

What
do you
meme?

**Mantras, Affirmations and
Performance: A Feminist
Reading of the
Repurposing of Old
Nollywood Through
Meme-fication**

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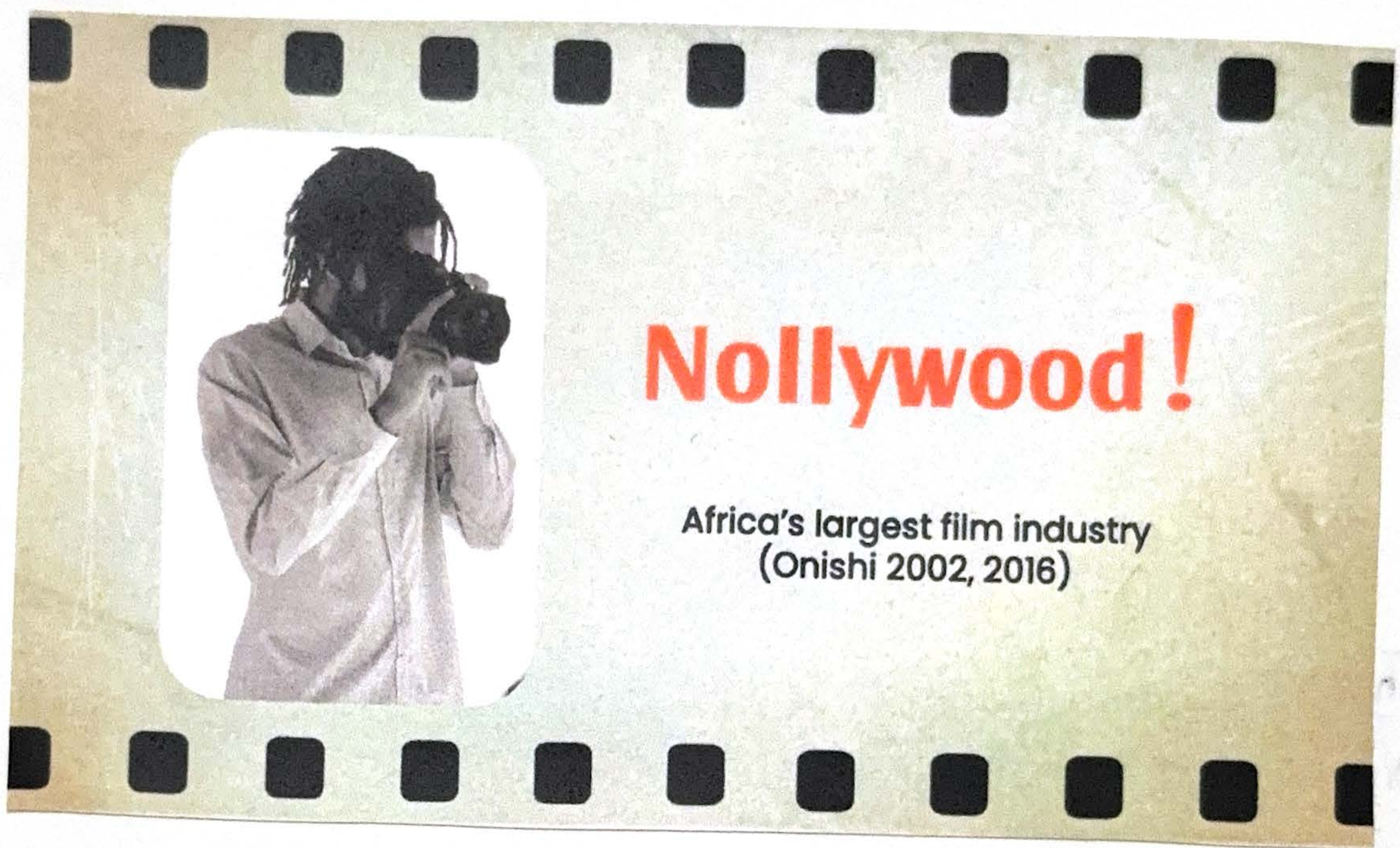
Telling the story of
Iconic "Bad Girls" in
Old Nollywood!





Our aim here is to analyze the repurposing of old nollywood movie scenes as memes. We are reading these memes as adaptations of nollywood films as texts that are an absorption and transformation of another.

It is the 3rd largest movie industry in the world!



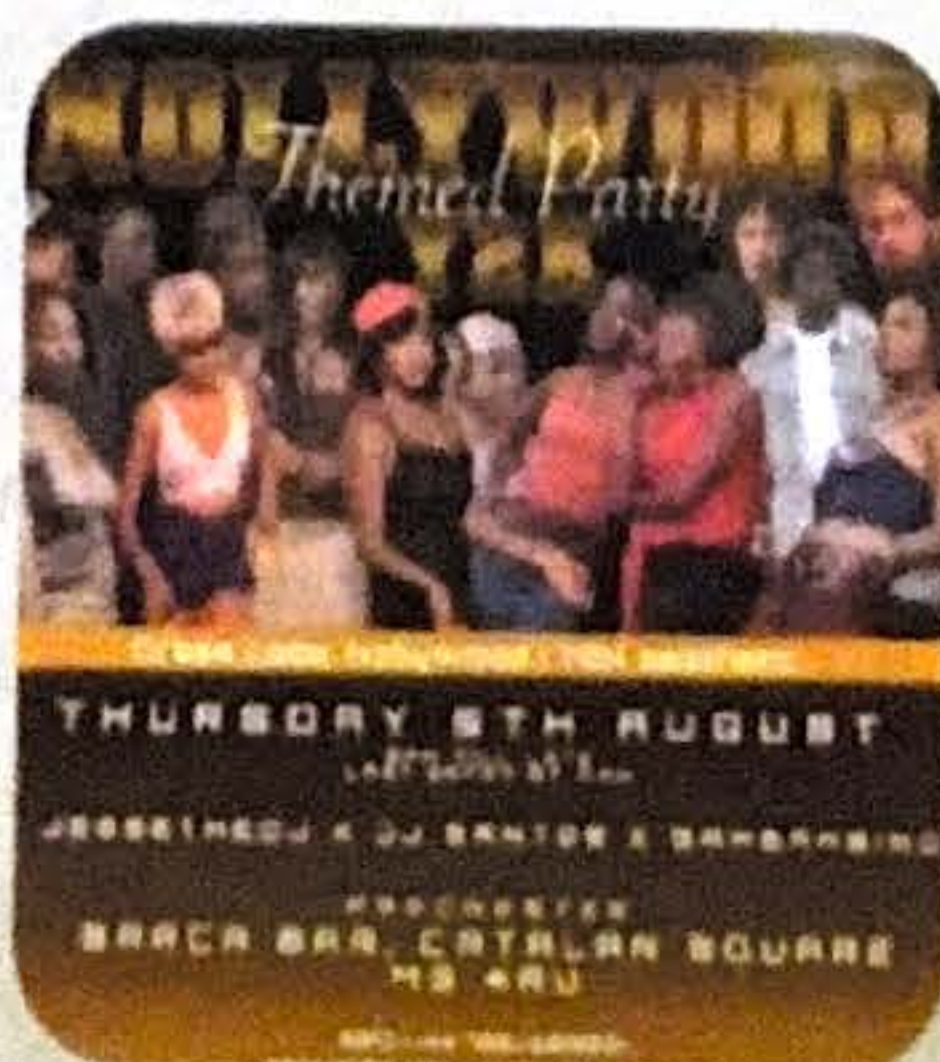
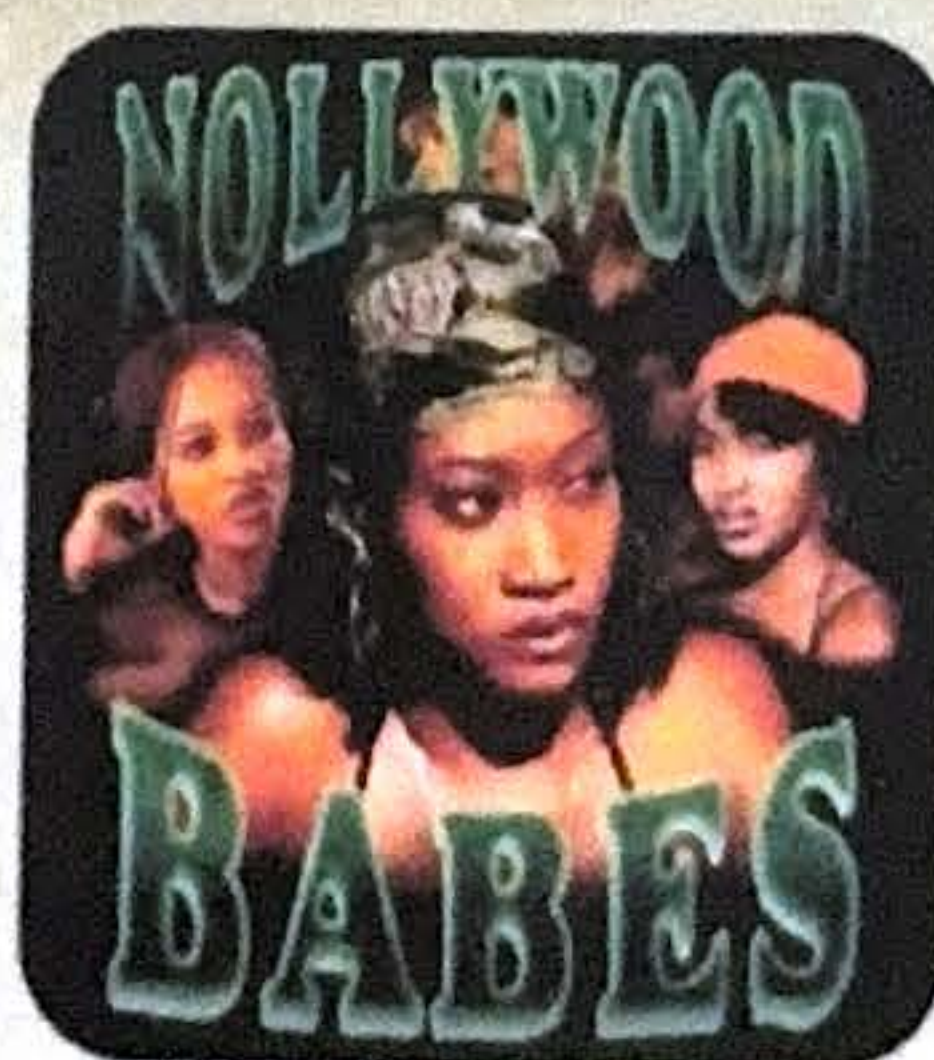
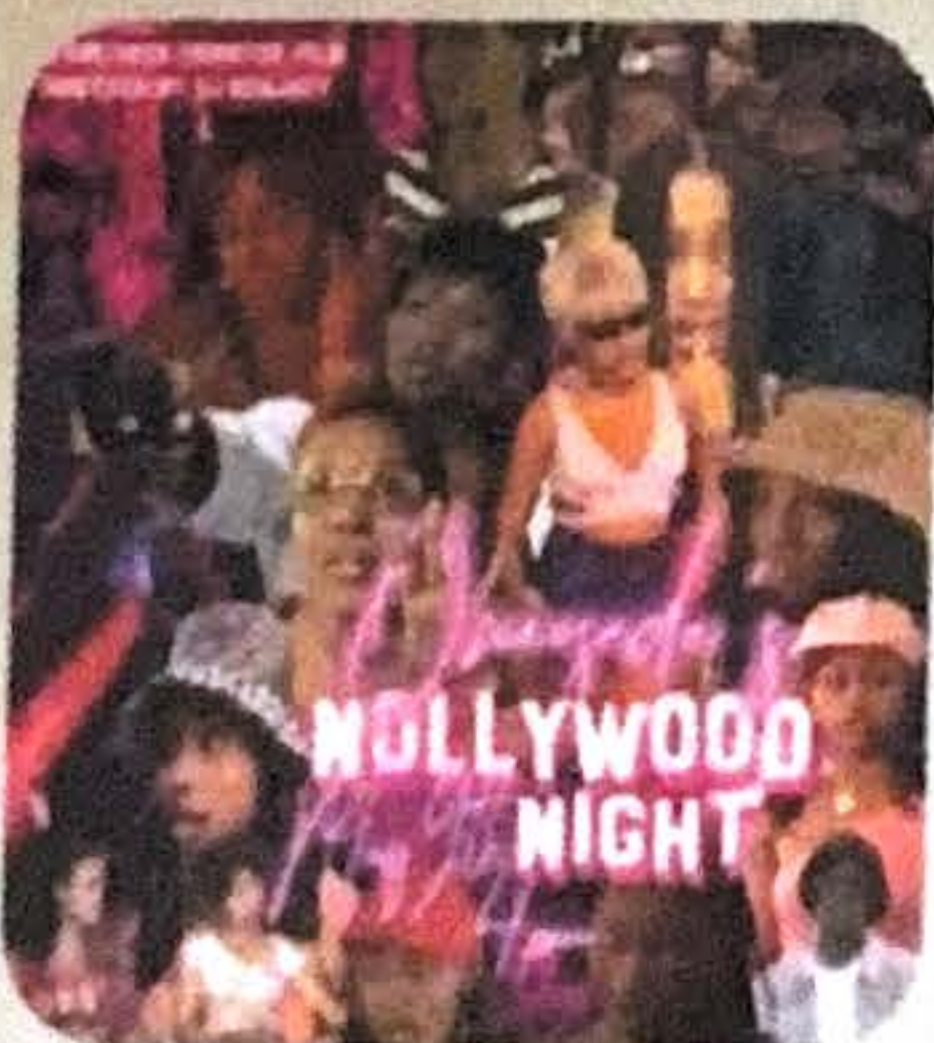
It therefore has a wealth of influence on its audience and serves as an avenue to project societal norms.

Some Cult classics (90s-20s)



- Some of the [↑] [↑] [↑] must-sees

Through memes, there is a reincarnation of old nollywood culture and fashion!!



The Evolution of Femininity in Nollywood and Memes

Old Nollywood

Bad Girls Archetype



Yung Nollywood

Icons worth emulating



Remediation — John Bolter

Yung Nollywood



Strategies of Memes (?)



Fashion and Style



Language and
Humour



Facial Expression

Let's

get

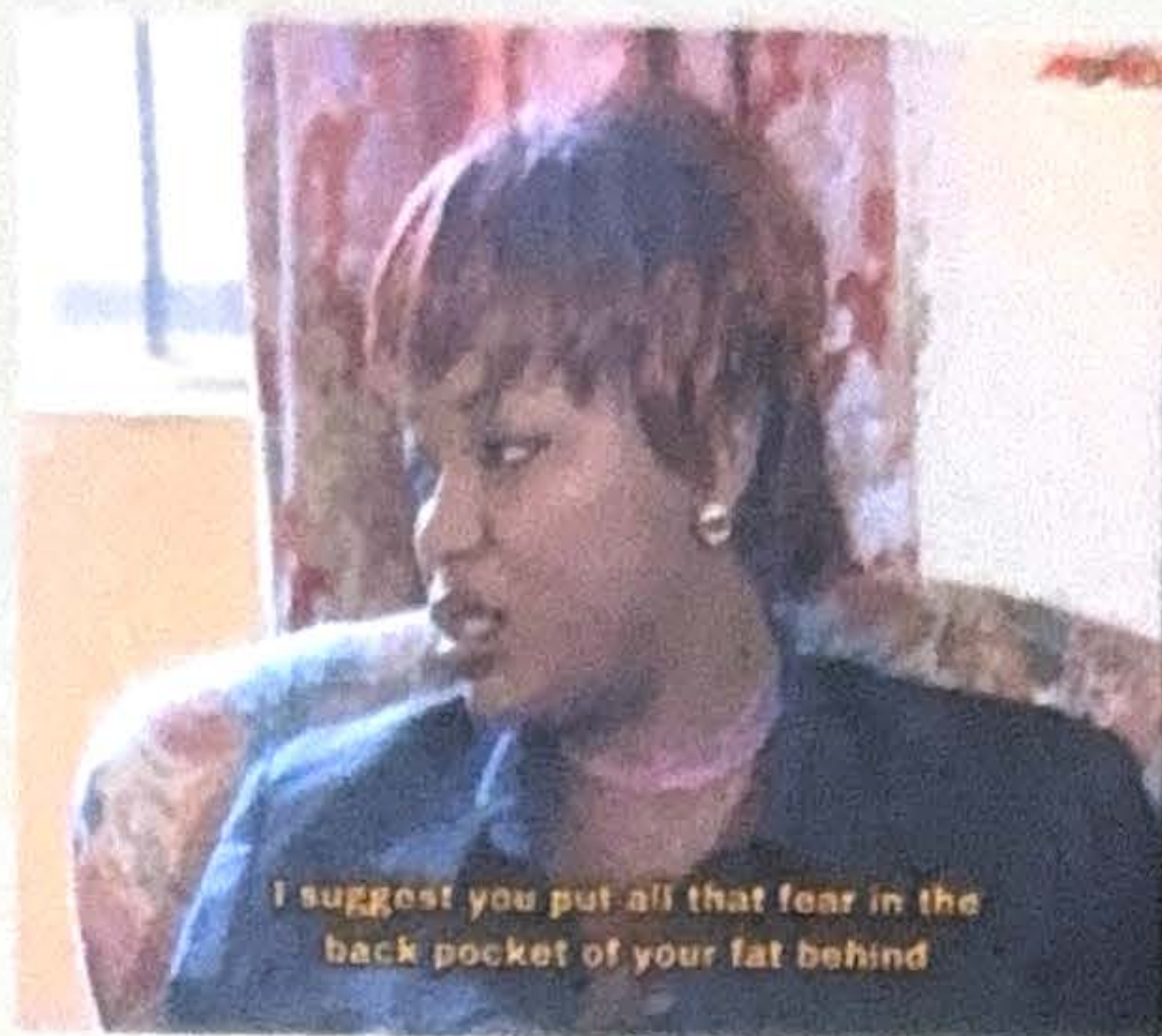
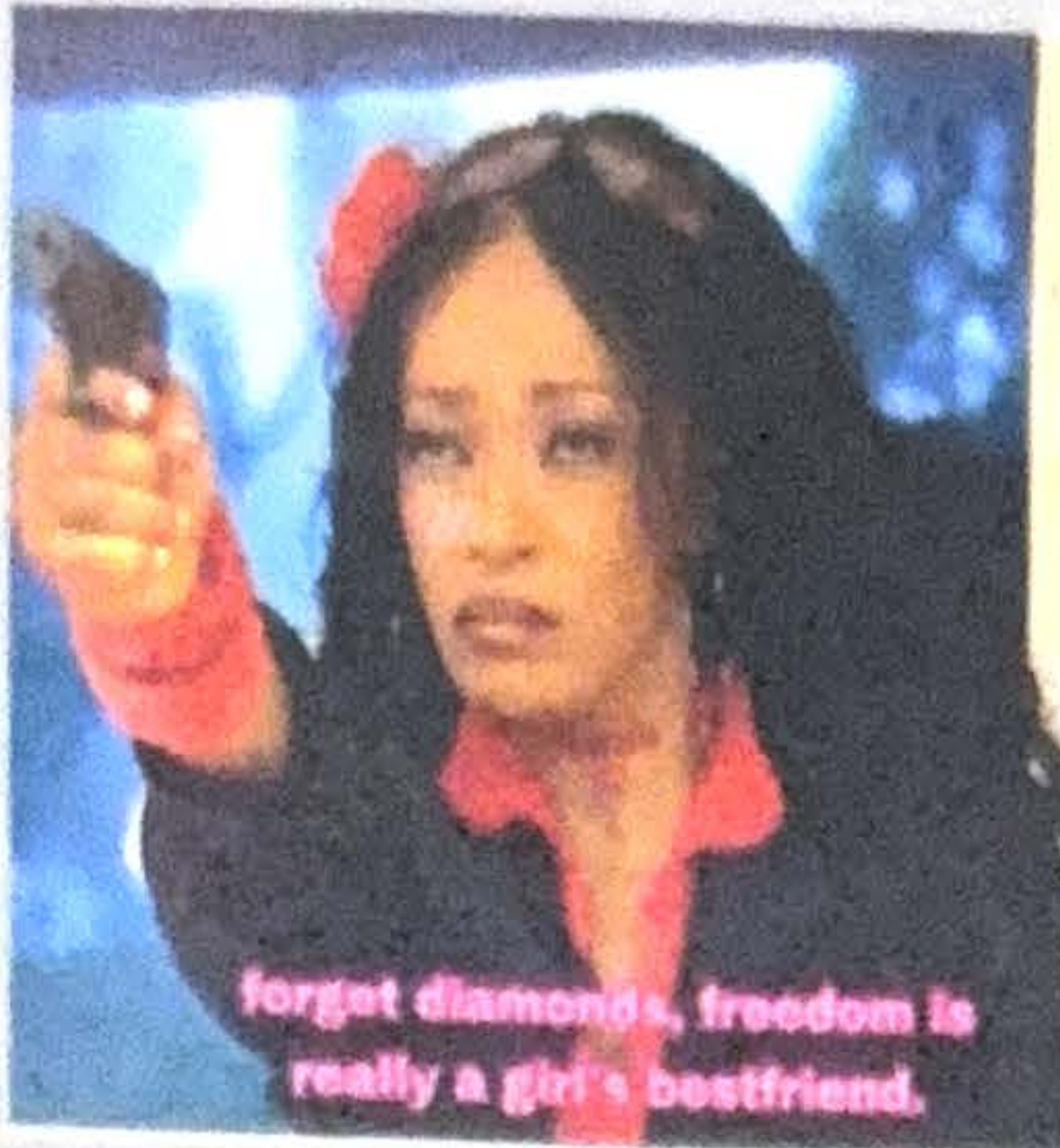


into it!

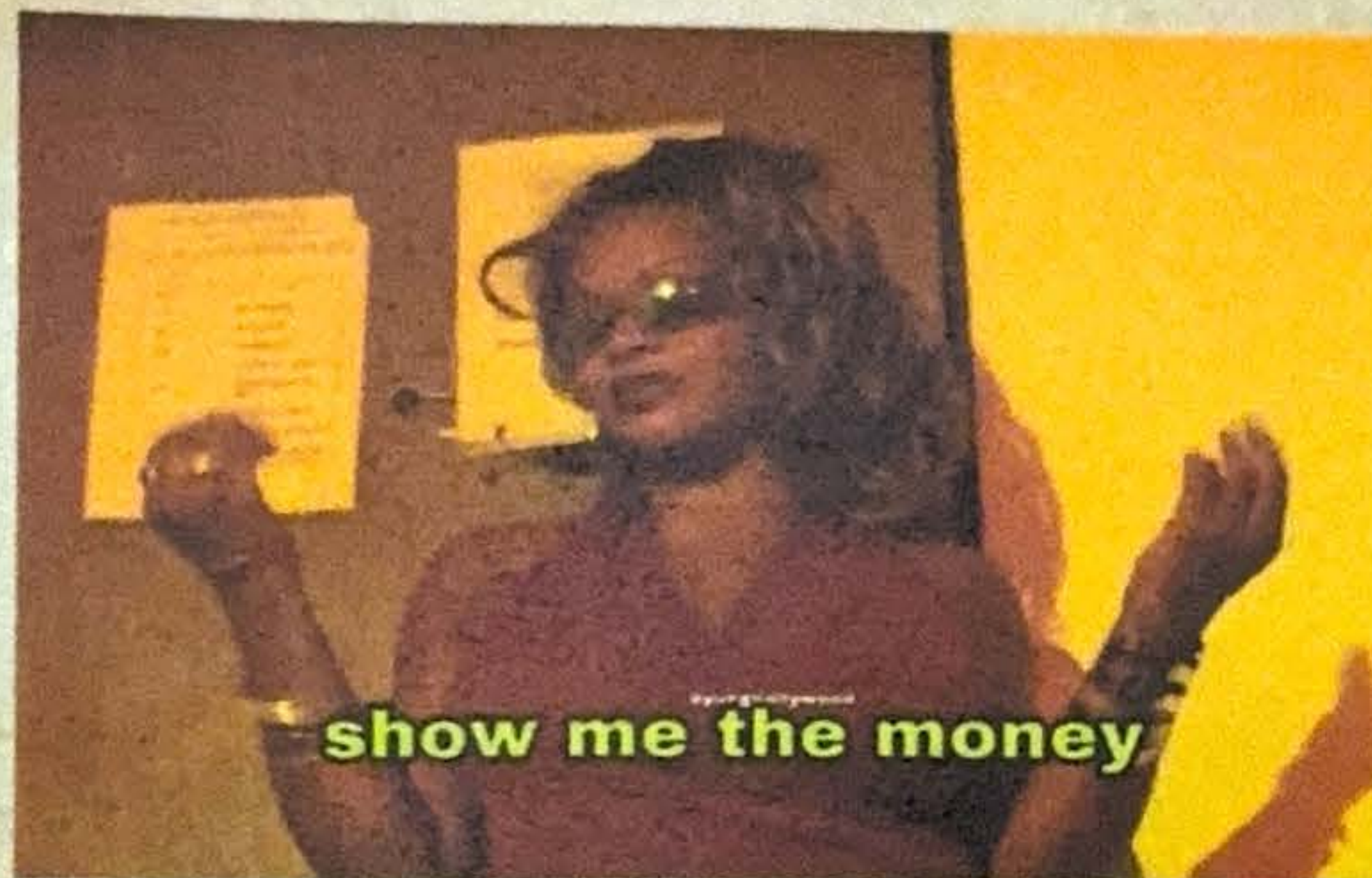


Reclaiming the "Bad Girls" as Feminist Icons

From Submission to Unafraid



Materialistic? Why Not?



Living The Soft Life



Can't Shame The Shameless



Irritated and Impatient





she will be repulsed and roll her eyes at
the patriarchy!!

Sexuality, Queer Semiotics and Subversion

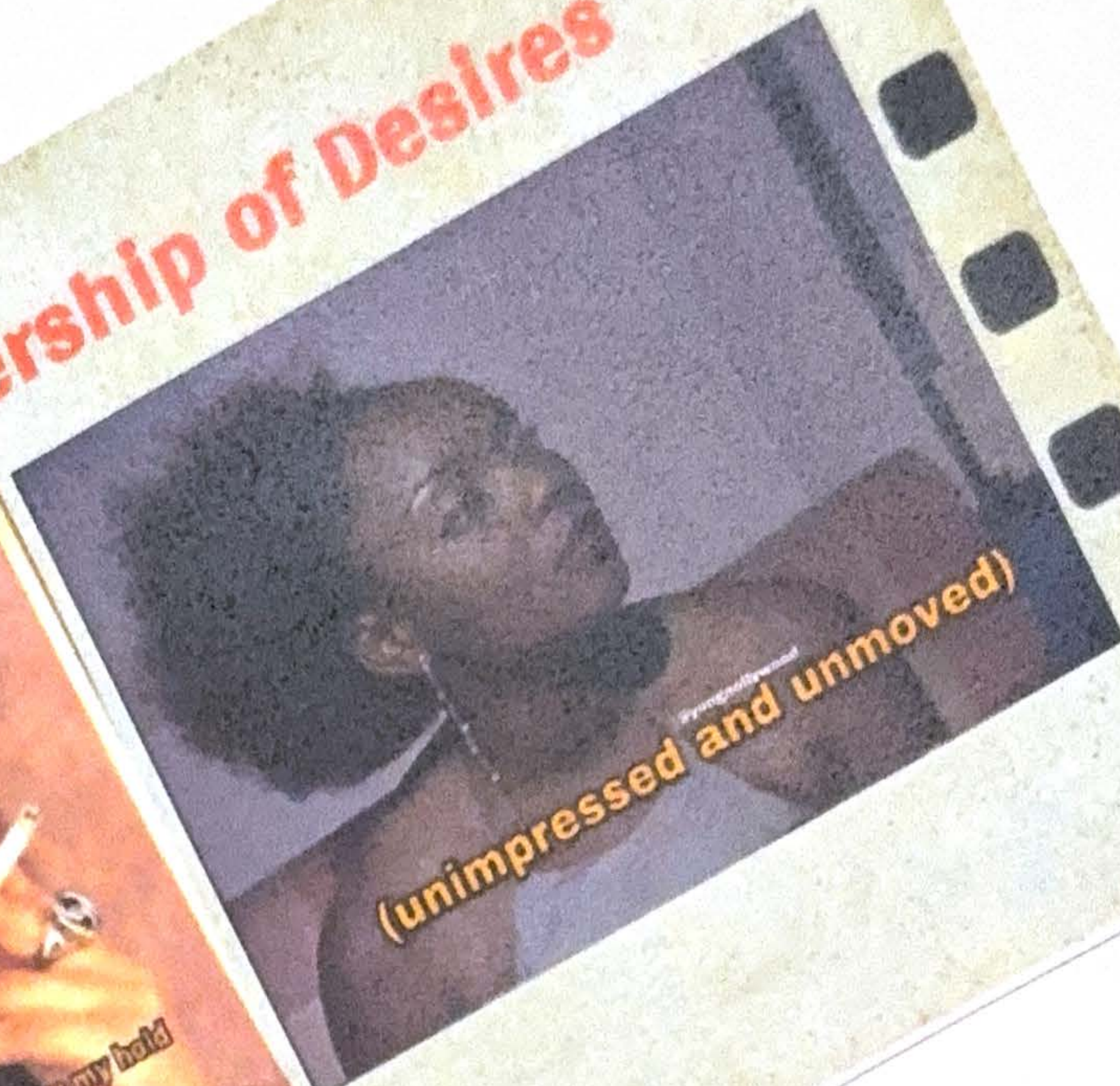


(homosexual defiance)

Unapologetic Ownership of Desires



a thousand of you cannot release him from my hold



(unimpressed and unmoved)

The patriarchy is turned on
its head!



They become these needy creatures
who are constantly pining for attention
and validation from the women but are
met with constant humiliation.
Their aim is to be chosen by these
icons!



The remediation of film scenes into memes operates as a powerful cultural symbols and signs, reclaiming narratives, subverting norms and uniting audiences through shared meaning

- They condense feminist ideals, collective identity and cultural commentary into single, visually striking images.

- Thanks -



cheers!!

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