

Memes as Means

Presentations and discussion with Evelyn Austin, Clara Balaguer, Silvia dal Dosso & Noel David Nicolaus, and Isabel Löfgren, moderated by Inte Gloerich.

Opening by Inte Gloerich: <https://vimeo.com/344050654>

trivial and frivolous. The meme might seem, like fanzines or a cultural and communicative object, as a mere investigation. The meme can bear witness to shifts in language and cultural norms. Memes can function as political agent, spread like a virus and change sentiment, become a talking point, set an agenda. Ammunition of online culture wars? How do they contribute to the dissemination of the alt-right? How to study these symbols and tropes, and how to create our own?

Using memes as a starting point, we look at online visual culture and how different popular communication styles have been incorporated into strategies of far-right movements. What are innovative ways to counter these movements on a transnational level? And how does the passing of Article 13 in the European Parliament affect our ability to freely express ourselves online? What does the meme have to say about positioning topical publications or research output?