Abstract Submission to 75. StuTS

**Humour and Ideology: Critical Analysis of Ideological Discourse within Internet Memes**

Anđela Miladinović

University of Belgrade, Faculty of Philology

**Abstract**

A complex linguistic phenomenon such as humour is often studied in a very interdisciplinary way. But when humour acquires a visual element in addition to the textual one, and when it appears in the virtual space in the form of an Internet meme as a response to gender stereotypes about women, it takes on the dimension of ideological discourse and becomes the subject of this work. The research aims to prove and illustrate the presence of hidden ideological messages in many linguistic and visual elements of the analysed Internet memes, as well as to draw attention to the feminist reclamation of sexism as an effective strategy for opposing sexist discourse on the Internet. This is achieved through the analysis on three levels: ideological, with the critical discourse analysis methodology of van Dijk; humour-related, through the General Theory of Verbal Humour defined by Attardo; and multimodal, by following the multimodal semiotic analysis of Kress and van Leeuwen. The results unequivocally indicate that the analysed memes are imbued with feminist ideology at all levels of analysis, which is why the implications of the research refer to the need to cultivate a critical attitude towards all elements of communication, even marginal ones such as Internet memes.

**Keywords:** humour, sexism, feminism, sociolinguistics, critical discourse analysis, multimodal semiotic analysis, the General Theory of Verbal Humour.