

Doge: Need Cure, Want Now

January 7, 2014 By [POZ Staff](#)

Have you ever thought about what the internal monologue of a dog might look like? You're not alone. The Internet meme Doge (the pronunciation is [under debate](#), but we'll go with "Dohj") answers that question using an adorable Shiba Inu pup with a very limited and nonsensical vocabulary.

✖ Since they went viral in 2012, images of Doge have led to a humorous butchering of the English language with phrases like "much happy" and "such sleepy." The internal monologues are mostly in Comic Sans font, a popular font from the 1990s (especially among young teens rebelling against Times New Roman).

Although Doge often serves as just a way to save you from a case of the Mondays, we couldn't resist the opportunity to enlist Doge for HIV/AIDS awareness. He has shown us that sometimes just a few simple words will do. So, in that spirit, repeat after us: Very HIV. Much AIDS. Need cure. Want now.

Please share our POZ Doge cover to help us spread message!

✖ To learn more about Doge's rise to stardom, click [here](#).

© 2026 Smart + Strong All Rights Reserved.

<http://beta.docker.poz.com/blog/doge-hiv-aids-cure>