

PHILOLOGY

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Internet memes as a relevant phenomenon of political Internet communication in Russia

The object of the study is Internet memes that have become a fact of political communication in modern Russia and this phenomenon has gained popularity in the period between 2019-2022. Political Internet memes are analyzed within the framework of the typology developed by N.A. Zinovieva on the basis of a set of dichotomies ("truth – lie", "character – event", "tradition – innovation", "background – figure", "image – text", "thought – action"). The conclusion is made about the field organization of the Internet meme structure including a constant core formed by a visual template and the generalized meaning of the Internet meme. It is shown that the specifics of the functioning of the precedent phenomenon as part of Internet memes lies in its transformation through the dissemination or replacement of elements and subsequent reinterpretation. The authors determine that the relevant genre varieties are transformed IM-advice, IM-comics, less often – IM-macros, IM-motivators.

Key words: Internet meme, political communication, verbal and non-verbal components, dichotomy, adaptation, genres.

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