ABSTRACT

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This study investigated the visual grammar of memes related to Chelsea FC's 2022-2023 season, specifically how these memes carried representational, interactive, and compositional meanings. Using a multimodal approach, the study examined the narrative and conceptual processes, contact, attitude, distance, modality, information value, framing, and salience of a variety of memes using Kress and van Leeuwen's visual grammar framework. The data showed how memes used visual features to represent team performance, generate emotional reactions, and influence fan discourse. In memes, narrative processes frequently reflected sequential acts or occurrences, whereas conceptual processes represented roles and identities in more static ways. Gaze, frame size, and perspective all influenced how viewers interacted with the material by conveying interactive meanings. Compositional meanings were created by the arrangement of elements, which guided the attention of the viewer and interpreted the memes' contents. This study emphasized the importance of memes as a type of digital communication in shaping fan sentiment and conversation around Chelsea FC's performance. The study added to our knowledge of visual language in sports literature and increased our understanding of meme use in social media environments.

Keywords: Visual Grammar, Memes, Chelsea FC, Social Media