

Internet Memes as Part of Political Communication and Participation on the Example of the Slovak Platform *Zomri*

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(Summary)

Internet memes are a basic representative of online folklore, which naturally arises and lives as part of virtual communication. Similar to political jokes, some of them comment on, gloss over, criticize and satirize political and social events, making them part of political participation and communication „from below“. The purpose of this case study is to use the example of the Slovak online platform *Zomri* [Die] to show how an amateur entertainment project, which is part of participatory online culture, became part of a societal discussion thanks to social network and popularity. Attention is paid to various actors (site admins, the public, politicians, media), the activities of those actors and the spillovers outside the internet environment. The study combines folkloristic theoretical starting points with approaches from media and pop culture studies. It is based on long-term online research of the platforms, its content, secondary activities and spillovers into other areas of the online and offline environment. It also builds on the analysis of media interviews and discussion with platform admins.

Keywords: Internet memes; satire; political communication; political participation; Slovak Republic

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