

Memes as culture repositories - social emotions during "Stay at home" phase in Poland

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Memes are 'units of culture dissemination' - graphic characters which connect and disseminate ideas, threads of culture, subjects of discussion that otherwise could remain only local, rooted in a limited context.

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Memes are:

- vernacular,
- emotional,
- humorous
- referring to current events
- cannot be understood without the social context

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Functions of memes:

- **Information** – memes give the information and context of interpretation of current events (intesubjectivity)
- **Expression** – play a role in expressing convictions, views and emotions of the sender
- **Impression/ Satiric (ludic)** – their aim is to amuse the recipient, to mock social norms or unsocial behaviors
- **Control** – usually memes criticize the social order (norms, governmental decisions), but during the 'Stay at home' phase they encouraged to follow the sanitary restrictions
- **Repositories** of social emotions, behaviors, norms (food for attitudes).

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Sharing memes alterate emotions and reload social meanings

Methodology: circa 2000 memes directly or indirectly (contextually) referring to coronavirus were obtained from websites: www.memy.pl, www.kwejk.pl, www.demotywatory.pl between March and August 2020. 1324 mems were chosen for analyses, 23 were dedicated to #stayathome phase (18.03-07.04).

Dojwa-Turczyńska K., Wolska-Zogata I., Obrazy początko pandemii w Polsce. Analiza jakościowa cybermemów, ATUT, Wrocław 2020

Fear/uncertainty → black humor

- Reduction of the level of stress and lack of knowledge („It is ok too be anxious”)
- Getting used to new situation - trying to continue normal life; seeking for normality by ridicly of pandemic

Sense of isolation and loneliness → approval of introversion

- Psychological effect – socially deprived attitudes in the situation of crisis became the important resource in coping with new situation – the need of different competencies

Polarization → solidarity (temporal community)

- Before the pandemic Polish society was politically divided into two opposite blocks. During the pandemic people shared the same experiences and memes were instructions how to behave.
- Effect: in spite of physical distance the temporal solidarity focusing on safety behaviors and solidarity with medical Staff were observed

W celu uniknięcia fiksum-dyrdu należy zachować pozory codzienności. Tu: droga do pracy 🤪



Tato, co robieś w trakcie wielkiej pandemii z 2020?



Ludzie mówią, że im odwała na izolacji. Tymczasem ja żyję tak dobrze jak nigdy.



Jeśli możesz, zostań w domu.

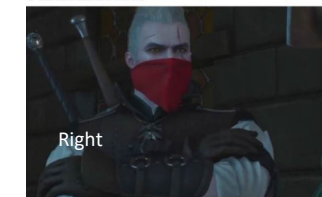


INTROWERTYCY

Unikałimy ludzi zanim to było modne



POSTĘPOWANIE W CZASIE PANDEMII PRAWIDŁOWE:



NIEPRAWIDŁOWE:

