

PHILOLOGY

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Meme as a diagnostic unit of key problems in modern society

The study is devoted to the functioning of memes in the modern communicative space. Along with consideration of definitions, main features, functions and types of memes presented in the modern Internet space, the role of the meme in the organization of social interaction and manipulation as well as its potential as a diagnostic tool in determining the key problems of society and its influence on public consciousness is the issue of topical interest. Analysis of Russian-language memes of 2020-2022 showed that the key event of 2020-2021 – Covid-19 – was the basis for the creation of a huge number of memes about vaccination, study and work, while the memes of the first half of 2022 due to another world-dominating event – Russia's special military operation in Ukraine – primarily deal with economics, business and politics.

Key words: meme, classification of memes, types of memes, functions of memes, scope of memes.

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