



**READING
THE NEWS**

**SCROLLING
THROUGH MEMES**

Memes Today Top

Emilie Sanchez

Memes Today Top:

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.

Online Virality Valérie Schafer, Fred Pailler, 2024-08-19 The book *Online Virality* edited by Valérie Schafer and Fred Pailler (C2DH, University of Luxembourg) aims to provide a comprehensive examination of online virality. It explores the many ways we can think about this modern phenomenon and analyse the circulation, reception and evolution of viral born digital content. Virality and content sharing always intertwine material, infrastructural, visual and discursive elements. This involves various platforms, stakeholders, intermediaries, social groups and communities that are constantly re-defining themselves. Regulation, curation and content moderation, politics as well as affects and emotions, fears, humour, empathy, hatred, are also at the core of online virality. The publication offers an interdisciplinary overview on online virality by including different types of scientific inputs such as precise case studies, various methodological approaches including close and distant reading, visual studies, discourse analysis, etc. as well as historical and socio-technical analyses. The book is organised around three main topics: Expressions and Genres, Mobilisations and Engagements, Circulation and Infrastructures. The first part explores the semiotics of virality, the diverse and creative forms of expression, specific genres, the relation to other media and the affective side of virality such as using humour or provocation. The second part focuses on the political dimension of memes and viral content and their use in the context of controversy or political and ideological opposition. Finally, the third part delves into the often understudied but essential side of virality by examining the role of platforms and their curation in short, the infrastructural dimension of virality. These three parts allow us to question such fundamental notions linked to virality as, among others, circulation, reception, economy of attention, instrumentalisation and affect. This volume brings together authors from various

disciplines including semiotics history information and communication sciences computer science digital humanities media studies In addition the contributors approach the question via case studies that allow for a perspective that is not exclusively US and European centred Some chapters explore virality in Brazil Chile while the book also examines a wide variety of platforms YouTube Twitter Instagram TikTok video game platforms etc **The Pragmatics of Internet Memes** Chaoqun Xie,2022-05-15 What is a meme What is in a meme What does living in with memes actually mean What do memes mean to human beings dwelling in a life world at once connected and fragmented by the internet and social media Answers to and ways of answering these and other meme questions that arise in social events represent human assistance in or resistance to meaning making A pragmatic perspective on internet memes as a way of seeing in social life experience offers a unique window on how meme matters in mediated inter actions turn out to be inextricably intertwined with human beings presencing and essencing in the life world Ultimately this volume seeks to reveal what and how serious if not unsayable concerns can be concealed behind the seemingly humorous carefree and colorful carnival of internet memes across cultures contexts genres and modalities This book will be of some value to anyone keen on the dynamics of memes and internet pragmatics and on critical insights that can be garnered in kaleidoscopic multimodal communication Originally published as special issue of Internet Pragmatics 3 2 2020 **Film Authorship in Contemporary Transmedia Culture** Wikanda Promkhuntong,2025-10-01 Film Authorship in Contemporary Transmedia Culture The Paratextual Lives of Asian Auteurs examines film authorship in the transmedia era whereby film directors have become public figures through a wide range of textual material and performative practices The book draws on the notion of paratext and its related term palimpsest to bring forth the idea of self reflexive authorship as a method of examining the mediated past present and afterlife of East Asian filmmakers The first part of the book pays attention to materials surrounding film festivals multi platform distribution and cinephile fan creative practices which have been created rewritten and shared to foster and problematize the reputations of selected filmmakers The second part examines alternative modes of self projections and creative productions that address the filmmakers sense of selves and relations with the industry and the public Across different chapters discourses surrounding film authorship and East Asian cinema are revisited and expanded to highlight its multiple histories and possible futures **Genes Vs. Memes** Walter A. Koch,1986 *Culture, Nature, Memes* Thorsten Botz-Bornstein,2008 This collection of essays on cognition which involves continental as much as analytical approaches attempts to observe cognitive processes in three areas in culture in nature and in an area that can at least from some point of view be perceived as an oein between of culture and nature memes All authors introduce a certain dynamic input in cognitive theory as they negotiate between the empirical and the conceptual or between epistemology and the study of culture In all chapters culture nature and memes turn out to be dynamic in the sense of being non essentialist their significations and modulating functions always being multi dimensional The chapters shed new light on classical themes of cognitive theory as problems of creation

generation and emergence TM animals TM thoughts and beliefs TM minds and computing TM knowledge and its social dimension TM thoughts and emotions TM the innate state of lexical concepts TM and memetics and stylistics TM **Pet Nation** Mark Cushing,2020-09-08 An inside look at the forces behind how our pets become treasured members of the family In the last 20 years pets have gone from the backyard to sleeping on our beds then showing up in every corner of America Pet Nation tells the story of this seismic shift and the economic media legal political and social dramas springing from this cultural transformation Since 1998 the pet population in the U S has almost doubled about two thirds of the country now owns a pet No longer left to wander the neighborhood dogs and cats eat special food get individualized medical attention and even fly in the cabin As founder of the Animal Policy Group Mark Cushing provides an inside look at the rise of Pet Nation tracking the myriad ways pets are acquired a Canine Freedom Train runs south to north reporting on pet rights legislation and the unseen problems that come with elevating their status pet healthcare revealing the truth and myths about large scale breeders and discovering that despite what many organizations would have us believe there is a shortage of dogs Insightful surprising and full of great stories Pet Nation opens our eyes to the big changes happening in front of us right now It shows us not only what our love of animals says about pets it shows us what it says about ourselves

The SAGE Handbook of Social Media Marketing Annmarie Hanlon,Tracy L. Tuten,2022-06-16 Social media marketing has become indispensable for marketers who utilize social media to achieve marketing objectives ranging from customer care to advertising to commerce This Handbook explores the foundations and methodologies in analysing the important aspects of social media for organisations and consumers It investigates critical areas concerning communities culture communication and content and considers social media sales This Handbook brings together the critical factors in social media marketing as the essential reference set for researchers in this area of continued growth It is essential reading for postgraduate students researchers and practitioners in a range of disciplines exploring the area Part 1 Foundations of Social Media Marketing Part 2 Methodologies and Theories in Social Media Part 3 Channels and Platforms in Social Media Part 4 Tools Tactics and Techniques in Social Media Marketing Part 5 Management and Metrics in Social Media Part 6 Ethical Issues in Social Media

The Year's Best Science Fiction ,2002 **The Best of Pirate Writings** Edward J. McFadden,1998 **Fashion & Luxury Marketing** Michael R. Solomon,Mona Mrad,2022-04-14 Written by marketing experts this authoritative and comprehensive full colour textbook made up of both accessible research and theory real world examples and case studies including Prada Gucci and Burberry provides students with an overview of the global fashion industry and fashion marketing strategy branding communications retailing and distribution as well as the psychological factors involved in consuming fashion and luxury The role of social media celebrities and influencers such as Kim Kardashian and Lil Miquela are discussed as is the ever increasing role of ethical fashion and sustainability The authors also offer an expanded view of fashion and luxury by moving beyond just clothing and apparel to include other fashionable and luxurious products and services including

technology Packed with attractive visuals from fashion and culture and accompanied by chapter summaries questions and exercises this textbook is essential reading for students studying fashion luxury marketing management retailing branding and communications Also provided for educators are supporting PowerPoint slides and an instructor s manual to support use of the textbook with students Suitable for Fashion Marketing Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes The text will also appeal to Luxury programmes MBA etc and Retail Marketing modules

UG **How to Simplify Your Love: A Guide to a Happier, More Fulfilling Relationship** Werner Tiki

Kustenmacher,Marion Kustenmacher,2008-06-23 Already an international bestseller a simply irresistible approach to love and relationships from the author of How to Simplify Your Life Charmingly illustrated and refreshingly down to earth this unique relationship guide will help you simplify your love life Following the worldwide success of How To Simplify Your Life the authors discovered that readers wanted to apply the principles of simplicity to their relationships This book is filled with simple suggestions on how to remove the complications of your everyday life and embrace the little things that matter

Proceedings ,2000 Unleashing Leaders Hilarie Owen,2001-03-16 This book offers a way forward where organizations will be able to transform themselves to become places where the potential of existing leaders and would be leaders can be expressed Hilarie Owen outlines a holistic model containing seven interconnecting actions that will help organizations transform to be adaptable to leaders The outcome if an organization follows this model is a unique web structure as opposed to the traditional hierarchies or organizations The web structure in an organization promotes productivity and the release of an individual s potential Jacket **Teaching and Technology** ,1991 Adbusters ,2001

From the Wandering Jew to William F. Buckley Jr Martin Gardner,2000 In ten essays and 19 book reviews 1969 2000 esteemed Skeptical Inquirer and Scientific American Mathematical Games columnist debunks superstition of all types in discussing such sundry topics as psychic surgery the Wandering Jew Second Coming legend Christian Science and books by Buckley and Carl Sagan Lacks an index Annotation copyrighted by Book News Inc Portland OR **ISSE 2011 Securing Electronic Business Processes** Norbert Pohlmann,Helmut Reimer,Wolfgang Schneider,2019-06-07 This book presents the most interesting talks given at ISSE 2011 the forum for the inter disciplinary discussion of how to adequately secure electronic business processes The topics include Cloud Computing Enterprise Security Services Awareness Education Privacy Trustworthiness Smart Grids Mobile Wireless Security Security Management Identity Access Management eID eGovernment Device Network Security Adequate information security is one of the basic requirements of all electronic business processes It is crucial for effective solutions that the possibilities offered by security technology can be integrated with the commercial requirements of the applications The reader may expect state of the art best papers of the Conference ISSE 2011 **Forbes** ,2006-10 The Connection ,2002

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