

Pepe the Sad Frog Coloring Book and Chinese Language Guide

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Pepe The Sad Frog Coloring Book and Chinese Language Guide is a coloring-book zine about the Chinese adoption of the US-based Pepe meme, and what potentials there are to explore and encourage bilingual and cross-cultural political dialogue within this phenomenon.

so

sad

shāng
伤

xīn
心

dào
到

i mutated species

biàn
变

zhǒng
种





恋爱经验几乎为零

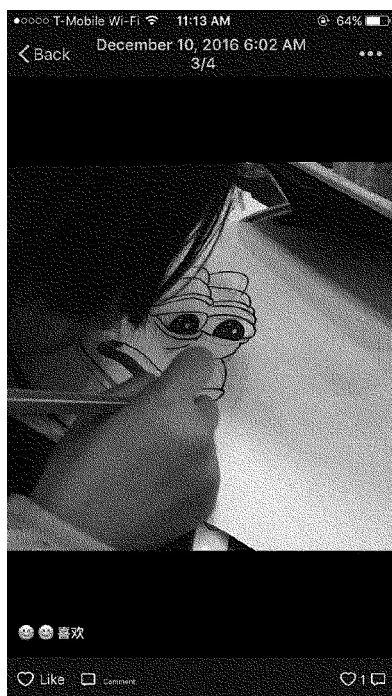


I'm basically a virgin

Pepe the Sad Frog Coloring Book & Chinese Language Guide

Comic artist Matt Furie's cartoon frog has taken off in unexpected and also disturbing ways in dark corners of the U.S. internet. Its mainstream embrace by Chinese users help us remember simpler times when Pepe was just...sad.

Found on the Timeline feature of my step-sister's WeChat app: an elementary school student drawing and coloring in Pepe by hand, and my obsession for the past few months.



Excerpts and rough translation from "Despite Enjoying Worldwide Success, Sad Frog is Shunned by Netizens for Being Racist" written by WeChat user USLadyDeal, published October 16th, 2016, accessible at:
<https://wx.abbao.cn/a/8532-f098eb8496935a25.html>

Nowadays on WeChat, people are afraid to make a peep unless they have a few high impact emoji sticker sets. All the most admired sets in "Heaven's Dynasty"¹ naturally include this fiendishly sad little frog. We netizens rudely call him "Sad Frog" but that's right, Sad Frog (悲伤蛙) has a name: it's Pepe. He certainly isn't very glamorous, and looks like he gets bullied all the time, but despite his almost demonically sad appearance, he's been the subject of admiration the world over. No one dares to engage online without some Sad Frogs in their WeChat arsenal². At first, no one was really excited about him. After all, the comic art coming out of the States often just have jittery and neurotic animals behaving doing weird things, like Bojack Horseman and Bare Bear. It wasn't until a few Boy's Club panels in 2008 featuring Pepe's relief of the "3 emergencies," that he rose to fame and quickly became Heaven Dynasty's go-to sticker for vocalizing complaint on the internet. To use an expression from the American media, if you don't have a hard drive of 1,200 memes, then you don't know your way around the internet.

1 Chinese users use it to mock the governmental level corruption or netizen narcissism

2 Literally translated on one of China's many Reddit style boards as "fighting with pictures." I interpret this as using memes for a "battle of wits" not unlike what happens on American social media.

伤心到变种





穷到褪色

So broke my color is fading

恋爱经验几乎为零

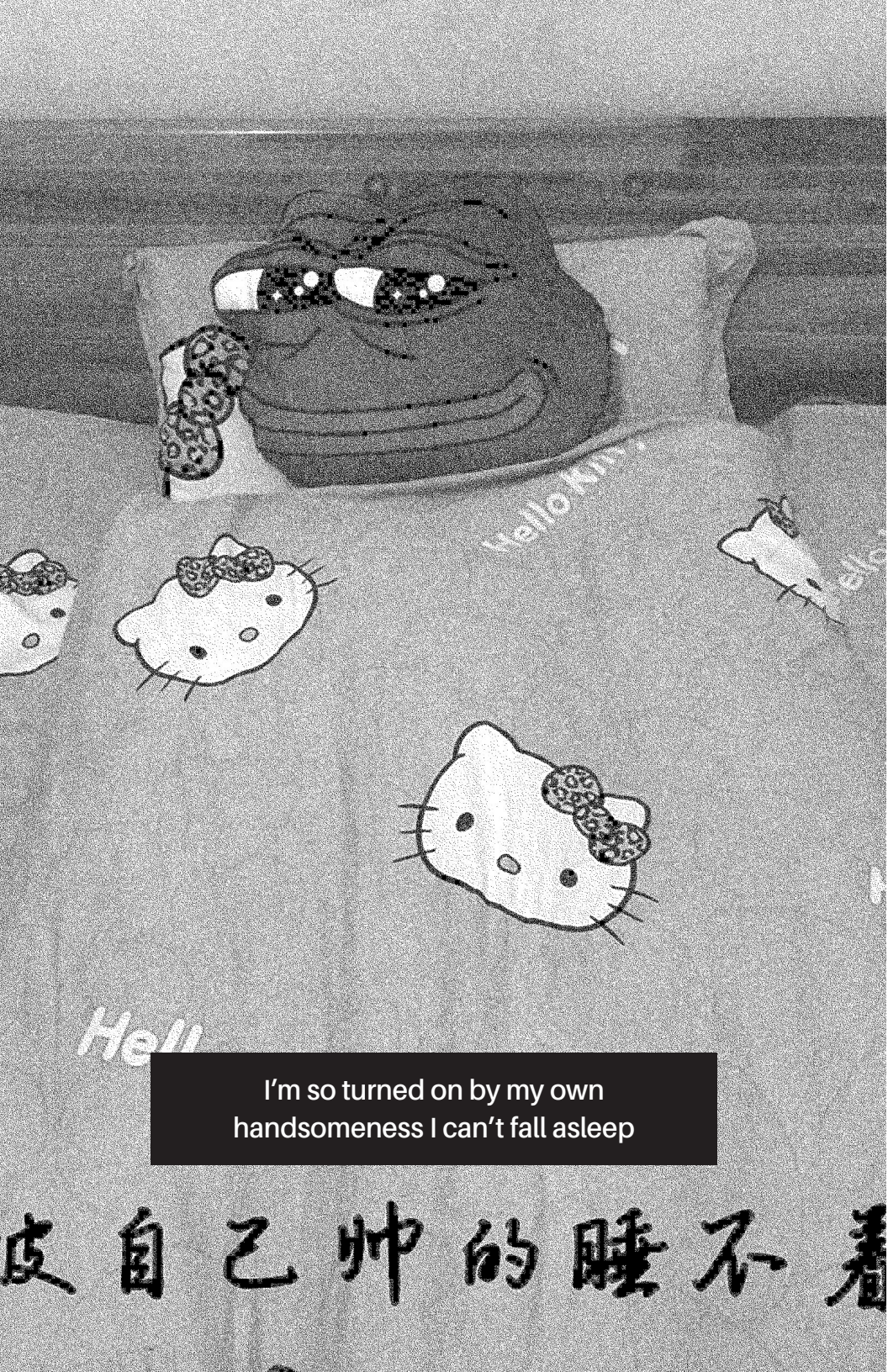
I'm basically a virgin





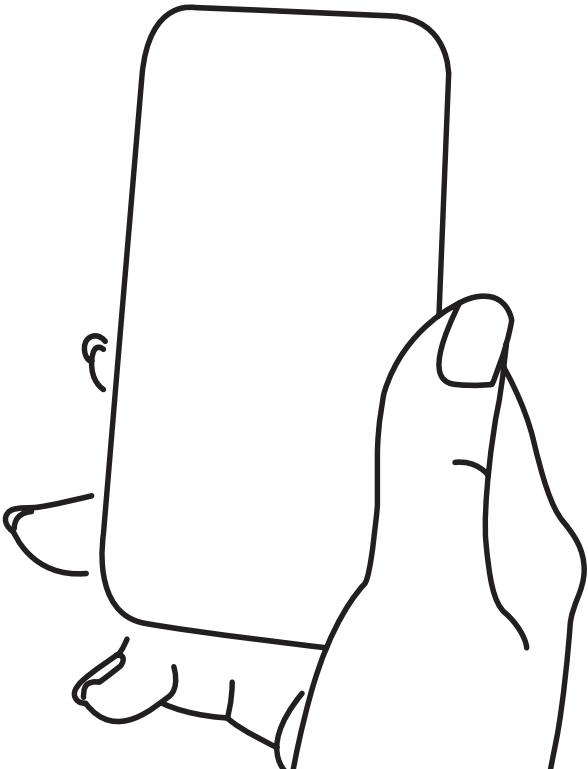
看我这么美的份上
给我发个包吧

See how cute I am?
Send me some sticker packs



I'm so turned on by my own
handsomeness I can't fall asleep

皮自己帅的睡不着



sad; sadness

Can be used like: **Bae** and I broke up yesterday so I'm feeling **bēi shāng** af.

A similar word that is often also used with Pepe is **shāng xīn** 伤心, also meaning "sad" or "sadness"

broke

Can be used like: Can't afford drinks in the Bay because I'm **qióng**.

Flashcard #1

悲伤

bēi shāng

bēi pronounced like **bae** or **Bay Area**
shāng pronounced like **Shang(hai)**

Flashcard #2

穷

qióng

qióng pronounced like **chi-yong**