

Research Project

Identities in Meme Humour

Project funded by own resources

Project title Identities in Meme Humour

Principal Investigator(s) [Messerli, Thomas](#) ;

Organisation / Research unit

Departement Sprach- und Literaturwissenschaften / English Linguistics (Locher)

Project start 01.01.2018

Probable end 31.01.2025

Status Active

This project explores individual and group identities that are constructed by means of memes and comments to memes. Several case studies address different types of memes and have so far discussed meme humour related to football (1) and to Switzerland (2) in collaboration with other humour researchers. Apart from a better understanding of the multimodal construction of humour in memes, the goal of the project is to explore what "serious" communicative function memes have for the communities in which they are shared and beyond that for the larger communities posters and recipients are members of.

(1) Multimodal construction of soccer-related humor on Twitter and Instagram (second author: Di Yu)

(2) On a cross-cultural memescape: Switzerland through nation memes from within and from the outside (first author: Marta Dynel)

Financed by

University funds

Other funds

Add publication

Published results

4501571, Messerli, Thomas; Yu, Di, Multimodal construction of soccer-related humor on Twitter and Instagram, 978-0-8153-8573-8 ; 978-1-351-18040-5, The Aesthetics, Poetics, and Rhetoric of Soccer, Publication: Book Item (Buchkap., Lexikonartikel, jur. Kommentierung, Beiträge in Sammelbänden etc.)

4600276, Dynel, Marta; Messerli, Thomas C., On a cross-cultural memescape: Switzerland through nation memes from within and from the outside, Contrastive Pragmatics, Publication: JournalArticle (Originalarbeit in einer wissenschaftlichen Zeitschrift)

Add documents

Specify cooperation partners