

INTERNET MEME AS A MEANS OF COMMUNICATION

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Abstract: In the last decade, due to the growth in the volume of information, there has been a tendency to save language resources. Language as a means of communication is constantly looking for the optimal form of thought transmission, and with the advent of Internet technologies in the modern world, a new communication environment is intensively strengthening its position. Nowadays, many people spend a long time in social networks, which have their own specifics of information transfer. In this regard, a special kind of communication has appeared, based on Internet memes, which are understood by few.

The term "meme" comes from the Greek word for "similarity". The concept of a meme was developed by Richard Dawkins in 1976 in his book *The Selfish Gene*. Dawkins introduced the concept of "meme", which he uses to describe the processes of storage and distribution of individual elements of culture. Vertical transmission of ideas is when a person receives certain ideas "inherited" from predecessors, parents, educators, through oral transmission, books. Horizontal transmission of ideas occurs from person to person and from culture to culture.

Internet-mem (eng. *Internet meme*) - in the media and everyday vocabulary, the name of information or a phrase, often meaningless, spontaneously gained popularity in the Internet environment through distribution on the Internet in all possible ways (by e-mail, on forums, blogs, etc.). Also refers to the phenomenon of spontaneous dissemination of such information or phrase. Came into use in the middle of the first decade of the XXI century. Memes can be both words and images. In a word, any auditory or visual segments of the Internet, statements, pictures, video or sound that mattered and spread on the Internet.

spontaneous uncontrolled distribution among Internet users, but only that which in any way leaves many users indifferent to it, arouses interest or generates any associations.

Places of " origin" of memes are various Internet communities (blogs, forums, chats, groups in social networks, etc.). For other native speakers, they will most likely remain incomprehensible at the first meeting, unless they are accompanied by the necessary explanations, and, accordingly, will not cause a laughable reaction.

So, this is humor "not for everyone", but only for those "who understand": the comic effect is designed for a certain audience. However, due to the openness of the Internet space , a meme often becomes known to a wide audience, overcoming the given restrictions, which is of particular interest for study.

Text memes are a word, phrase or phrase: Preved , Afftar zhzhhot , Bayan, British scientists, Horizon littered, Donkey Hot, Cthulhu , Ya shrimp ! and etc. This can also include peculiar phrases that begin or end the statement: It seems to me alone that ..., Read to the end ..., ... Curtain! etc. Sources for the appearance of such memes are often the statements of "ordinary" users.

Memes - pictures exist in two main varieties: firstly, a recognizable image - for example, "Omsk bird", " Cthulhu ", "owl" or other characters; secondly, a picture made in the graphic editor " Photoshop " (" Photoshop "), a processed photograph, which received the slang name photo-toad. In the second case, not only the visual component matters, but also the plot. " Sad Keanu Reeves" is another meme-

phototoad , based on a picture of a Hollywood actor, with a sad and detached look eating a sandwich on a park bench.

Video memes are comic videos that are posted on the personal pages of social network users and are transmitted to each other by e-mail. The specificity of their use lies in the possibility of repeated reproduction, re-viewing, including collective. Their popularity is measured by the number of views. It is noteworthy that some video memes are conceived and filmed as parodies, while others, on the contrary, become a source of comedy unexpectedly for the hero of the video.

The second group includes, for example, the well-known meme “ Mr. Trololo ”, the source of which is a video recording of the performance of the Soviet pop singer Eduard Khil , made in 1967.

Creolized meme is a kind of creolized texts, “the texture of which consists of two non-homogeneous parts (verbal language (speech) and non-verbal (belonging to other sign systems than natural language))”. Main Components The creolized text consists of a verbal part (inscription / signature) and an iconic part (drawing, photograph, table). In different types of texts, they are found in various combinations. Creolized Internet memes include the Philological Maiden meme, which is popular among philologists .

The social network VKontakte was chosen as the object of the study , because today it is the most popular Russian network: VKontakte is visited daily by every third Internet user (31%), 23% do it weekly. Today, VKontakte has more than 97 million users.

As a result of a survey of students, it was revealed that 89% of the respondents are registered in social networks, more than half are registered in the VKontakte social network, 53% use Internet memes to communicate online , the most popular memes are Rage characters.

Rage Comics (*Furious comics*) - a series of web comics, the characters of which are drawn without attention to detail in the simplest graphics editor such as Paint Comic book plots vary greatly, according to the imagination and life experience

of comic book writers. Heroes Rage Comics express certain emotions (dissatisfaction, pleasure, sadness, neutrality):

Discontent : **Ffrustration** ' , or simply **FFFFFUUUUUU - Rage Guy** - a character used to express serious disappointment, annoyance or displeasure in a given situation; **Y U NO Guy** (eng. *WHY YOU NO* , rus. *WHY YOU DO NOT*) - expresses bewilderment and indignation at the imperfection of the world, established foundations , and anything else; **Are You Serious Face** is a dazed and bewildered character who is used as a reaction to extreme ignorance and stupidity; **Cereal Guy** (*Cereal Guy*) - a thin figure of a man with a huge head and an indignant grimace, who sits at the table, eats his dry breakfast on both cheeks and furiously tries to explain something.

Pleasure : Trollface - a black and white image of a face, blurred into a cunning, gloating and smug grin; **Me Gusta Guy** - expresses his satisfaction from unbearably disgusting or strange things; **lol guy** is a character used to express laughter.

Sadness : **Forever _ Alone Guy** - forever lonely guy, whose face denotes loneliness and disappointment in life; **OK guy** is a character who always says " okay " even when most rage guys would disagree or even react negatively.

Neutrality : Poker face - denotes a stolid, expressionless facial expression, characteristic of a poker player. People who often view such comics actively use the facial expressions and gestures of their characters in everyday life.

The students were offered the 10 most popular comic book characters, the meaning of which had to be determined. The most popular Internet memes among teenagers are **FFFFFUUUUUU - Rage Guy** , **OK Guy** , **Forever Alone Guy** , **Poker face** .

Internet memes can be considered as a special language of modern Internet communication and as a means of communication in social networks. The study allows us to state that the most popular among teenagers are Internet memes **FFFFFUUUUUU- Rage Guy** , **OK Guy** , **Forever Alone Guy** , **Poker face** . Students who know what the characters in these webcomics stand for can be considered active social media users.

In the modern Internet environment, graphic information, along with textual information, helps to recognize a person who constantly uses sites designed for virtual communication among people who do not belong to this circle.

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