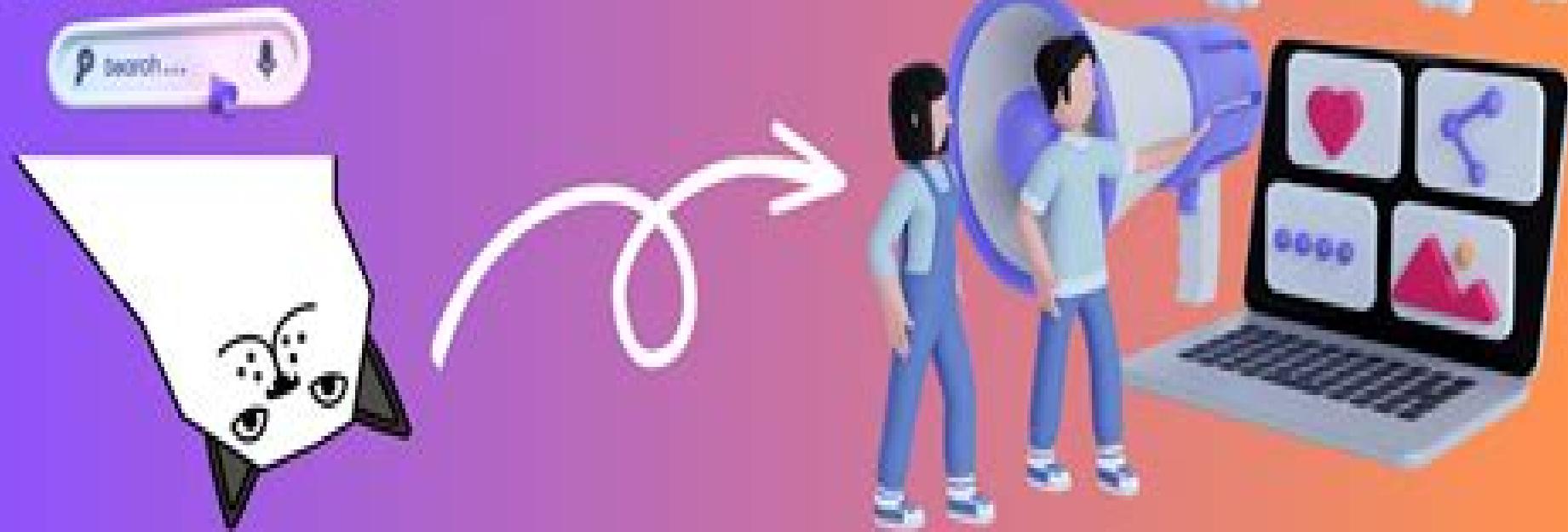




What Do You Meme:

# How Memes Enhance Digital Communication and Culture



# Memes In Digital Culture

**Susana Pinto**

## **Memes In Digital Culture:**

**Memes in Digital Culture** Limor Shifman, 2013-10-04 Taking Gangnam Style seriously what Internet memes can tell us about digital culture In December 2012 the exuberant video Gangnam Style became the first YouTube clip to be viewed more than one billion times Thousands of its viewers responded by creating and posting their own variations of the video Mitt Romney Style NASA Johnson Style Egyptian Style and many others Gangnam Style and its attendant parodies imitations and derivations is one of the most famous examples of an Internet meme a piece of digital content that spreads quickly around the web in various iterations and becomes a shared cultural experience In this book Limor Shifman investigates Internet memes and what they tell us about digital culture Shifman discusses a series of well known Internet memes including Leave Britney Alone the pepper spraying cop LOLCats Scumbag Steve and Occupy Wall Street s We Are the 99 Percent She offers a novel definition of Internet memes digital content units with common characteristics created with awareness of each other and circulated imitated and transformed via the Internet by many users She differentiates memes from virals analyzes what makes memes and virals successful describes popular meme genres discusses memes as new modes of political participation in democratic and nondemocratic regimes and examines memes as agents of globalization Memes Shifman argues encapsulate some of the most fundamental aspects of the Internet in general and of the participatory Web 2 0 culture in particular Internet memes may be entertaining but in this book Limor Shifman makes a compelling argument for taking them seriously

**The Discursive Power of Memes in Digital Culture** Bradley E. Wiggins, 2019-02-25 Shared posted tweeted commented upon and discussed online as well as off line internet memes represent a new genre of online communication and an understanding of their production dissemination and implications in the real world enables an improved ability to navigate digital culture This book explores cases of cultural economic and political critique levied by the purposeful production and consumption of internet memes Often images animated GIFs or videos are remixed in such a way to incorporate intertextual references quite frequently to popular culture alongside a joke or critique of some aspect of the human experience Ideology semiotics and intertextuality coalesce in the book s argument that internet memes represent a new form of meaning making and the rapidity by which they are produced and spread underscores their importance

**Memes, Monsters, and the Digital Grotesque** Cristina Moreno-Almeida, 2024-05-16 Memes Monsters and the Digital Grotesque looks at the emerging and thriving new genre of digital horror from an innovative perspective Examining digital cultural production during the period that has been referred to as the Arab Winter Moreno Almeida delves into the memes animated cartoons music videos and expressive cultures like fashion and urban subcultures that emerged between 2016 and 2020 In revealing concealed narratives underlying the digital lives of artists as well as ordinary people Moreno Almeida explores how memes horror and the grotesque capture a moment infused with political and affective significance characterized by despair alienation and anomie alongside opportunities for creative experimentation made possible in the postdigital era

[Digitalkulturen/Cultures](#)

numériques Julia Montemayor Gracia,Vera Neusius,Claudia Polzin-Haumann,2018-12-12 Die Digital Humanities bilden eine vergleichsweise junge Disziplin die sich mit der Anwendung und kritischen Reflexion computergest tzter Datenaufbereitung und analyseverfahren in der geisteswissenschaftlichen Forschung besch ftigt Die interdisziplin ren Beitr ge des Bandes lenken den Blick auf die Herausforderungen und Chancen der Digitalisierung in unterschiedlichen Fachdisziplinen in der deutsch und franz sischsprachigen Forschungslandschaft sowie im Alltag Die Beitr gerinnen und Beitr ger u a aus Sprach Literatur und Kulturwissenschaft Soziologie Bibliothekswesen und Sprachlehr Sprachlernforschung haben dabei das Ziel eine Br cke zwischen Wissenschaft Berufsleben Kultur und Gesellschaftskritik zu schlagen     Digitale Bilderkämpfe Kai Denker,Nick Nestler,2025-05-23 Internet Meme sind mehr als nur humorvolle Bilder Sie werden strategisch eingesetzt um Weltbilder zu pr gen und gesellschaftliche Grenzen zu verschieben Besonders die extreme Rechte nutzt sie als Instrument der Metapolitik um subtil Einfluss auf den ffentlichen Diskurs zu nehmen und ihre Ideologien in den Mainstream zu tragen Mit den Mitteln des Humors ver ndern sie was sagbar ist und beeinflussen unser Denken Die Beitr ge beleuchten interdisziplin r wie Meme funktionieren wie sie analysiert werden k nnen und warum sie eine zentrale Rolle in der politischen Kommunikation spielen     *Politische Internet-Memes - Theoretische Herausforderungen und empirische Befunde* Lars Bülow,Michael Johann,2019-02-14 Internet Memes sind ein noch junges Textph nomen der Sozialen Medien Die oft multimodalen Texte werden zum Beispiel auf Twitter und Facebook massenhaft geteilt adaptiert und verbreitet Viele User nutzen das persuasive und partizipatorische Potenzial von Internet Memes um den politischen Diskurs mitzupr gen Politische Internet Memes sind also ein hochrelevanter und anwendungsorientierter Forschungsgegenstand Stichworte virales Marketing und Fake News Dieser Band versammelt erstmals deutschsprachige Beitr ge aus der Sprach und Kommunikationswissenschaft in denen diese Memes aus theoretischer und empirischer Perspektive betrachtet werden Er b ndelt erste vielversprechende Ergebnisse der interdisziplin ren Forschung zum Thema sowie Desiderata f r die Zukunft des neuen Forschungsfeldes

**The Playful Politics of Memes** Mette Mortensen,Christina Neumayer,2023-05-22 Memes work as rhetorical weapons and discursive arguments in political conflicts Across digital platforms they confirm contest and challenge political power and hierarchies They simultaneously create social distortion hostility and a sense of community Memes thus not only reflect norms but also work as a tool for negotiating them At the same time memes meld symbolic and cultural elements with technological functionalities allowing for replicability and remixing This book studies how memes disrupt and reimagine politics in humorous ways Memes create a playful activity that follows a shared set of rules and gives a shared voice which may generate togetherness and political identities but also increase polarization As their template travels memes continue to appropriate new political contexts and to re negotiate frontiers in the political The chapters in this book allow us to chart the playful politics of memes and how they establish or push frontiers in various political cultural and platform specific contexts Taken together memes can challenge and regenerate populism carve out spaces for new identity

formations and create togetherness in situations of crises They can also however lead to the normalization of racist discourses This book will be of interest to researchers and advanced students of Media and Communication Studies Information Studies Politics Sociology and Cultural Studies It was originally published as a special issue of the journal Information Communication Society

### **Über die Planbarkeit von Memes und Internet-Memes. Der**

**Edeka-Werbespots 2014 und Grumpy Cat** Karolin Hebbgen, 2016-08-25 Studienarbeit aus dem Jahr 2016 im Fachbereich Medien Kommunikation Massenmedien allgemein Note 1 7 Universit t Rostock Institut f r Medienforschung Veranstaltung Social and Mobile Media in kritischer Auseinandersetzung Sprache Deutsch Abstract Diese Arbeit st zt sich vorrangig auf die Definition von Memes und Internet Memes von Limor Shifman und Patrick Breitenbach abgeleitet von Richard Dawkins und auf das STEPPS Modell von Jonah Berger Hinzugef gt werden eigene terminologische Beitr ge die mit Beispielen belegt werden Die Forschungslage ist noch am Anfang es gibt mehrere Punkte in der Thematik der Memes die noch unerforscht sind ich habe mir diese zwei ausgesucht um dem Rahmen einer Hausarbeit gerecht zu werden Memes sind kulturelle Ph nomene kurzum Informationen die als Trend wahrgenommen werden Sie k nnen reich machen Die Besitzerin der bellaunigen Katze Grumpy Cat soll viele Millionen Dollar an ihr verdient haben Sie k nnen die Bev lkerung in ihrer Meinung spalten Im Fr hjahr 2015 stritt sich die Welt ob The Dress wei gold oder blau schwarz sei Sie k nnen Menschen helfen Die Fundraising Aktion Ice Bucket Challenge hat auf die Krankheit ALS aufmerksam gemacht Memes birgen viele Vorteile f r jene die sie erschaffen konomischer Nutzen kann aus ihnen gezogen werden wenn auch nur durch Werbeschaltung oder Produktplatzierung im Social Media Bereich wenn zum Beispiel eine Facebook Seite einen Beitrag hat der zum Meme geworden ist und dementsprechend viele Gef llt mir Angaben besitzt Kann man solche Memes bewusst erfinden um bestimmte Ziele zu erreichen und Interessen zu verfolgen fragt sich Breitenbach Der Erfolg ist erstrebenswert aber eine Formel f r ihn gibt es nicht so seine Meinung Von zu vielen komplexen Faktoren seien Memes abh ngig Meine Untersuchung erfolgt qualitativ empirisch Ich habe zwei Beispiele ausgew hlt auf die ich meine theoretische Grundlage anwenden werde und eigene Beobachtungen erg nze um meine Annahmen zu beweisen Es wird keine repr sentative empirische Analyse sein da diese einen Umfang erfordert der im Rahmen einer Hausarbeit nicht m glich ist Im Folgenden werde ich zun chst die wichtigsten Termini definieren Memes Internet Memes Bild Memes das STEPPS Modell und den Tipping Point anschlie end werde ich meine ausgew hlten Beispiele analysieren und zum Schluss werde ich meine Analyseergebnisse zusammenfassen und auf die Annahmen aus der Einleitung eingehen Zum Schluss der Arbeit steht eine Zusammenfassung und ein Ausblick

Digital Culture and the Hermeneutic Tradition Inge van de Ven, Lucie Chateau, 2024-07-02 In our information age deciding what sources and voices to trust is a pressing matter There seems to be a surplus of both trust and distrust in and on platforms both of which often amount to having your mindset remain the same Can we move beyond this dichotomy toward new forms of intersubjective dialogue This book reevaluates the hermeneutic tradition for the digital context Today

hermeneutics has migrated from a range of academic approaches into a plethora of practices in digital culture at large We propose a scaled reading of such practices a reconfiguration of the hermeneutic circle using different tools and techniques of reading We demonstrate our digital hermeneutic approach through case studies including toxic depression memes the Johnny Depp Amber Heard trial and r changemyview We cover three dimensions of hermeneutic practice suspicion trust and dialogue This book is essential reading for under graduate students in digital humanities and literary studies The Open Access version of this book available at <http://www.taylorfrancis.com> has been made available under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4 0 license

**Digital Culture & Society (DCS)** Julia Ramírez-Blanco,Ramón Reichert,Francesco Spampinato,2023-05-09 Code is intended both as a computer based language to program software and as a functional and visual language for organizing administrative processes visualizing information performing behaviour control and reinforcing shared imaginaries based on surveillance and dread This special issue of Digital Culture Society deals with the concept of code in relation to the Covid 19 crisis The contributions depart from the idea that both forms of coding have become dramatically intertwined during the pandemic and are structuring a new way of being in and seeing reality They explore the new forms of data driven surveillance and representation of the pandemic evolution at the level of real time epidemiology sensor technologies science policies push media and the heterogeneous counter discourses that try to subvert them

[Handbuch Sprache und digitale Kommunikation](#) Jannis Androutsopoulos,Friedemann Vogel,2024-06-17 Sprache und Kommunikation in digitalen Medien sind Gegenstand sowohl anhaltender öffentlicher Debatten als auch einer mittlerweile drei jährigen interdisziplinären Forschung Das vorliegende Handbuch fasst Ergebnisse dieser Forschung mit sprachwissenschaftlichem Schwerpunkt zusammen Die von ausgewiesenen Expertinnen verfassten Beiträge bieten Einsichten in die Interdependenzen technischer Plattformen und Smartphones Social Media und semiotischer Ressourcen geschriebene und gesprochene Sprache Bildzeichen Memes und andere digitale Textartefakte bei der Konstituierung von Interaktion und Sozialität sowie Gesellschaft und Diskurs Die Beiträge untersuchen diese Wechselwirkungen auf verschiedenen Beschreibungsebenen Die Themen umfassen sprachlich semiotische Grundstrukturen und ihren Wandel und Interaktion Wortschatz Bildzeichen Bedingungen und Prozesse digital vermittelter Interaktion das Entstehen neuer Kommunikationspraktiken sowie die Dynamik digitaler Diskurse in Politik und Gesellschaft Das Handbuch richtet sich an Studierende und Wissenschaftlerinnen aller Disziplinen

[Vernetzung](#) Christiane Eilders,Olaf Jandura,Halina Bause,Dennis Frieß,2018-05-07 Die gesellschaftliche Kommunikation verändert sich durch zahlreiche Varianten kommunikativer Vernetzung die vor allem durch Online Medien vorangetrieben wird die aber auch in massenmedial geprägten Medienumgebungen konstitutiv für moderne Demokratien ist Neu ist dass sich Bürgerinnen und Bürger politische Akteure Organisationen Unternehmen und Institutionen horizontal und vertikal durch direkte Interaktionen zu Netzwerken verbinden und damit neue gesellschaftliche Kommunikationsstrukturen entstehen die komplementär oder

substitutiv zu den Vermittlungsleistungen von Journalistinnen und Journalisten stehen Der Band dokumentiert die aktuelle Forschung zu diesen Phänomenen in ausgewählten konsistent auf das Thema Vernetzung bezogenen Beiträgen der Düsseldorf Jahrestagung der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaft 2017 Vernetzung ist die analytische Perspektive die die Untersuchung gesellschaftlicher Kommunikation in den Bereichen Politik Journalismus Wirtschaft und Privatleben anleitet Wie hat sich etwa das Verhältnis zwischen Nutzern Journalisten und politischen Akteuren gewandelt Welche Rolle spielen Social Media Anwendungen für die Gestaltung von Beziehungen in Familien Welche Strategien verfolgen Unternehmen um Kunden zu gewinnen und zu binden Wie reagieren Medienregulierung und die Nutzer und Nutzerinnen selbst auf die verschiedenen Bedingungen Und welche Erhebungs- und Analyseverfahren können die Kommunikationsbeziehungen und ihre Folgen für Individuen und Gesellschaft angemessen abbilden

### **Imagery of Hate**

**Online** Matthias J. Becker, Marcus Scheiber, Uffa Jensen, 2025-05-02 This edited volume explores the evolving role of visual and multimodal expressions in spreading hate ideologies within digital communication In digital spaces hate speech is increasingly conveyed through memes images and videos blending textual and pictorial elements to perpetuate harmful stereotypes and other exclusionary narratives While historical perspectives on hate imagery are well documented this collection emphasises the pressing need for contemporary analysis of visual and multimodal communication in digital environments Featuring contributions from interdisciplinary experts this volume investigates the content structure and dynamics of normalisation of visual hate speech By examining memes manipulated images and other visual artifacts it reveals how hateful content gains traction in digital public spheres often blurring traditional boundaries of acceptability Through rigorous case studies and theoretical insights the anthology provides a comprehensive understanding of how multimodality shapes hate discourse and its societal impact Grounded in empirical research this collection also addresses the challenges of defining and analysing hate ideologies offering nuanced frameworks for distinguishing legitimate critique from hate based narratives Decoding Visual Hate is an essential resource for scholars policymakers teachers and digital communicators seeking to combat the proliferation of visual hate and foster more inclusive online spaces

### *Stereotypes in Internet Memes.*

*A Linguistic Analysis* I. Magel, 2017-02-28 Examination Thesis from the year 2016 in the subject English Language and Literature Studies Linguistics grade 2.0 language English abstract At first glance internet memes seem to be the humorous part of our digital culture Indeed they are But they also reveal stereotypical thinking which I will focus on in my analysis This analysis will investigate thoroughly internet memes from a linguistic viewpoint Starting from Richard Dawkins definition via Susan Blackmore's third replicator theory through to Limor Shifman's critical approach about the state of research concerning memes Internet memes are also examined from a communication oriented view Successful Black Man Successful White Man Ordinary Muslim Man and High Expectation Asian Father serve as a basis for my analysis A combination of Semiotic Analysis and Discourse Analysis is used in order to examine the selected examples Both methods were chosen

because Internet memes involve written texts as well as signs or images which contain invisible meaning All results taken together this thesis will show that Internet memes are still interpreted stereotypically in our multicultural present day society

**Die mediale Umwelt der Migration** Roswitha Böhm, Elisabeth Tiller, 2022-08-01 Migration ist eine der zentralen Herausforderungen unserer Zeit Sie ist allgegenwärtig in medialen Repräsentationen mithilfe derer gesellschaftliche Diskussion emotionalisiert plausibilisiert oder moderiert wird sei es in Kinofilmen Romanen Talkshows Kunstaktionen oder Tageszeitungen Der Band stellt mediale Potenziale auf den Präsentstand Welche Deutungsangebote werden lanciert welche Narrationen politischen Maßnahmen und Emotionspolitiken werden hergestellt unterstutzt oder entkräftet bei der Analyse der Rückkopplungen zwischen realen Problemlagen und medialen Deutungen helfen die Beiträge aktuelle kulturelle Aushandlungsprozesse besser zu verstehen

**Post Memes** Dan Bristow, Alfie Bown, 2019 Art form send up farce ironic disarticulation pastiche propaganda trololololol mode of critique mode of production means of politicisation even of subjectivation memes are the inner currency of the internet's circulatory system Independent of any one set value memes are famously the mode of conveyance for the alt right the irony left and the apoliticos alike and they are impervious to many economic valuations the attempts made in co opting their discourse in advertising and big business have made little headway and have usually been derailed by retaliative meming POST MEMES SEIZING THE MEMES OF PRODUCTION takes advantage of the meme's subversive adaptability and ripeness for a focused in depth study Pulling together the interrogative forces of a raft of thinkers at the forefront of tech theory and media dissection this collection of essays paves a way to articulating the semiotic fabric of the early 21st century's most prevalent means of content posting and aims at the very seizing of the memes of production for the imagining and creation of new political horizons With contributions from Scott and McKenzie Wark Patricia Reed Jay Owens Thomas Hobson and Kaajal Modi Dominic Pettman Bogna M Konior and Eric Wilson among others this essay volume offers the freshest approaches available in the field of memes studies and inaugurates a new kind of writing about the newest manifestations of the written online The book aims to become the go to resource for all students and scholars of memes and will be of the utmost interest to anyone interested in the internet's most viral phenomenon ABOUT THE EDITORS ALFIE BOWN is the author of several books including The Playstation Dreamworld Polity 2017 and In the Event of Laughter Psychoanalysis Literature and Comedy Bloomsbury 2018 He is also a journalist for the Guardian the Paris Review and other outlets DAN BRISTOW is a recovering academic a bookseller and author of Joyce and Lacan Reading Writing and Psychoanalysis Routledge 2016 and 2001 A Space Odyssey and Lacanian Psychoanalytic Theory Palgrave 2017 He is also the co creator with Alfie Bown of Everyday Analysis now based at New Socialist magazine

**Schreibforschung interdisziplinär** Susanne Knaller, Doris Pany-Habsa, Martina Scholger, 2020-07-30 Schreiben ist eine der wichtigsten menschlichen Kulturtechniken und beeinflusst maßgeblich die sozialen kulturellen politischen und konomischen Möglichkeiten des modernen Menschen Dem Thema Schreiben in seinen unterschiedlichsten Facetten als

Praxis Prozess Produkt muss daher zwingend interdisziplinär begegnet werden Die Beiträge des Sammelbandes führen schreibtheoretische Modelle aus unterschiedlichen Disziplinen zusammen und zeigen produktive Schnittstellen für Theorie und Praxis auf Neben theoretischen und methodologischen Fragestellungen thematisieren sie auch die unterschiedlichen Textformen und Schreibsituationen die im Fokus der einzelnen Fachbereiche und Disziplinen stehen **Mit Humor ist nicht immer zu spaßen** Mariusz Jakosz, Iwona Wowro, 2022-06-13 Dieser Sammelband liefert facettenreiche Ein- und Überblicke zur Humorforschung z.B. aus der Diskurs- oder Textlinguistik Es kommen unterschiedliche Dimensionen des vielschichtigen Humorphenomens zum Tragen und dessen Mechanismen Einsatz und Wirkung Sein besonderes Verdienst liegt jedoch darin das bereits Bekannte um neue Dimensionen zu erweitern oder im neuen Lichte darzustellen Als Ergebnis erhalten die Leserinnen daher keine erschöpfende Darstellung von Humorerscheinungen sondern stattdessen eine anschauliche Vermittlung eines Phänomens das in vielen Kontexten tief verankert ist und einen unabdingbaren Teil des gesellschaftlichen Lebens darstellt **Corporate Cancel Culture and Brand Boycotts** Angeline Close Scheinbaum, 2024-10-03 This topical book examines and tests the complexities of unintended consequences of social media that often impact brands and companies from both an economic and a reputational lens This book introduces the term corporate cancel culture highlighting the growing trend among customers to leverage social media to communicate their grievances with companies This book reports challenges of social media platforms to brands and companies The challenges addressed entail including social media trolls the power of influencers the dark web cancel culture in sports due to political constraints social media influencer livestreams and misinformation Written by a team of experts from North America Europe South America and Asia this book showcases real world expertise in marketing branding consumer psychology economics and communication This book also considers solutions for brands and companies who need to address the dark side of social media by offering insights on fostering accountability among brands and business leaders and providing a roadmap to mitigate consumer resistance Corporate Cancel Culture and Brand Boycotts The Dark Side of Social Media for Brands is a must read for students of psychology marketing public relations management and social media It will also be of interest to users of social media both consumers and business organizations It is especially valuable for marketing advertising professionals social media professionals influencers and business executives It is designed to be read alongside The Dark Side of Social Media A Consumer Psychology Perspective [Proceedings of The 11th European Conference on Social Media](#)

Susana Pinto, 2025-06 The European Conference on Social Media ECSM is a well established academic conference held annually for over a decade with a focus on advancing research and dialogue around social media The primary aim of ECSM is to provide a platform for scholars researchers practitioners and industry professionals to share and discuss their findings on the multifaceted impacts of social media The conference emphasises the importance of understanding how social media influences various sectors including society education business and governance

## Unveiling the Energy of Verbal Art: An Psychological Sojourn through **Memes In Digital Culture**

In a world inundated with screens and the cacophony of immediate conversation, the profound energy and psychological resonance of verbal beauty frequently diminish into obscurity, eclipsed by the constant barrage of noise and distractions. Yet, located within the lyrical pages of **Memes In Digital Culture**, a interesting work of literary beauty that pulses with organic thoughts, lies an wonderful journey waiting to be embarked upon. Published with a virtuoso wordsmith, that mesmerizing opus courses viewers on an emotional odyssey, gently revealing the latent potential and profound affect embedded within the intricate internet of language. Within the heart-wrenching expanse of this evocative examination, we can embark upon an introspective exploration of the book is key themes, dissect their fascinating writing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

<https://cmsemergencymanual.iom.int/files/scholarship/default.aspx/Supply%20Chain%20Management%205th%20Edition%20Ballou%20Solution.pdf>

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## **Memes In Digital Culture Introduction**

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