



Internet-Memes in Chinese Mediasphere as a Reflection of Modern Reality

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KEYWORDS Chinese Culture. Chinese Internet. Language. Linguistic. Media Space. Modern Vocabulary

ABSTRACT This study deals with the penetration of the Internet in all spheres of life, including its increasing influence on the political views of people. Internet memes are becoming a specific reflection of modern reality and a new kind of socio-political discourse. Therefore, the study aimed to study and analyze the most popular Internet memes in the Chinese media space, compare the main trends in modern Chinese, and determine their connection with key events within China and abroad. The main result of the study was the identification of new linguistic and cultural characteristics in the compilation of the Internet meme. Moreover, during the study, it was proved that most of the Internet memes are socially or politically colored, some of them penetrate from unofficial Internet space to a higher language level and are included in the generally accepted active language reserve.