



Q

Home ▶ All Journals ▶ Area Studies ▶ Irish Studies Review ▶ List of Issues ▶ Volume 25, Issue 2 ▶ Memes, masculinity and mancession: Love/

Irish Studies Review >

Volume 25, 2017 - <u>Issue 2</u>

1,14380ViewsCrossRef citations to dateAltmetric

Articles

Memes, masculinity and mancession: *Love/Hate*'s online metatexts

Debbie Ging 🔽

Pages 170-192 | Published online: 13 Feb 2017



Abstract

Since it first aired in 2010 on Radió Teilifís Éireann, Ireland's national public service broadcaster, Irish crime drama series Love/Hate has enjoyed record audience ratings. However, while serious TV critics and the show's producers have praised it as a complex and incisive commentary on crime in Ireland, the more participatory online cultures of the Journal.ie, Twitter and Facebook have constructed a distinctly less highbrow set of discourses around the show. This analysis of the Journal.ie's Daily Edge recaps demonstrates how participatory Laddish humour and what Jean Burgess refers to as the "vernacular creativity" of memes have functioned to prioritise a cohesive set of engagements with Love/Hate that are underpinned by fantasies about the recuperation of male power. Moreover, by creating a sense of "in-groupness" around the series, the Daily Edge and its tertiary texts have produced a heavily gendered sense of consensus about who "we" in post-Celtic Tiger Ireland are.

Keywords:								
Memes	masculinity	Love/Hate	mancession	post-Celtic Tiger	tertiary text	Journal.ie	metatext	

Notes

1. Lawson, "Is Love/Hate Ireland's Answer to The Wire?"

2. Power, "Writer Carolan's Flair for Unpredictability has Proved Love/Hate's Secret Sauce."

- 3. Miriam O'Callaghan, RTÉ Radio 1, May 8, 2013.
- 4. Herald.ie, December 7, 2011.
- 5. McGuirk, "Love/Hate Series 2," 227.
- 6. Quinn, "Gender Traps and Genre in the Irish Television Drama Love Hate."
- 7. Nagle, "I wanna Destroy the Passer by," 228.
- 8. Fiske, Television Culture, 125.
- 9. Negra, "Adjusting Men and Abiding Mammies."
- 10. Negra and Tasker, Gendering the Recession.
- 11. Negra, "Adjusting Men and Abiding Mammies," 48.
- 12. Ging, "New Lads or Protest Masculinities"; Men and Masculinities in Irish Cinema.
- 13. Kimmel, "A Black Woman Took My Job."
- 14. Kimmel, Manhood in America; and Tasker and Negra, Gendering the Recession.
- 15. Negra, "Adjusting Men and Abiding Mammies," 44.
- 16. Ibid., 48.
- 17. Ibid., 55.

18. Ibid., 47.

19. The Irish gangster cycle of the late 1990s/2000s includes I Went Down (1997), Crush Proof (1999), Flick (2000), Saltwater (2000), Accelerator (2001), The General (1998), Ordinary Decent Criminal (1999), Last Days in Dublin (2001), Headrush (2002), Intermission (2003), The Halo Effect (2004), Man About Dog (2004). Dead Bodies (2003), Freeze Frame (2004), In Bruges (2008), Savage (2009) and Perrier's Bounty (2009).

20. Negra and Tasker, Gendering the Recession, 2.

- 21. Chibnall, "Underworld England."
- 22. Monk, "From Underworld to Underclass."
- 23. Leigh, "Get Smarter."
- 24. Messner and Montez de Oca, "The Male Consumer as Loser," 1882.
- 25. Chibnall, "Underworld England," 2.
- 26. Ging, "New Lads or Protest Masculinities?"
- 27. Lacey, "One for the Boys?"
- 28. Strate, "Beer Commercials: A Manual on Masculinity."
- 29. Messner and Montez de Oca, "The American Beer Consumer as Loser."
- 30. Ging, Men and Masculinities in Irish Cinema, 41.
- 31. Connell, Masculinities, 111.
- 32. Savran, Taking It Like a Man.

33. Key examples include Falling Down, The Passion of the Christ, Magnolia, American Beauty, Fight Club and, more recently, Birdman, Whiplash, Unbroken and Gone Girl.

- 34. Wardrop, His and Hers.
- 35. Derrington, Pyjama Girls.
- 36. Molony, "House and Home: Structuring Absences in Post-Celtic Tiger Documentary."

- 37. Carroll, Affirmative Reaction.
- 38. Ibid., 44.
- 39. Marwick et al., "Dolphins Are Just Gay Sharks."
- 40. Miltner, "There's No Place for Lulz on LOLCats."
- 41. Ibid.
- 42. Ibid.
- 43. Shifman, Memes in Digital Culture, 15.
- 44. Ibid., 34.
- 45. Nagle, "Not Quite Kicking Off Everywhere."
- 46. Negra, "Adjusting Men and Abiding Mammies."
- 47. Ibid.
- 48. Jenkins, Convergence Culture, 3.

49. Burgess, "Hearing Ordinary Voices." Burgess' concept of "vernacular creativity" describes the blending of traditional folk activities with contemporary media knowledge and formats. According to Burgess, these creative practices play a key role in self-representation and contemporary literacies.

- 50. Hallam and Marshment, Realism and Popular Cinema, 92.
- 51. Creeber, "TV Ruined the Movies," 125.
- 52. Chibnall, "Underworld England."
- 53. Ibid., 3.
- 54. Warshow, "The Gangster as Tragic Hero."
- 55. Ibid., 3.
- 56. Whelehan, Overloaded.
- 57. Attwood, "Tits and Ass and Porn and Fighting."

- 58. Ging, "New Lads or Protest Masculinities?"
- 59. Hughes, "Love/Hate A Gangster Drama that's More Addictive than the World Cup."
- 60. Negra, "Adjusting Men and Abiding Mammies."
- 61. Nagle, An Investigation into Contemporary Online Anti-feminist Movements.
- 62. Bosco was a children's television programme on RTÉ in the late 1970s and 1980s.
- 63. 'It's help I need, not hassle' is a much quoted phrase of Fran's from S4E1.
- 64. 10 November 2014.

65. This is a pun-based joke. Bord na Móna is a semi-state company in Ireland responsible for harvesting peat.

66. Lacey, "One for the Boys?"

- 67. Monk, "From Underworld to Underclass," 178.
- 68. Ibid.
- 69. 19 October 2014.
- 70. 5 July 2013.

71. See http://thedailyedge.thejournal.ie/love-hate-exam-funny-1877589-Jan2015/.

72. "Skanger" is a pejorative term for somebody presumed to be from a low social class and to have questionable taste and morals.

- 73. Marwick et al., "Dolphins Are Just Gay Sharks," 643.
- 74. Miltner, "There's No Place for Lulz on LOLCats."
- 75. Kuipers, "Humor Styles and Symbolic Boundaries."
- 76. Meyer, "Humor as a Double-edged Sword."
- 77. Negra, "Adjusting Men and Abiding Mammies," 55.
- 78. Fiske, Television Culture.
- 79. Negra, "Adjusting Men and Abiding Mammies."

- 80. Novrup Redvall, "'Dogmas' for Television Drama."
- 81. Ibid.
- 82. Sandvoss, Fans: The Mirror of Consumption.
- 83. Miltner, "'There's no place for lulz on LOLCats'."

Related research 1

People also read	Recommended articles	Cited by 8

Information for	Open access
Authors	Overview
R&D professionals	Open journals
Editors	Open Select
Librarians	Dove Medical Press
Societies	F1000Research
Opportunities	Help and information
Reprints and e-prints	Help and contact
Advertising solutions	Newsroom
Accelerated publication	All journals
Corporate access solutions	Books

Keep up to date

Register to receive personalised research and resources by email





Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions Accessibility

Taylor & Francis Group an informa business

Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG