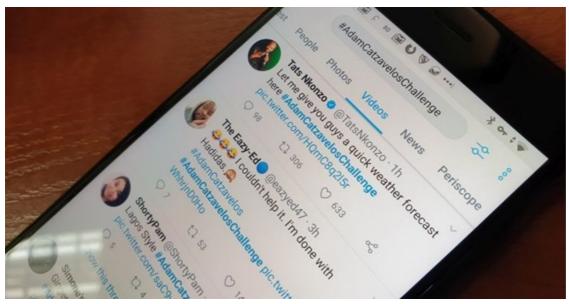


## Too soon, South Africa? #AdamCatzavelos challenge is already a meme



23 Aug 2018

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



© Andy Walker/Memeburn.

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.

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Ginger Love find us @ginger_wellness#AdamCatzavelosChallenge #AdamCatzavelosChallenge pic.twitter.com/hpcGGdff4H—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
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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... <u>pic.twitter.com/tqSWR5NDC9</u>— Kwanele (@Kwan3I3\_N3I3) <u>August 22, 2018</u>

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

#AdamCatzavelosChallenge #capemetro pic.twitter.com/2nNxSrJsys— 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 

Africa 

Africa 

Africa 

Have a better day today 

HadamCatzavelosChallenge 

HadamCatzavelosChalle

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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