

political memes in social media

political memes in social media have emerged as a powerful and influential form of communication within the digital landscape. These memes combine humor, satire, and cultural references to comment on political events, figures, and ideologies, making complex issues more accessible and engaging for a broad audience. As social media platforms continue to dominate public discourse, political memes have become a pivotal tool for shaping opinions, mobilizing supporters, and even spreading misinformation. This article explores the multifaceted role of political memes in social media, examining their history, impact, and the challenges they present. Key topics include the evolution of political memes, their influence on public opinion, ethical considerations, and future trends in this dynamic digital phenomenon.

- The Evolution of Political Memes
- Impact of Political Memes on Public Opinion
- Ethical Considerations and Challenges
- Future Trends in Political Memes on Social Media

The Evolution of Political Memes

The emergence of political memes in social media can be traced back to the early days of internet culture, where simple image macros and viral jokes first gained traction. Over time, these memes have evolved in sophistication, incorporating multimedia elements such as videos, GIFs, and interactive content. Political memes now serve not only as entertainment but also as tools for political activism, commentary, and persuasion. The rise of platforms like Facebook, Twitter, Instagram, and TikTok has accelerated the spread and influence of political memes, allowing them to reach millions within moments.

Origins and Early Examples

Political memes initially surfaced in niche online communities and forums, where users created humorous images or short texts targeting political figures and events. Early memes often relied on recognizable templates and popular culture references to convey messages quickly. These simple forms laid the groundwork for the complex, highly shareable political memes seen today.

Role of Social Media Platforms

Social media platforms have played a crucial role in the proliferation and evolution of political memes. Algorithms prioritize engaging content, often boosting political memes that evoke strong emotional responses. Each platform offers unique features that influence meme formats and dissemination patterns. For example, Twitter's retweet function enables rapid sharing of

succinct political commentary, while Instagram and TikTok emphasize visual storytelling and virality.

Impact of Political Memes on Public Opinion

Political memes in social media significantly shape public opinion by simplifying complex political issues and making them more relatable. Their ability to combine humor with political critique often increases engagement and encourages sharing among diverse audiences. This section examines how political memes influence voter behavior, political polarization, and information consumption.

Shaping Voter Behavior

Political memes can influence voter behavior by reinforcing existing beliefs or introducing new perspectives in an accessible and entertaining format. Memes often highlight key political debates, candidates' traits, or policy issues, potentially swaying undecided voters or mobilizing supporters. Their concise nature allows rapid dissemination of political messages, especially during election cycles.

Contribution to Political Polarization

While political memes can promote political awareness, they may also contribute to increased polarization. Memes frequently rely on satire and exaggeration, which can deepen ideological divides by mocking opposing viewpoints. This phenomenon sometimes fosters echo chambers where users predominantly engage with content that aligns with their beliefs, reducing exposure to diverse perspectives.

Information Dissemination and Misinformation

Political memes serve as a double-edged sword in information dissemination. On one hand, they can educate and raise awareness quickly; on the other hand, they risk spreading misinformation due to oversimplification or deliberate manipulation. The viral nature of memes means false information can propagate rapidly, complicating efforts to maintain an informed electorate.

Ethical Considerations and Challenges

The widespread use of political memes in social media raises various ethical questions and challenges. Issues such as misinformation, privacy, intellectual property, and the potential for harassment or hate speech require careful consideration by creators, platforms, and users alike.

Misinformation and Manipulation

The potential for political memes to disseminate misleading or false information presents significant ethical concerns. Memes often prioritize

humor and shareability over accuracy, which can misinform the public or manipulate opinions unfairly. Addressing this challenge necessitates improved media literacy and platform policies focused on fact-checking and content moderation.

Privacy and Consent

Political memes sometimes use images or statements from individuals without their explicit consent, raising privacy issues. Public figures often become meme subjects, but private individuals can also be targeted, leading to potential harm or harassment. Ethical meme creation involves respecting privacy rights and avoiding defamatory content.

Intellectual Property Rights

Many political memes repurpose copyrighted materials such as photographs, artwork, or media clips. This raises questions about intellectual property rights and fair use in the context of political satire. Balancing creative expression with respect for original content creators is an ongoing challenge in the meme ecosystem.

Future Trends in Political Memes on Social Media

The landscape of political memes in social media is continually evolving, influenced by technological advances, changing user behaviors, and regulatory developments. Understanding emerging trends can provide insights into how political communication will adapt in digital environments.

Integration of Artificial Intelligence

Artificial intelligence (AI) is increasingly being used to create and curate political memes, enabling rapid generation of personalized content tailored to specific audiences. AI tools can analyze political discourse and generate memes that resonate emotionally and ideologically, potentially enhancing the reach and impact of political messaging.

Greater Emphasis on Visual and Multimedia Formats

As social media platforms prioritize video and interactive content, political memes are incorporating more dynamic elements such as short videos, augmented reality filters, and interactive polls. These formats increase user engagement and offer new ways to communicate political ideas effectively.

Regulatory and Platform Policy Changes

Governments and social media companies are implementing stricter policies to combat misinformation and harmful content, which will affect the production and distribution of political memes. Content moderation practices and

transparency requirements are likely to shape the future environment in which political memes operate.

- Increased use of AI-generated political memes
- Shift towards video and interactive meme formats
- Enhanced content moderation and regulatory oversight
- Growing importance of media literacy initiatives

Frequently Asked Questions

What role do political memes play in shaping public opinion on social media?

Political memes simplify complex political ideas into easily digestible content, making them effective tools for influencing public opinion and spreading political messages quickly on social media.

How do political memes influence voter behavior?

Political memes can reinforce existing beliefs, sway undecided voters by highlighting particular issues humorously or critically, and mobilize political engagement by encouraging discussion and sharing among social media users.

Are political memes effective in raising political awareness among young people?

Yes, political memes resonate well with younger audiences due to their relatable and entertaining format, helping to raise awareness about political events, candidates, and policies in a more engaging way than traditional media.

What are the ethical concerns surrounding political memes on social media?

Ethical concerns include the spread of misinformation, oversimplification of complex issues, potential for harassment or bullying, and the amplification of extremist or biased viewpoints through viral sharing.

How do political memes contribute to political polarization on social media?

Political memes often present issues in a biased or exaggerated manner, reinforcing in-group and out-group mentalities, which can deepen divisions and increase political polarization among social media users.

In what ways do political memes differ across various social media platforms?

Political memes vary by platform due to differing audience demographics and content formats; for example, Twitter memes may focus on quick text-based humor, Instagram memes often use visual creativity, and TikTok incorporates video memes with political satire.

Can political memes impact the credibility of political figures?

Yes, political memes can significantly impact the public perception and credibility of political figures by highlighting their actions, statements, or scandals in a humorous or critical light, sometimes shaping their reputation beyond traditional media narratives.

How do social media algorithms affect the spread of political memes?

Social media algorithms prioritize engaging content, so political memes that provoke strong emotional reactions or widespread sharing are more likely to be promoted, influencing which political messages gain visibility and reach on these platforms.

Additional Resources

1. *Memes and the Modern Political Landscape: Social Media's New Battleground*
This book explores how political memes have transformed political communication in the digital age. It examines the role of humor, satire, and viral content in shaping public opinion and mobilizing social movements. The author delves into case studies from various countries to illustrate the power and pitfalls of memes in political discourse.

2. *Viral Politics: The Rise of Memes in Election Campaigns*
Focusing on recent election cycles, this book analyzes how memes have been used strategically by politicians, activists, and grassroots campaigns. It discusses the impact of meme culture on voter engagement and misinformation. The book also considers ethical concerns surrounding meme manipulation and propaganda.

3. *Digital Satire: Political Memes as Tools of Resistance*
This text investigates how marginalized groups and political dissidents utilize memes to challenge dominant narratives and authoritarian regimes. It highlights the creative ways memes serve as a form of digital protest and community building. The book also addresses the risks meme creators face in oppressive political environments.

4. *The Meme Machine: Understanding Political Humor in Social Media*
This book offers a psychological and sociological perspective on why political memes resonate with audiences. It breaks down the mechanics of humor, symbolism, and relatability that make memes effective political tools. Readers will gain insight into how memes influence attitudes and reinforce ideological divides.

5. *From Hashtags to Memes: The Evolution of Political Messaging Online*

Tracing the history of political communication on social media, this book shows how memes have emerged as a dominant form of messaging. It compares memes with earlier digital tactics like hashtags and viral videos. The author discusses the implications for political engagement and digital literacy.

6. Memes, Misinformation, and Democracy: Navigating the Political Meme Ecosystem

This book tackles the darker side of political memes, focusing on their role in spreading fake news and polarizing societies. It offers strategies for identifying and combating meme-based misinformation. The text also explores the responsibilities of social media platforms and users in maintaining healthy democratic discourse.

7. Political Memes and Identity Politics: Crafting Narratives in the Social Media Age

This book examines how political memes contribute to the construction and expression of group identities. It looks at the ways memes reinforce cultural values, stereotypes, and political allegiances. The author evaluates the impact of meme culture on social cohesion and division.

8. The Art of the Political Meme: Creativity, Influence, and Power

Focusing on the creative process behind political memes, this book highlights the artistry and strategy involved in meme production. It showcases prominent meme creators and their influence on political movements. The book also discusses legal and ethical issues related to meme content and copyright.

9. Memes as Political Discourse: Language, Symbolism, and Power in Social Media

This book analyzes political memes as a form of digital rhetoric, exploring their use of language, imagery, and symbolism. It discusses how memes serve as concise and potent forms of political expression. The author argues that understanding meme discourse is essential for grasping contemporary political communication.

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political memes in social media: 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*.

political memes in social media: 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).

political memes in social media: Meme Evolution Michael Davis, AI, 2025-03-29 Meme Evolution explores the transformation of internet memes from simple jokes to potent forces shaping culture and political discourse. This book offers a comprehensive analysis of meme culture, examining its origins, spread, and societal impact in the digital age. Memes function as agents of cultural transmission, reflecting and shaping our collective consciousness. The book argues that memes are powerful units of cultural information, not merely fleeting internet fads. It highlights the historical rise of the internet and social media, providing context for understanding how information now flows online. The book progresses through key topics, including the evolution of memes from early internet forums to global social media platforms, the semiotic mechanisms underlying their virality, and their use in political mobilization. By examining case studies, Meme Evolution traces the spread and transformation of specific memes across different online communities. It also analyzes the role of memes in contemporary politics, exploring how they frame political issues, mobilize voters, and challenge power structures. This analysis relies on qualitative and quantitative research methods, including discourse analysis and network analysis. A unique aspect of this book is its focus on the ethical dimensions of meme culture, exploring the potential for memes to spread misinformation and manipulate public opinion. It concludes by discussing the ethical implications of meme warfare and offering strategies for responsible meme creation and consumption. This makes Meme Evolution valuable to anyone interested in understanding the power and influence of memes in the digital age.

political memes in social media: The Meme Mastermind Ronald B, 2025-02-09 Memes are weapons—and they're shaping the world. The Meme Mastermind exposes the hidden forces behind viral content. Learn how memes manipulate minds, control narratives, and fuel global movements. Psychology & algorithms that make memes explode Memetic warfare: Turning memes into tools of power Dark patterns: Exploiting human behavior for viral gain Social engineering: How memes control public opinion This is your inside look at the viral conspiracy. Take control. Own the game.

political memes in social media: Memes of Power: How Digital Culture Transforms Populist Movements and Rewrites Global Politics Piper Ellery, 2025-09-08 Populist movements are no longer built solely in town halls or rallies—they are forged in memes, hashtags, and viral videos that circle the globe in seconds. The fusion of digital language and political activism has created a new era of "techno-populism," where pop culture becomes weaponized and entertainment

merges with ideology. *Memes of Power* takes readers inside this transformation, explaining how political actors harness the tools of online culture to mobilize crowds, frame narratives, and disrupt traditional institutions. From ironic internet humor to TikTok campaigns, digital symbolism now rivals traditional speeches in shaping collective identity and political momentum. This book offers a clear, authoritative, and accessible analysis for anyone seeking to understand how online communities are reshaping democracy, activism, and public life. It shows how digital culture can empower voices but also polarize, destabilize, and mislead on a global scale. If you want to decode the political future hidden in memes and movements, this is your essential guide.

political memes in social media: Unpacking Fake News H. James Garrett, Ashley N. Woodson, LaGarrett J. King, Esther Kim, Ellen Middaugh, Sarah McGrew, Joel Breakstone, Teresa Ortega, Mark Smith, Sam Wineburg, Avner Segall, Margaret Smith Crocco, Anne-Lise Halvorsen, Rebecca Jacobsen, Erica Hodgins, Joseph Kahne, Christopher H. Clark, Jennifer Hauver, 2019-03-08
Foreword -- Preface -- Introduction : fake news and the imperative of civic education -- Wayne Journell -- Why does fake news work? : on the psychosocial dynamics of learning, belief, and citizenship / H. James Garrett -- Real recognize real : thoughts on race, fake news, and naming our truths / Ashley N. Woodson, LaGarrett J. King, and Esther Kim -- Teens, social media, and fake news / Ellen Middaugh -- How students evaluate digital news sources / Sarah McGrew, Joel Breakstone, Teresa Ortega, Mark Smith, and Sam Wineburg -- Teaching in the twilight zone of misinformation, disinformation -- Alternative facts, and fake news / Avner Segall, Margaret Smith Crocco, Anne-Lise Halvorsen, and Rebecca Jacobsen -- Judging credibility in un-credible times : three educational approaches for the digital age / Erica Hodgins and Joseph Kahne -- Political memes and the limits of media literacy / Wayne Journell and Christopher H. Clark -- Two truths and fake news : lessons for young learners / Jennifer Hauver -- Afterword

political memes in social media: Towards an International Political Economy of Artificial Intelligence Tugrul Keskin, Ryan David Kiggins, 2021-07-01 This volume seeks to leverage academic interdisciplinarity to develop insight into how Artificial intelligence (AI), the latest GPT to emerge, may influence or radically change socio-political norms, practices, and institutions. AI may best be understood as a predictive technology. "Prediction is the process of filling in missing information. Prediction takes information you have, often called 'data', and uses it to generate information you don't have" (Agrawal, Gans, and Goldfarb 2018, 13; also see Mayer-Schonberger and Ramge 2018). AI makes prediction cheap because the cost of information is now close to zero. Cheap prediction through AI technologies are radically altering how we govern ourselves, interact with each other, and sustain society. Contributors to this volume represent the academic disciplines of Sociology and Political Science working within a diverse set of intra-disciplinary fields that when combined, yield novel insights into the following questions guiding this volume: How might AI transform people? How might AI transform socio-political practices? How might AI transform socio-political institutions?

political memes in social media: 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.).

political memes in social media: COVID Communication Douglas A. Vakoch, John C. Pollock, Amanda M. Caleb, 2023-05-30 This book focuses on how we understand COVID-19—medically, socially, and rhetorically. Given the expectation that other flu pandemics will occur, it stresses the importance of examining how the public response is shaped in the face of global health emergencies. It considers questions such as how can pandemic language both limit and expand our understanding of disease as biomedical, social, and experiential? In what ways can health communication be improved through the study and application of rhetoric and the health humanities? COVID Communication fills a gap in the pandemic literature by promoting interdisciplinary analysis of communication methods, realized through a health humanities approach. It centers human experience and culture within conversations about the biological reality of a pandemic. This volume will be a welcome contribution to the scientific investigations and practice of psychology and public health professionals. Interdisciplinary perspective New insights on how a pandemic is understood Highlights the relevance to important usually neglected relevance for psychology and public health professionals Endorsements of COVID Communication “In an era of the COVID-19 pandemic crisis, COVID Communication provides a smart, urgent alternative to our collective downward spiral, not only offering a fiery critique of our selfish and self-destructive present but also providing galvanizing, positive visions of what futures we might hope for.” — Shailendra Saxena, King George’s Medical University, India; editor of Coronavirus Disease 2019 (COVID-19): Epidemiology, Pathogenesis, Diagnosis, and Therapeutics “COVID Communication shows that the pandemic affects us not only because it makes us sick or ruins our economy, but also because of how it is spoken, written, and thought about, ultimately because of how it is socially constructed. An original and very necessary look to arm ourselves intellectually against the pandemic.” — Alberto del Campo Tejedor, Pablo de Olavide University, Spain; author of La infame fama del andaluz “The COVID-19 pandemic represented a global challenge that needed nations and their people to come together, find a joint response, and build a narrative that was clear, consistent, inclusive, and respectful of people. The reality, however, is that the responses to the pandemic reflected the ideologies of national leaders, political leaders, media outlets, and activists, leading to a fragmented and at times polarized global discourse. This important work examines the different narratives that circulated within the information environment to explore how these may have led to differing levels of trust in politicians, in science, and in one another. Through an analysis of rhetoric across diverse nations and platforms, the chapters provide a framework that is crucial for understanding the interplay between discourse, cognition, and behavior.” — Darren Lilleker, Bournemouth University, UK; co-editor of Political Communication and COVID-19: Governance and Rhetoric in Times of Crisis “This book presents a collection of must-read scholarly chapters that illustrate a panoramic view of how people from different countries and cultures communicate about this global pandemic. These chapters paint a rich canvas of thoughts, emotions, reactions, and actions through communication expressions, ranging from intuitive rhetoric and probing cartoons to emotional memes and creative advertising. The book is a great resource for aiding health communication scholars, instructors, professionals, journalists, and students in enhancing their COVID-19 research, teaching, practice, reporting, and

learning.” — Carolyn A. Lin, University of Connecticut, USA; co-editor of *Communication Technology and Social Change: Theory and Implications* “In an era of cultural anxiety caused by the global pandemic and social unrest, COVID Communication could not be timelier. Presenting broad cross-cultural and multi-modal perspectives on media portrayals of the illness that has caused so much suffering and uncertainty, this insightful book offers a ‘rhetorical toolkit’ that gives us tools to navigate the maze of modern communication with a deeper understanding of the power of language in the time of social media. It is a perfect resource for classes on media literacy, while it is useful to anyone who wants to become a more active, independent, and secure consumer of the media in the age of information abundance.” — Katja Plemenitaš, University of Maribor, Slovenia; co-author of *Josip Hutter and the Dwelling Culture of Maribor* “COVID-19, as a disaster and series of converging crises, has forever shaped society. COVID Communication offers an easy-to-read, unparalleled academic-practitioner focus to help understand the cultural, social, economic, political, community health, and personal risk assessment aspects of communication during and after the COVID-19 pandemic. Together, in a ground-breaking analysis that enhances the rich intellectual tradition of the field of communications, each chapter in COVID Communication offers readers the opportunity to view multiple media sources and approaches that engender a deeper understanding of health information and communication during and after COVID-19 and its ensuing crises.” — DeMond S. Miller, Rowan University, USA; co-editor of *Community Disaster Recovery and Resiliency: Exploring Global Opportunities and Challenges* “With its twenty-one chapters exploring a wide spectrum of issues ranging from individual and social responses to the global coronavirus breakout to the divergent narrative patterns identified from various countries, COVID Communication is indeed a timely and significant guide to understanding the recent pandemic. The collection makes the reader realize and acknowledge the multitude of complex, intersecting factors and processes that are relevant to comprehend the coronavirus pandemic and to cope with its various representations.” — Şemsettin Tabur, Ankara Yildirim Beyazıt University, Turkey; author of *Contested Spaces in Contemporary North American Novels: Reading for Space*

political memes in social media: The Routledge Handbook of Political Communication in Ibero-America Andreu Casero-Ripollés, Paulo Carlos López-López, 2024-10-31 The Routledge Handbook of Political Communication in Ibero-America addresses the relationship between communication, politics, and digital technologies in Latin American and the Iberian Peninsula, a geographical space linked by social, cultural, and linguistic aspects. In recent years, digital media have been central in the dialogue established by political parties, institutions, the media, and citizens. In this hybrid space emerged certain phenomena that are of interest, particularly in the Ibero-American landscape, including disinformation and fake news, protests on social media, the organization of social movements, the relationship between the press and the state, political participation, populism, the role played by emotions and memes, the impact of AI and platformization on politics, and topics of debate in the public sphere. This Handbook is structured into nine parts, beginning with a historical contextualization and then exploring central aspects of the discipline. It then goes on to study trends at the regional level, increasing knowledge about how political communication and digital technologies are changing multiple aspects of Ibero-American societies, where political communication plays a fundamental role – especially in electoral processes, with its consequent effects on democracy. This Handbook will be of interest to academics, students, and professionals in the fields of political science, communication, journalism, advertising, marketing, and sociology, as well as public opinion consulting. It will be of particular interest to undergraduate and postgraduate students from Latin America, Portugal, and Spain.

political memes in social media: Cognitive Modelling in Language and Discourse across Cultures Annalisa Baicchi, Erica Pinelli, 2017-08-21 This volume deals with core issues in figurative language and figurative thought. It also explores areas of convergence between idealised cognitive models and language across fourteen European and non-European languages (Croatian, English, German, Greek, Italian, Japanese, Persian, Polish, Russian, Old Saxon, Sicilian, Spanish, Swedish, and Turkish). The collection foregrounds the relationship that holds between literalness and

figurativeness in meaning construction, it emphasises the role of conceptual metonymy and metaphor as the main cognitive tools at work in inferential activity and as generators of discourse ties, and it also depicts the import of cognitive models in the production and interpretation of multimodal communication. In addition, a number of more specific topics are addressed from different perspectives, such as language variation and cultural models, the argumentative role of metaphor in discourse and the role of empirical work in cognitive linguistics.

political memes in social media: Big Data in Education Ben Williamson, 2017-07-24 Big data has the power to transform education and educational research. Governments, researchers and commercial companies are only beginning to understand the potential that big data offers in informing policy ideas, contributing to the development of new educational tools and innovative ways of conducting research. This cutting-edge overview explores the current state-of-play, looking at big data and the related topic of computer code to examine the implications for education and schooling for today and the near future. Key topics include: · The role of learning analytics and educational data science in schools · A critical appreciation of code, algorithms and infrastructures · The rise of 'cognitive classrooms', and the practical application of computational algorithms to learning environments · Important digital research methods issues for researchers This is essential reading for anyone studying or working in today's education environment!

political memes in social media: The Art of Propaganda: Historical Techniques That Influence Modern Media Ahmed Musa, 2025-01-06 Explore the powerful intersection of art, communication, and influence in The Art of Propaganda. This book uncovers how historical propaganda shaped public opinion, from wartime posters to political campaigns, and traces its evolution into the digital age of social media and viral content. Rich with examples and analysis, The Art of Propaganda reveals how visual storytelling and persuasive messaging continue to sway minds and shape societies. Perfect for history enthusiasts, media professionals, and critical thinkers, this book invites readers to recognize and decode the influence around them.

political memes in social media: Digital Populism and the Use of Neo-Propaganda and Fake News Vieira, Andreia Teles, Joaquim, Ana Filipa, Duarte, Alexandre, 2025-05-07 As populism grows across global democracies, the integration of new technologies has significantly amplified the use of propaganda techniques and the spread of fake news. Tools like social media and artificial intelligence (AI) make digital technologies privileged vehicles for populist communication. Due to the use of fallacies, propaganda is confused with fake news, though these techniques are broader and based on political strategies to manipulate public opinion. With the advent of new technologies and the ever-increasing incorporation of AI into social life, political parties are facing a form of two-way communication without intermediaries, meaning they can directly reach and influence the public with reduced costs. Understanding the social impact of digital propaganda may help foster political literacy among civil society. Digital Populism and the Use of Neo-Propaganda and Fake News explores various populist parties, aiming to identify and understand their use of propaganda and fake news. It provides a comprehensive, global vision of populism in different nations and examines the communication strategies based on propaganda and disinformation. Covering topics such as social media, computational propaganda, and political rhetoric, this book is an excellent resource for political analysts, journalists, sociologists, government officials, policymakers, researchers, academicians, and more.

political memes in social media: Precarious Democracy Benjamin Junge, Sean T. Mitchell, Alvaro Jarrin, Lucia Cantero, 2021-09-17 Brazil changed drastically in the 21st century's second decade. In 2010, the country's outgoing president Lula left office with almost 90% approval. As the presidency passed to his Workers' Party successor, Dilma Rousseff, many across the world hailed Brazil as a model of progressive governance in the Global South. Yet, by 2019, those progressive gains were being dismantled as the far right-wing politician Jair Bolsonaro assumed the presidency of a bitterly divided country. Digging beneath this pendulum swing of policy and politics, and drawing on rich ethnographic portraits, Precarious Democracy shows how these transformations were made and experienced by Brazilians far from the halls of power. Bringing together powerful

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