

General review:

This manuscript addresses an interesting and specific area of meme research. I was not at all thrilled by it, but I guess it does provide some useful information in the specific context studied. Two major flaws prevent the manuscript to be published as it stands:

(a) The author insists in calling “multimodality” a theoretical framework, when it is just a quality of some discourses, just like some others are textual or visual.

(b) The English used in the manuscript is really poor (see “Formal comment” below).
In sum, the manuscript needs a lot of revising before it can be published.

Specific comments:

The author says that he/she uses Cyberpragmatics as theoretical framework, but in reality this is not the research to look at in the specific topic of the manuscript. Another publication of this author might be more suitable:

Multimodality in memes. A cyberpragmatic approach. In: *Analyzing Digital Discourse: New Insights and Future Directions*. Eds. Patricia Bou-Franch and Pilar Garcés-Conejos Blitvich. Cham (Switzerland): Palgrave Macmillan, 105-131.

<https://personal.ua.es/francisco.yus/site/multimodality.pdf>

p. 1

I wouldn't say that “memes assist readers' cognitive role”. Rather, they influence (or aid in) the reader's comprehension of the meme at hand. Similarly, readers do not engage in “completing the unmentioned meanings in the memes”. Rather, they infer non-coded information in the memes.

I don't think “Nigeria minister of health” can be a keyword

p. 2

One cannot possibly remark that “the argument here is that memes encode and express deep cultural meanings about an issue”. This is well-known quality of memes and has been assessed in a lot of research, so nothing new here.

p. 3

One cannot say “theory of multimodality” or “Multimodal approach”. Multimodality is a quality of certain discourses including some (but not all) memes, which has been analysed by several research trends including systemic functional linguistics and cyberpragmatics.

How can a manuscript be an “answer to this call”?

I don't know what “the ensemble of linguistic and visual mutually” means.

I don't understand how or why “memes are not accidental”. Maybe the author means not spontaneous, not unplanned?

To say “Internet memes are viewed as semiotic resources which are used by internet users for communication purposes” is too obvious.

p. 4

This statement make no sense: “the memes that foregrounds the socio-cultural inferential meaning”.

The author probably refers to “the memes that foreground shared background socio-cultural information/assumptions”.

“that memes are visual signifying tools”. This is not accurate. Thousands of memes are textual with no accompanying image.

p. 5

“Cyberpragmatics (Yus, 2011) and Multimodality (Jewitt, 2014) are the theories upon which most of the arguments in this paper draw their impetus”. Again, multimodality is not a theory or framework or approach. It is a quality of certain discourses, just like some discourses are textual or visual. Cyberpragmatics IS a theory, but not multimodality. This wrong characterisation of multimodality is a major flaw in this manuscript.

p. 6

I don’t understand “semiotic elements to pass across their intentions”.

Halliday didn’t develop a theory of multimodality, but a systemic-functional perspective that also addressed visual and multimodal discourses.

p. 7

The minister’s comment has already been quoted twice in the manuscript. No need to quote it again TWICE.

“Twitter posts were chosen because of their non-interactive nature”. Twitter is non-interactive?

p. 8

What is “a diminutive Nigerian actor”?

A footnote would be necessary to explain the specificity of the term “make-sense frame”.

The image in Figure 1 needs “literal turned figurative” inferencing. This should be made explicit in its description.

Chan’s assertion is nothing new. Barthes proposed that many years ago with his coinage of the term “anchorage”.

The Figures are too small. It is hard to make sense of them and the texts therein. They should be bigger and not be placed side by side other Figures.

p. 9

I get lost reading “inclusive term for something included or including something through an inclusive term”.

p. 11

Figure 11 uses a widely used humorous technique of playing with literal vs. figurative/idiomatic senses of words and phrases, one typically being more accessible (normally the figurative/idiomatic sense due to its mental storage as a unit) and the other being forced into the inferential system in order to create incongruity. Some comments on this in the manuscript would be welcome.

p. 13

I don't understand "The context of context speech".

Formal comments:

p. 1

"forgrounded" should be "foregrounded"

"inferences in" should be "inferences from"

"the linguistic and image" should be "the text and the image"

"Innuendo memes and Transferred epithets memes have eleven and seven respectively" should be

"eleven and seven fit Innuendo memes and Transferred epithets memes, respectively"

"memes assist" should be "memes assists"

p. 2

"background knowledge why" should be "background knowledge required to understand why"

"factors include" should be "factors including"

"a want in empathy" should be "a longing for empathy"

"themselves, it also" should be "themselves, but also"

"With all these" should be "Taking all these into account"

"people reacted both" should be "people reacted harshly both"

"semiotic element" should be "semiotic elements"

transmission (Davison, 2012)." should be transmission" (Davison, 2012).

"merely trivial and jocular items" should be "merely a trivial and jocular item"

p. 3

Instead of "express both their uniqueness and their connectivity", I'd say "express their uniqueness and emphasise their connections with other users"

"internet to Nigeria" should be "Internet in Nigeria"

"meet the objective" should be "meets the objective"

"necessitate the adoption of" sounds weird

"so much backlashes" should be "so many backlashes"

"on the traditional media and on the social media" should be "on traditional and social media"

This should be deleted: "...We can't all be specialists, some will be farmers, some will be politicians, some will be tailors...."

"under scrutiny portray" should be "under scrutiny portrays"

"the linguistic and image" should be "the text and the image" (there are several instances)

p. 4

"short term jokes" should be "short-term jokes"

"term 'meme' several" should be "term 'meme', several"

Dawkin's should be Dawkins'

p. 5

"assist readers/viewers draw" should be "assist readers/viewers in drawing"

Instead of "which contextualize and transmit meanings through inferences", I'd say "which transmit contextualized meanings through inferences"

p. 6

"are arrived unconsciously" should be "are arrived at unconsciously"

"their relevance seeking inferential activity" should be "their relevance-seeking inferential activity"

"meme creators create" should be "meme creators, create"

p. 7

“Picture-text combination memes” should be “Memes with picture-text combinations”

“The memes chosen are picture-text combination” should be “The memes chosen exhibit a picture-text combination”

“but only from a combination” should be “but only a combination”

“thread that is” should be “thread, that is”

p. 8

(and other pages) “pass across” is an unfortunate term. Replace with “convey”.

p. 9

“the mean creator” should be “the meme creator”

p. 10

“meme is an exemplification” should be “meme are an exemplification”

“assists the reader to contextualize” should be “assists the reader in contextualizing”

“inferential strategies in decoding the meaning” should be “strategies in inferring the meaning”

p. 12

“half shown hand” should be “half-shown hand”

“juxtaposes with the linguistic” should be “juxtaposes with the text”

“Wu, (2014)” should be “Wu (2014)”

“because of the human image in it is worth the attention of the reader” should be “because a person is depicted in the image, is worth the reader’s attention”

p. 13

“The human image in the meme is” should be “The person depicted in the image of the meme is”

“Who did we offend God” should be “Who did we offend oh God”

“having the background knowledge is able” should be “having access to the necessary background knowledge is able”

p. 14

“The category of meme that are most common in the corpus are the” should be “The category of meme that is most common in the corpus is the”

“assist the reader to draw” should be “assist the reader in drawing”

The syntax in “Some of the memes are comical, humorous and funny in spite of this, they embed more meanings beyond the ordinary” needs correction or rewriting.

p. 15

“Finally this study” should be “Finally, this study”