

Stop Trying to Make Fetch Happen: The Rise and Fall of a Viral Expression

In 2008, Tina Fey uttered the words "Stop trying to make fetch happen" on the popular TV show *Saturday Night Live*, and the phrase quickly became a viral sensation. But what does it mean, and why did it resonate with so many people? This article explores the origins, meaning, and cultural impact of the expression "Stop trying to make fetch happen."



Stop Trying to Make Fetch Happen: A Short Story

by Gwen Cooper

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The Origins of "Stop Trying to Make Fetch Happen"

The phrase "Stop trying to make fetch happen" originated in a 2004 episode of the teen drama *Mean Girls*. In the episode, the character Regina George (played by Rachel McAdams) tries to make the word "fetch" a popular slang term. However, her attempts are met with resistance from her classmates, who find the word to be silly and outdated.

In 2008, Tina Fey and her writing team on *Saturday Night Live* decided to parody the *Mean Girls* scene in a sketch. In the sketch, Fey plays a character named Gretchen Wieners, who is trying to make the word "fetch" happen. However, her attempts are met with the same resistance from her classmates, who eventually tell her to "stop trying to make fetch happen."

The sketch was a huge hit with viewers, and the phrase "Stop trying to make fetch happen" quickly became a viral sensation. The phrase was used in countless memes, tweets, and other forms of online content. It was even featured on merchandise, such as t-shirts, mugs, and hats.

The Meaning of "Stop Trying to Make Fetch Happen"

On the surface, the phrase "Stop trying to make fetch happen" is a simple statement about the futility of trying to make something popular. However, the phrase can also be interpreted as a more general commentary on the nature of popularity and the way that we often try to conform to the expectations of others.

When Regina George tries to make the word "fetch" happen, she is essentially trying to create a new social norm. However, her attempts are met with resistance because the other characters do not want to change the way they speak. This suggests that popularity is not something that can be created artificially. It is something that must be earned through genuine acceptance and respect.

The phrase "Stop trying to make fetch happen" can also be seen as a reminder that we should not be afraid to be ourselves. We should not try to change who we are or what we believe in just to fit in. Instead, we should embrace our individuality and let our true selves shine through.

The Cultural Impact of "Stop Trying to Make Fetch Happen"

The phrase "Stop trying to make fetch happen" has had a significant cultural impact. It has been used in countless memes, tweets, and other forms of online content. It has even been featured on merchandise, such as t-shirts, mugs, and hats.

The phrase has also been used in a more serious context to critique the way that we often try to conform to the expectations of others. It has been used to challenge the idea that there is only one way to be popular or successful. Instead, the phrase suggests that we should embrace our individuality and let our true selves shine through.

The phrase "Stop trying to make fetch happen" is a complex and multifaceted expression. It can be interpreted as a simple statement about the futility of trying to make something popular, or as a more general commentary on the nature of popularity and the way that we often try to conform to the expectations of others. Whatever its meaning, the phrase has had a significant cultural impact and continues to be used today to challenge the idea that there is only one way to be popular or successful.



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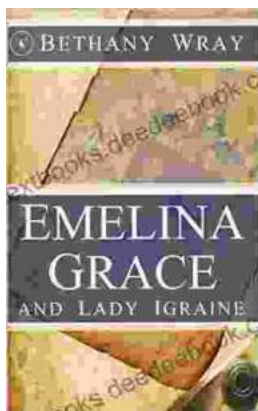
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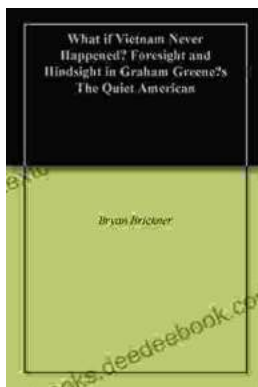
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