

REELS IN THE TRENDING ‘MOYE MOYE’ IN FACEBOOK, INSTAGRAM REELS & YOUTUBE SHORTS

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ABSTRACT

If you've found yourself humming "moye moye" without a reason in the last few days, you can rest assured that you're not the only person. The sound comes from the chorus of Serbian singer Teya Dora's song 'Džanum' (repetition of the word moje more). The sound has gone viral on the short video platforms like Instagram Reels and Youtube Shorts among Indians and Bangladeshis. After internet users adding their own touch in the song it became viral. A typical 'moye moye' short video will describing a conversation between two people, where in one will be shown to be suffering from some issue, or shown defective in some way at which point the other will break out into 'moye moye' dance to stress the sadness of the situation. Some of the 'moye moye' reels also show interactions where a person suddenly realises that the other does not have arms or legs or is disabled. This realisation follows that viral sound. A fun fact about the song is that its chorus, with its catchy lyrics regardless of the language barrier. The sound comes from the chorus of Serbian singer Teya Dora's 2023 song 'Džanum' (a repetition of the words "moje more"). In Serbian, the term 'moje more' means 'my nightmares'. Dora's nearly 3-minute long song is a portrayal of a person at their lowest emotionally, with lyrics that aim at conveying despair and misery.

KEYWORDS: Moye Moye, Džanum, Serbian, Dora, Croatia, North Macedonia, Romania, Hungary, Slovakia, and the Czech Republic.

INTRODUCTION

The 'Moye Moye' trend is the internet's latest obsession. Originating from a Serbian song that first went viral on TikTok, the catchy tune has now led to countless memes, parodies and reels, and has even given birth to its own

dance craze. Definition of "Moye Moye" Moye Moye (pronounced "moy-moy") is a noun referring to the momentary emotional state characterized by a simultaneous experience of sadness and guilt.

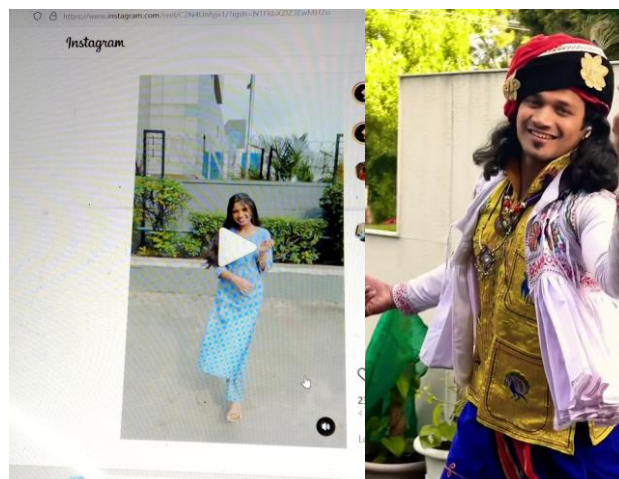


Figure-1: Reels in Instagram [aeroohi_sakshi] and Dharmik Rami [Born to Dance].

Key elements of the definition: Momentary: This emphasizes the fleeting nature of the emotion, suggesting it is not a prolonged state of being. This viral sensation originated from a Serbian song that gained massive traction on TikTok and subsequently spread to various social media platforms. Basically, the hit song 'Moye More', officially released by the name 'Dzanum', by

Serbian singer-songwriter Teya Dora is what everyone on social media is talking about. Actually, it's nothing- from the meaning to its original spelling, 'Moye Moye' has no meaning but is rather about how it's pronounced. The name comes from how it sounded to the desis. Hence, the 'Moye Moye' name.



Figure-2: Moye Moye origin.

Originating on the social media platform TikTok, users began making videos showcasing snippets of the catchy song with some different human interest storytelling. The trend swiftly gained momentum, spreading across diverse platforms such as Instagram reels, Facebook videos, and YouTube shorts. While most of us have no idea what 'Moye Moye' stands for, it appears to be a Serbian song that has gone viral on various social media platforms. Serbian is the standardized variety of the Serbo-Croatian language mainly used by Serbs.

It is the official and national language of Serbia, one of the three official languages of Bosnia and Herzegovina and co-official in Montenegro and Kosovo. It is a recognized minority language in Croatia, North Macedonia, Romania, Hungary, Slovakia, and the Czech Republic. It is actually a song called “Moye More” by Serbian singer-songwriter Teya Dora released as “Dzanum”. The catchy number has clocked in over 58 million views on YouTube. While the song is actually about nightmares and despair, it has been mixed with a large dose of humour on the internet.



Figure-3: Dance reels Moyo Moyo.

CONCLUSION

Moyo Moyo' music is trending on the internet. It is worth noting that this is a Serbian tune and is being widely shared on various social media platforms, know more about it.

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