarkable communicative skills and they can communicate via expressions such as happiness, anger, *sadness* and fear (Amici, Waterman, Kellermann, Karimullah, & Bräuer, 2019). In S35P35, it can be seen that character- the dog is showing a sad facial expression. The text in S35P35 can be read in a *sad* tone as the sad emotion is portrayed in the dog’s facial expression, which elaborates the text in S35P35.





68.8% of the respondents chose S50P50 as an elaboration. The background image in S50P50 is a famous scene taken from the movie Austin Powers: International Man of Mystery. The famous line “I also like to live dangerously,” was taken from here. It opens the idea that the respondents who are happy on Monday are assumed to live their life dangerously. Additionally, the scene portrayed in S50P50 is an action-comedy movie in which the main character – Austin Powers has to battle with his opponent. In the context of S50P50, the opponent is *Monday*. It provides the imagination that the main character is battling Monday as his opponent. Hence, the text does reaffirm the background image in S50P50.

4.2.2 Extension

An extension is when new information from the text is added to the image. The information can be a direct meaning or in a figurative form of language such as representation. Extension happens when new information is added to the image. The additional information can be related directly to the image or can be in the form of a metaphor (Martinec & Salway, 2005). New information in the text will be helpful to expand the understanding of an image model (Carvalho, et al., 2018).

Table 4.13: Extension

Label	Sample	Text
S2P2		ME ON MONDAY AFTER A BIG SUNDAY PARTY

S10P10		WEEKEND PLEASE DON'T LEAVE
S31P31		MONDAY ME
S33P33		3 OF THE WORST WORDS TO HEAR.. TOMORROW IS MONDAY
S47P47		“ YEAH, I’M ABOUT READY FOR A WEEKEND.” -ME, MONDAY, 9:14AM

59.4% of the participants chose that the text in S2P2 adds new information to the image as the image in S2P2 portrays a specific type of character. The character in S2P2 enhances precise behaviour which may be referred to the meme readers. The image in S2P2 is the character of Gollum. It is a character created in the movie The Lord of the Rings. Gollum is an antisocial creature and very aggressive (Bashir, et al., 2004). The text adds the meaning that working people may act like Gollum on their Monday after a party on Sunday. Hence, Gollum is a reference to working people who have can be

moody on Monday. The word *ME* in S2P2 adds the specific meaning as it is referred *ME*– working adults as the Gollum. The text in S2P2 adds the meaning to the image.

59.4% of respondents chose an extension for S10P10. The text is being read as if the panda is begging the *weekend* not to go. Here, the panda in S10P10 represents the respondents. Pandas live a low-stress life and they like to sleep (Song, 2021). This adds the meaning that the respondents would want the weekend to be extended so that they can sleep and experience no stress. Workers may want to rest over the weekends, simultaneously, they may also want to be productive on the weekends which triggers the workers to hope for a long weekend. Furthermore, the watch in S10P10 may represent the duration or timing on the weekend which can be utilized by the employees. Workers who are committed to enhancing their well-being on weekends may give satisfaction (Ryan, Bernstein, & Brown, 2010). As such, the text in S10P10 does extend meanings to the image by adding more senses to the image.

53.1% of the participants chose the extension element for S31P31. The words in S31P31 represent 2 different babies which show 2 reactions in an image. The written words add the metaphor meaning to the image. The first baby labelled as *MONDAY* looks happy and the second baby labelled as 'Me' represents the meme creator's or readers' crying reaction. In S31P31, *MONDAY* may represent the workload or routine that the workers have to do on the first day of their week. Moreover, the laughing action on Monday shows that Monday is *bad*. A villain character will laugh to show the intention to do harm (Christiansen, 2018) Further, the crying action in S31P31 shows that a child cries due to the feeling of being overwhelmed or frightened (Sunderland & Hancock, 2017). The image shows that the meme creator may be frightened of Monday as such he expresses an overwhelming feeling. The words in S31P31 do add meaning to the image, as such the text does extend the image.




S33P33 was chosen as an extension by 56.3% of the respondents. The minion character in S33P33 is wearing a headband indicating it is dressed as a reindeer which relates to the Christmas season. Reindeers work mostly on Christmas (García-Rosell & Hancock, 2020). Christmas is a festive season whereby people enjoy and feel happy (Linares & Zhi-Ying, 2020). The expression on the minion's face shows that enjoyment is over as Monday approaches the text shows that Monday is one of the worst words. The text adds the meaning that even in festival seasons when Monday comes, employees will be moody. Workers tend to experience a negative atmosphere on Mondays (Yao, Dresner, & Zhu, 2019), which makes Mondays the worst words to be heard. Minion is known as a happy character who is always motivated (Cahyani, Santika & Ariyaningsih, 2022). It can be noticed that happy creatures such as minions are portrayed as moody on Mondays, showing a lack of motivation to work on Mondays, especially during festival seasons. As such, the 3 words shown in S33P33 extend the meaning to the image.



68.8% of the participants chose an extension for S47P47. The sentence in S47P47 is giving the idea that the meme creator or meme user is ready for the weekend, it is written in a way as if the weekend is nearby. Details were added which shows it was written on Monday morning. Monday to Friday are the days for weekdays while Saturday and Sunday are weekends (Astroza, Bhat, Bhat, Pendyala, & Garikapati, 2018). The image used in S47P47 shows that me as the person is hugging a tree, longing for the weekend to come. Hugging a tree can be self-healing (Lee, Son, Kim, & KunLee, 2019). This adds the meaning that workers have to convince themselves to work through the weekdays while waiting for the weekend. Therefore, the text in S47P47 does extend the meaning to the image.

4.2.3 Enhancement

Enhancement occurs when specific information is added to the image. It may convey the key meaning of the image. Enhancement happens when a text adds the sequential, spatial, or connecting information to the image. Readers will take a longer time to connect and process the information (Martinec & Salway, 2005). Enhancement in text-image relation will capture the key object and convey the meaning or concept of an image model (Li, et al., 2019).

Table 4.14: Enhancement

Label	Sample	Text
S3P3		ITS'S MONDAY ALREADY?
S17P17		MONDAY TRUE STORY
S18P18		EVERY MONDAY

S36P36		WHEN YOUR ALARM WAKES YOU UP ON MONDAY
S48P48		SOMETIME, SOMEWHERE, WHEN YOU LEAST EXPECT IT..... MONDAY STRIKES!

71.9% of participants chose that the text in S3P3 adds specific meaning to the image. Cats sleep more than 15 hours a day (Jones, 2020). As such, cats are also known to be lazy. Respondents who love cats will know that cats are used as a representation to react on Mondays. Here, the text can be read in a lazy and annoyed tone based on the facial reaction projected by the cat. As such, the text added specific meaning in the manner in the message is delivered. This shows that staff who start their work routine on Monday may feel lazy and annoyed.

68.8% of respondents chose S17P17 as an enhancement as the characters in the meme bring in specific meanings. The dinosaur represents Monday and the toddler represents *me* as the meme user. Dinosaurs are huge, strong and scary (Sugianto & Prastika, 2021). S17P17 portrays Monday as a scary creature that scares the respondents. The phrase true story represents the respondents' feelings. A true story can represent people's feelings and their side of the story (Gallagher, Mealey, & Jacobson, 2018). S17P17 shows a dramatic situation, which can be related to the worker's Monday routine. People dislike Monday because their mood on Monday can be

negative compared to other days (Ruscher, 2017). Here, it can be seen that the words add specific meaning to the image – *Monday is scary*. Therefore, the words enhance the meaning of the image.

68.8% of the respondents chose enhancement for S18P18. The meme creator of S18P18 adds specific information to the image which can be related to the text. Based on features, it can be seen that the picture shows a female character who represents a staff. The picture gives the impression that she might have fallen down the stairs and the papers are all over the stairs which indicates that she might be overwhelmed with the paperwork. Having the words and the picture in S18P18, it can be deduced that she faces this situation every Monday. The image used in S18P18 speaks out about the situation faced by workers which portray the exact details that may cause stress to the employees. The words in S18P18 enhance the meaning of the image, conveying the message that employees can be overwhelmed at the starting of the week – Monday.

68.8% of the participants chose S36P36 as an enhancement. The almost crying expression in S36P36 can be noticed after reading the sentence ‘When your alarm wakes you up on Monday’. S36P36 uses a crying expression of a baby to communicate users’ expressions. Crying can be a crucial communication that has a negative emotional act (Muller, 2021). Here in S36P36, it gives the picture that respondents will be sad to wake up on Monday as they have to start their weekly routine which is working. It adds the meaning that it is hard for the workers to get up and work on the first day of the week – Monday.

53.1% of the respondents chose S48P48 as enhancement stating that the text gives specific meaning to the image. The pie in S48P48 represents Monday. Though Monday does not literally *strike*, it gives the impression that workers may have felt relaxed or lazy over the weekends, and when they least expect that weekend has ended, Monday arrives. In addition, Garfield is used in S48P48, projecting a character that meme users

can relate to. Garfield is known as a lazy character, which satisfied to live his luxurious life and enjoy endless food and television entertainment (Engel, 2019). Employees are also known to have a negative attitude towards work, such as laziness and irresponsibility (Glavaš, 2017). S48P48 is showing that if the workers are not ready to face Monday, they will be *dragged* by Monday's task or workload. The use of Garfield's character in S48P48 may relate to the worker's specific characteristic – laziness. Therefore, the meaning of S48P48 is enhanced.

4.4 Chapter Summary

There were 4 sentence functions that were not found in the selected Monday Blues memes. This study also shows that sentence functions are important to convey meaning via memes as it adds meaning to the image. The findings of the analysis specify that the granularity sentence function has the highest frequency, followed by anomalous and vantage point. Further, the text-image relation of elaboration has the highest frequency, followed by extension and enhancement in this study. Next, the following chapter will provide a summary of this study.

CHAPTER 5: CONCLUSION

5.0 Introduction

This chapter serves as a concluding chapter for this research on text-image relation and sentence functions in Monday Blues Memes. The findings from the analyses of the memes are summarised and presented in accordance with the main objectives of the study. This chapter answers the research questions. Further, this section contains two parts: the first part discusses the answers to research questions and the overall findings of the study; the second part discusses the limitations and recommendations for the future study of sentence functions in Monday Blues Memes

5.1 Research Summary

The research was carried out and this section has summarized the research based on the questions below.

1. What are the sentence functions used in Monday Blues memes?
2. How are the texts related to images in the Monday Blues memes?

This study discovers that society uses memes to express themselves. It is well known that memes are easily shared as they are available on the famous search engine – Google as well as on many different social media platforms. The sentences used in memes have shown 13 sentence function elements by Langacker (2010). Nine out of thirteen functions were identified in the data which was collected via the survey. All eleven functions were analysed accordingly and the elements are portrayed in memes. This study also finds that meme writers prefer to use the granularity sentence function more in comparison to other sentence functions. This is because the element of granularity is able to connect or to express the reader's feelings as the sentence associates with the image and delivers its meaning though the sentence can be lack of

details. Society does feel the need to be understood and their views are being expressed via memes. Furthermore, this study learns that there is a need to express views on an online communication platform where workers support each other to fight Monday Blues' influence. Hence, the use of memes does motivate the workers to carry out their duties on the first day of the workweek and to perform better on Mondays. The usage of sentence functions in text in memes does bring its own intended meaning to be expressed to the memes' readers or memes users.

The text-image relation, Elaboration, Extension and Enhancement were all found in the memes. Meme composer uses elaboration the most to restate the text in the image. This is probably due to the composer's preference to deliver meanings in memes directly to the memes' readers or meme users. It can be deduced that; the meme creators may feel contented to use an image that state the sentence directly rather than to use a complex image to add meaning to the memes. Justifiably, to avoid for the memes' background to play an important role to deliver the meaning which can be tough to be understood. Meme creators might choose to create memes with simplicity for that internet users to be able to comprehend the memes without any struggle. Nevertheless, the usage of the complex image material might be overlooked by some internet users as anyone can compose memes and upload them to the social media platform, because there are no rules and regulations to create memes. Thus, this allows meme composers to use any picture, or any sentence and relate it to any issue that internet users may use as a way of expressing their thoughts. Nevertheless, without proper methods, created memes would not be understood. Hence, the text-image relation in memes may have helped meme creators to get their meaning across to the readers.

The Monday Blues theme was chosen as it is a common feeling that workers will experience. Monday blues are frequently shared because *Monday* happens after one to two days of leave which people utilize to rest or to fulfil their desire. Job holders realize

that they can't anticipate any relaxation for the next five or six days. In addition, according to the psychologist, employees can be stressed on Mondays because they have to reach their weekly target in five to six working days (Arora, 2019).

Further, it is well known that memes are humorous even when the memes are created based on many themes, as such this study focuses on the theme of *Monday Blues*. It is also vital to link the memes' theme and the humour aspect of it, this is to get the intended message across to the target individual. Apart from the memes' themes and the humour aspect of it, memes are still spreadable and they can be interpreted based on one's knowledge. Hence, it makes the internet users to share memes very fast, in order to express themselves or share their feelings. Thus, on every occasion, whenever meme creators post any memes or internet memes users share the memes they like, it is no doubt that memes are easily shared with the whole wide world. As such, it is important for the creators of the meme to create memes that link the sentence with the images in a way that it can be understood easily or the target audience might be annoyed as they don't understand the meme's intended meaning.

To conclude, even though the sentence function – granularity was mostly found in the memes, which the sentence is lack of details. With that, the usage of text-image relation–elaboration was also mostly found in the memes. This shows that both sentence functions and text-image relations complement each other to deliver precise and accurate meaning to the meme readers as well as meme users.

5.2 Implication of Study

This study has provided an additional understanding of the context in which memes are written and composed. This paper has focused on the types of the sentence functions and the types of text-image relations in memes which are used as a communication tool in social media.

Memes are used to express feelings, ideas and views which can be both logical and illogical. Though it can be both logical and illogical, it is common for readers to be able to comprehend memes. The findings in this study shows that the relation between the texts and the images used in memes are important. The background image used in memes does help to entertain online users as well as to get the message across. Further, meme composers do utilize the sentence functions elements and text-image relations to create better and more meaningful memes for the online users to use the memes to express themselves.

The usage of different sentence functions in memes' texts does get the meaning across. The sense of the meanings varies depending on the text itself. Though the interpretations of the texts are all related to the Monday Blues theme, the core of the texts' meanings is different for each meme found in this study. Moreover, the images in memes do aid the memes readers and the memes users to interpret the memes in specific ways.

Even though the text- image relations are found in memes, according to some researchers, memes are not related to the background picture. However, this study shows that images in the memes do play roles as the images may reaffirm the meaning from the texts or the images in memes may add more meanings to the memes. As such, it is important to look into the text-image relation in memes because the meanings can vary depending on the meme composers' purposes when the memes are created. Meme composers may have created the memes with their own vision but that does not mean that the memes will have the same impact on the meme readers or meme users (Iyer & Mehrotra, 2016).

Once the memes are understood, they can be shared to express an opinion, to express feeling or more, in certain cases memes are edited to suit the sharing purpose. As such, memes can be viral on the internet via social media. In addition, memes are

often used or shared with motives and they can be edited as such there is no easy way to find the first meme posted (Konzack, 2015). Due to that, memes became part of communication tools in social media. With this, basically, social media became a platform whereby memes are being re-shared and edited based on the information held by the online users (Burkell & Wong, 2017).

5.3 Recommendation for Future Research

This study is only attempting to investigate sentence function analysis and text-image relation in Monday Blues Memes which is one of the ways to communicate. As the internet is evolving, new memes are being created every day. There are huge aspects of memes, such as the organization of text/sentence, the colour influence in memes and choices of the background image to be discovered. Future researchers could apply sentence functions in online communication platforms to expose the intended meaning. Further studies in both memes and online communication will benefit internet users as online interaction does play an important role in society.

There are colours, shapes, different backgrounds setting and objects that can be linked with the memes, however learning the models will provide more clarity as to what features are actually used and shared in the memes (Jin, 2014). Memes need to be explored more as there are an increase in user-generated content and memes on the social media platform. As such, memes are required to be studied to reconsider how online users consume, adapt, and circulate memes (Nielsen & Nititham, 2022).

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