



St Michael's

CofE Primary Academy

Principal: Mrs Kate Jackson
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18th June 2025

Dear Parents / Carers

I am writing in response to some queries we have received about a recent online trend that some children may have been discussing at school, sometimes referred to as "Italian Brainrot." This term generally refers to a collection of internet memes involving AI-generated images and made-up, Italian-sounding words. These memes are often surreal, humorous, and, on the surface, appear harmless if somewhat random and odd.

However, we are aware that the original video associated with this trend, shared on TikTok, included background music with offensive and disrespectful phrases relating to religious beliefs. The creator of the original video has since been banned from the platform, likely due to the nature of this content. It's possible that this aspect is what some children may be referring to in conversation.

To clarify, many of the phrases circulating—such as "tralalado trallala"—are meaningless and nonsensical, created purely to match the absurd nature of the visuals. Nonetheless, there are some associated videos, including content on YouTube, which include inappropriate and potentially upsetting messages. For example, one video includes a phrase in Italian that, when translated, references violence and makes disrespectful religious statements.

As always, we encourage you to speak openly with your children about what they're encountering online. They are often best placed to explain how certain trends are being interpreted and used in their peer groups. Creating a space where they feel comfortable discussing what they see can be an excellent way to ensure they're thinking critically and safely about online content.

We are monitoring this closely and will continue to support children in navigating online culture in age-appropriate ways. If you have any concerns or notice anything that may need further attention, please do not hesitate to get in touch.

Yours sincerely,

H-M Navratil

Helen-Marie Navratil
Vice Principal

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