

Internet Memes

Memos as a Communication Strategy during Covid-19

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Covid 19-related internet memes have gone viral (pun intended) since the early beginnings of the coronavirus pandemic, and as typical of such memes, they make use of widely circulated images and well-known quotes by re-appropriating them. Against the backdrop of meme theory (Dawkins 1976), the presentation zooms in on a number of pandemic-related Internet memes as a crucial communication strategy during the Covid-19 crisis which serves to point out critical socio-political issues.