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INTERNET MEME AS A MEANS OF COMMUNICATION

Graduate Thesis
ABSTRACT
Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of research is the Internet as a media space, online communication and offline communication.

The subject of research - the thesis is the place and role of memes in the media space of the Internet and online and offline communications.

The purpose of the work is to determine the role of memes in online and offline communication at the present stage. The methodological basis of the thesis work was made up of general scientific methods: the method of analysis, analogy, as well as private scientific methods used in the humanities (in-depth interview).

In the process of writing the thesis, the following results were obtained: the phenomenon of the meme was considered, the specifics of the use of Internet memes in new media, in particular on the Internet, and offline communications were considered, and the method of in-depth interviews was studied. As a result of the study, the features of the use of Internet memes in online communication and everyday communication were revealed.

The scientific novelty of the study lies in the demand for adapted and modern data on the features of using Internet memes as a means of communication.

Keywords: manipulation, news, media, content, fake, internet.