

SPECIAL LECTURE IN ENGLISH

THE VALUE OF INTERNET MEMES

**OCTOBER 9, 2019
6PM TO 7:30PM**

**6TH FLOOR, III MAIN BUILDING
HONGO CAMPUS
THE UNIVERSITY OF TOKYO**



Speaker:
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Host:
Kaori Hayashi Research Group, Interfaculty Initiative in Information
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In cooperation with:
Project S ("Producing Multicultural Communities") of the Integrated
HumanSciences Program for Cultural Diversity (IHS), University of
Tokyo

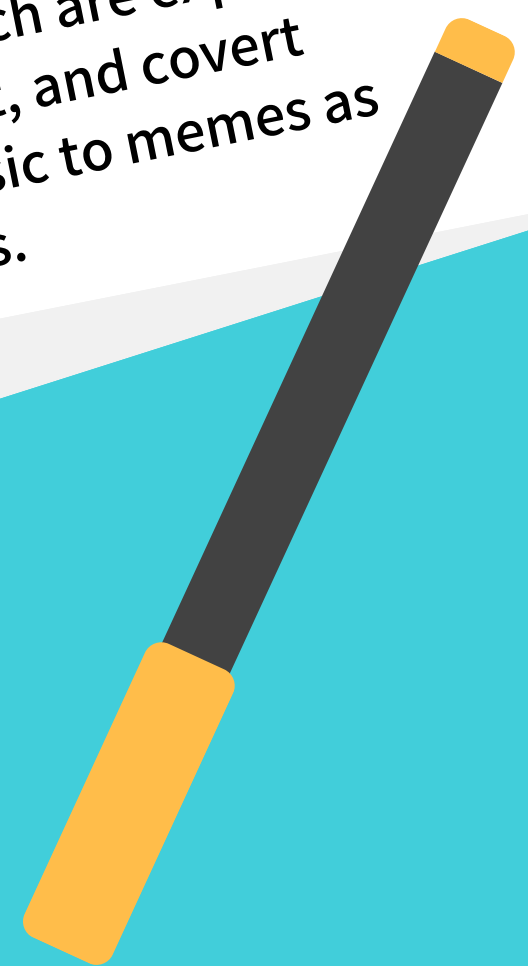
**FREE ADMISSION
NO REGISTRATION NEEDED
ALL WALK-INS WELCOME!!**

Lecture Synopsis

Widely disputed in academic circles for over three decades, the term "meme" has recently been re-formulated as a mundane phrase referring to a wide spectrum of digital phenomena, encompassing cute kittens and political protests.

Focusing on attributes specific to memes in digital spheres, I shall propose a revised definition of the concept, and deploy it to explore the various roles played by memes in political participation and cultural globalization. The power of internet memes, I will argue, stems from their unique position as bridges between individuals and collectives.

Finally, I will look into the intersection between memes and values, arguing that internet memes construct two types of values: overt values, which are expressed through memes' content, and covert values, which are intrinsic to memes as communicative formats.



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