

Too soon, South Africa? #AdamCatzavelos challenge is already a meme

By Andy Walker

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Adam Catzavelos, the South African [whose racial slur-loaded video](#) found its way onto Twitter, is already a meme.



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In said viral video which appeared on the social network on Tuesday, Catzavelos gives his viewers a brief weather report from an exotic beach, adding that there's not "one k***** insight". Political parties and prominent social media users soon laid into Catzavelos, with the EFF, in particular, laying a case against him. But it seems that some South Africans are finding a more inventive and immediate way to respond to his comments.

The hashtag #AdamCatzavelosChallenge briefly trended on Twitter in South Africa on Wednesday afternoon, and with it introduced a new video meme format.

The "challenge" sees participants providing their own weather reports, mocking Catzavelos's video.

Some clips have already amassed more than 10,000 views.

“ I couldn't help it. I'm done with Hadidas. #AdamCatzavelos #AdamCatzavelosChallenge pic.twitter.com/WhhrjnD0Ho— The Eazy-Ed (@eazyed47) August 22, 2018 ”

“ Ginger Love find us @ginger_wellness #AdamCatzavelosChallenge #AdamCatzavelos pic.twitter.com/hpcGGdf4H— Simone'simmy Klaasen (@simmy043) August 22, 2018 ”

“ Let me give you guys a quick weather forecast here #AdamCatzavelosChallenge pic.twitter.com/HQmC8q2l5r— Tats Nkonzo (@TatsNkonzo) August 22, 2018 ”

University students fully embraced the video format too and the lack of lecturers in particular.

“ #AdamCatzavelos video #AdamCatzavelosChallenge #racismmustfall pic.twitter.com/T0qNmCtSh1—

AmbassadorGath (@moyogathel) [August 22, 2018](#) ”

“ [#AdamCatzavelosChallenge](#)

My friend and i just couldn't miss out... [pic.twitter.com/tqSWR5NDC9](#)— Kwanele (@Kwan3l3_N3l3) [August 22, 2018](#) ”

Commuters too are uploading their clips of empty trains (a definite rarity in Cape Town at least).

“ [#AdamCatzavelosChallenge](#) [#capemetro](#) [pic.twitter.com/2nNxSrJsyz](#)— I.G.Bruzado (@bruzado23) [August 22, 2018](#) ”

Comedian David Kau also joined in, with his video featuring not “one f***** car guard”. The video also received a RT from DJ Fresh to boot.

“ Just another day in South Africa 🇿🇦🇿🇦🇿🇦🇿 Have a better day today 🇿🇦🇿🇦🇿🇦🇿 [#AdamCatzavelos](#) [#AdamCatzavelosChallenge](#) [#SouthAfrica](#) #🇿🇦🇿🇦🇿🇦🇿 [#Racism](#) [pic.twitter.com/zTe52SzZhl](#)— DavidKau (@davidkau1) [August 22, 2018](#) ”

It's debatable that users should not make light of the seriousness of the video's prejudice, however, it's also debatable that mocking the original video is a direct response to the racism presented within it.

Nevertheless, some users questioned the challenge as a valid response format.

“ Not everything has to be a challenge.. 🇿🇦🇿🇦🇿🇦🇿 wowstop [#AdamCatzavelosChallenge](#)— Karyn Full Cream (@KareinMayo) [August 22, 2018](#) ”

“ You got to love SA every thing is a challenge, but I'm concerned, will it still be a challenge if a guy rapes a woman and post a vid? [#AdamCatzavelosChallenge](#) [pic.twitter.com/nqjAj7Pq7L](#)— HUNT DREAMS (@DREAM_DONATER) [August 22, 2018](#) ”

However, you feel, it's clear that the fledgeling meme's showing no signs of slowing down, at least for the remainder of the week.

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Memeburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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