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INTERNET MEMES AS A TOOL OF INTER-CULTURAL INTERNETCOMMUNICATION

***Анотація:** проаналізувавши роль Інтернет-мема в процесі міжкультурної комунікації показало що меми виступають важливим засобом міжкультурної комунікації, відображаючи 2 суттєвих процеси: процеси глобалізації та локалізації. Крім того, міжкультурний потенціал мемів в Інтернеті обумовлений частим використанням англійської мови в заголовках, так як вона є провідною мовою міжнародного спілкування, тому мем Інтернету інтегрований у глобальні міжкультурні процеси.*

***Ключові слова:** Інтернет-мем, медіа-вірус, креолізований, міжкультурна комунікація, глобалізація.*

In the context of globalization and rapid technological the progress of Internet communication has become quite commonplace for modern people. This is a very heterogeneous aspect of interpersonal and intercultural communication, and therefore, it is a favorable environment for the development of many unique linguistic phenomena as an internet-meme. The meme softens the hidden pressure accumulated in society for any reason, concentrates attention on the imperceptibly formed imbalance in the perception of the fact and gives it a verbal designation. Successful memes are kind of winners of the competition for the best in terms of brevity and emotional expressiveness of a presentation of a topic that is relevant to society.

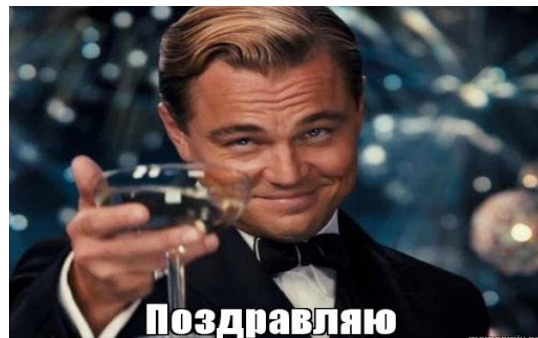
The term "meme" was first used in 1976 by the biological scientist Richard Dawkins in his scientific work "The Selfish Gene." At the moment, it is customary to define a meme as "a unit of cultural information transmitted from person to person." A meme can show the manifestation of human life, obsessive a melody, a phrase of a famous politician or the frame of the film. The status of a meme, or, as it is called in the media "media virus", is the ability to replicate and spread. An Internet meme is a visual, auditory, textual or synthetic content distributed on the Internet, designed to entertain its consumer, and also carries some information. The functions of memes are very diverse, and the forms of their embodiment are extremely inventive[1].

The linguistic approach focuses on the form of the meme rather than its content. For example, A.V. Veshnyakova notes an important aspect of linguistic creativity for creating a meme that is the verbal part of a meme as a joke is formed occasionally and requires language creativity from the creator. [4]. In the linguistic approach, a meme is defined as a creolized text: an education that combines verbal and non-verbal elements and has a holistic effect on the addressee. Linguists involved in the analysis of memes are mainly interested in the ways of transformation of memes, their structural elements, as well as the features of the humorous and emotional nature of the meme [2]. Emotions that have been experienced by a meme are an important aspect of facilitating the transmission of a meme between people experiencing the same emotion. According to independent researcher Anton Stoletov, “a substantive conversation about an Internet meme will not work, if we do not take into account the emotions and associations of netizens that determine its popularity, motivate them to thoughts and actions related to the meme reasons ”[3].

Analysis of Internet memes has shown that they can act as a means of intercultural communication. This position is confirmed, firstly, by the fact that the main language used in Internet memes is English. The use of English in Internet memes, which is the language of international communication, greatly simplifies the use of Internet memes by users who may belong to different cultures and at the same time can join the global Internet culture without experiencing a language barrier. Besides, the high potential of Internet memes as a means of intercultural interaction is expressed in the fact that Internet memes reflect the process of globalization of cultural and informational content. Analysis of popular serial Internet memes showed that there are similar Internet memes in English and other languages in the Internet space. Pictures 1st and 2nd show Internet memes from the Great Gatsby meme series, the accompanying inscription in the Internet meme is translated from English “Congratulations”. The Great Gatsby meme series has humorous overtones and is commonly used to express “sarcasm with a pretence of grace” [6].



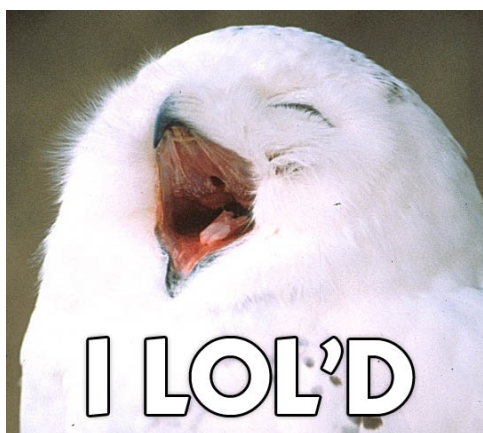
Picture 1



Picture 2

Attitudes towards memes are different: someone considers that Internet memes information is garbage, someone happily picks up each new meme, but they have become an integral part of Internet communication, a kind of jargon, the knowledge of which helps to become "your own", facilitates communication on the network [5, p.243]. Today, using Internet memes is becoming popular, especially among young people, since it has represented a very diverse range of professional audiovisual occupations as such the technologies and hobbies.

In the modern internet space, the following types can be distinguished as an active type of functioning internet memes: 1) text meme; 2) meme image; 3) a media meme; 4) creolized meme. In this regard, we have some interest according to the structure of the meme. For creolized memes and Internet memes in general, the use of special slang is also characteristic. For example:



Picture 3



ANIK!!!

Picture 4

LOL'd (Picture 3) is the past tense form of the acronym LOL, meaning laugh out loud. Chan (Picture 4) is a prefix added that means the word "girls" as such a pet name. Most of the word has become popular thanks to anime.

The Internet is a convenient technical tool that maximally simplifies and accelerates the process of exchange and dissemination of information in the process of social understanding of a particular problem. In practical terms, the Internet is the key link in the spread and “mutation” of memes. Memes are prototypes of the new concepts, the result of a new understanding, a kind of the point of growth and the development of social self-awareness. It is not surprising that it is young people with open-mindedness often manage to grasp something new. By and large a meme contains some information, sends a message, and engages in discussion. On the other hand, a meme is almost always an emotion. Emotional memes are better to remember and spread. A meme is not only a purely Internet culture or youth subculture, and it is not always created within one language or one culture. Meme is a phenomenon of intercultural and interlingual communication.

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