

عنوان المحاضرة: Memes as Sociolinguistic Artifacts

المادة الدراسية: علم اللغة الاجتماعي

المرحلة الدراسية: الدكتوراه

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العام الدراسي: 2025-2026



جامعة الموصل

كلية الآداب

القسم: الترجمة

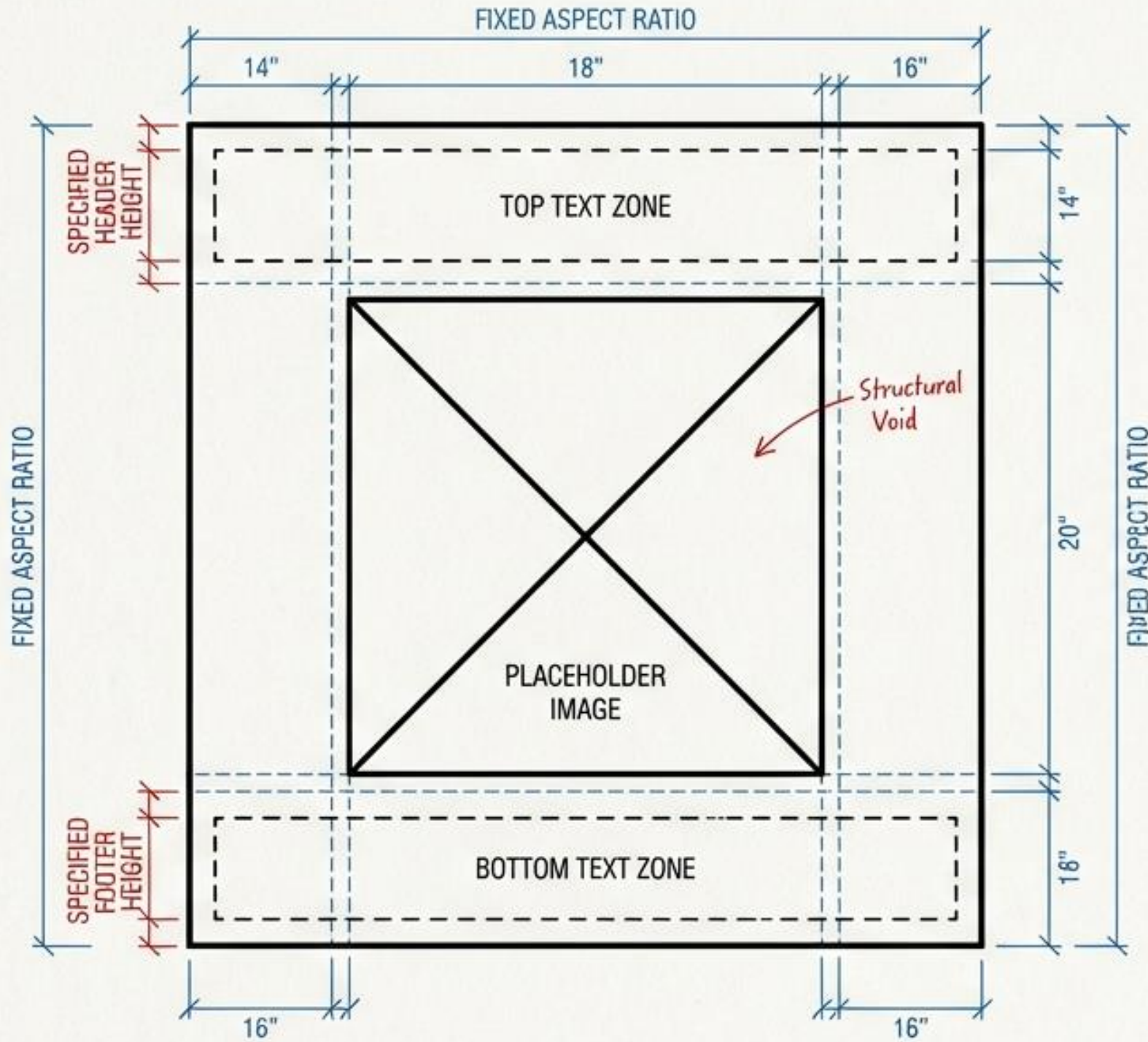


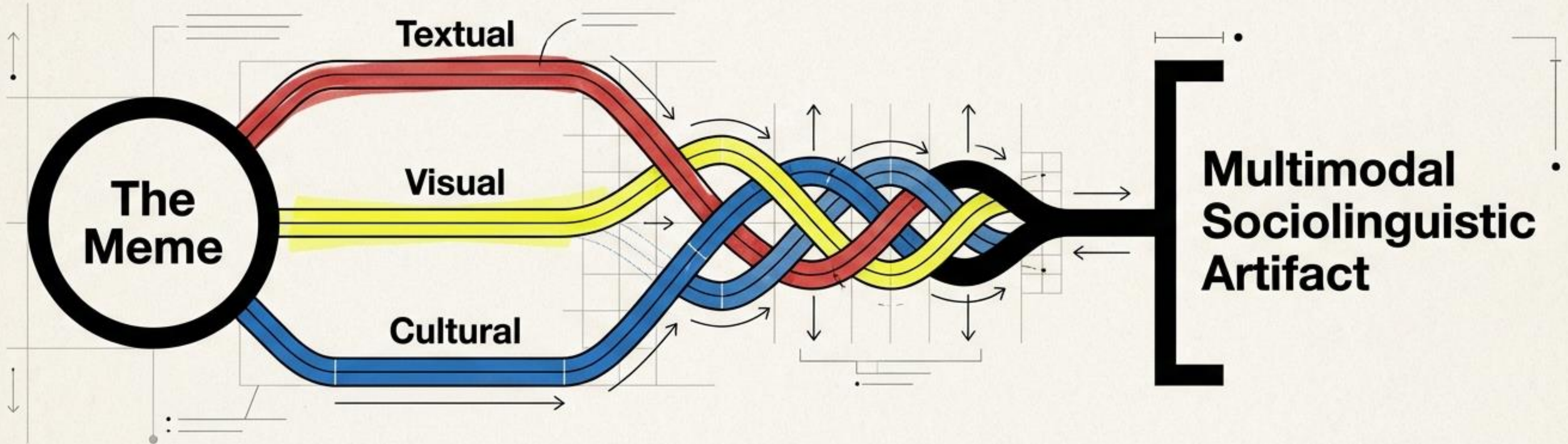
FIGURE 01: STANDARD MACRO TEMPLATE
SCALE K.T.S.

Memes As Sociolinguistic Artifacts

Decoding Meaning, Identity, and Power in Digital Discourse

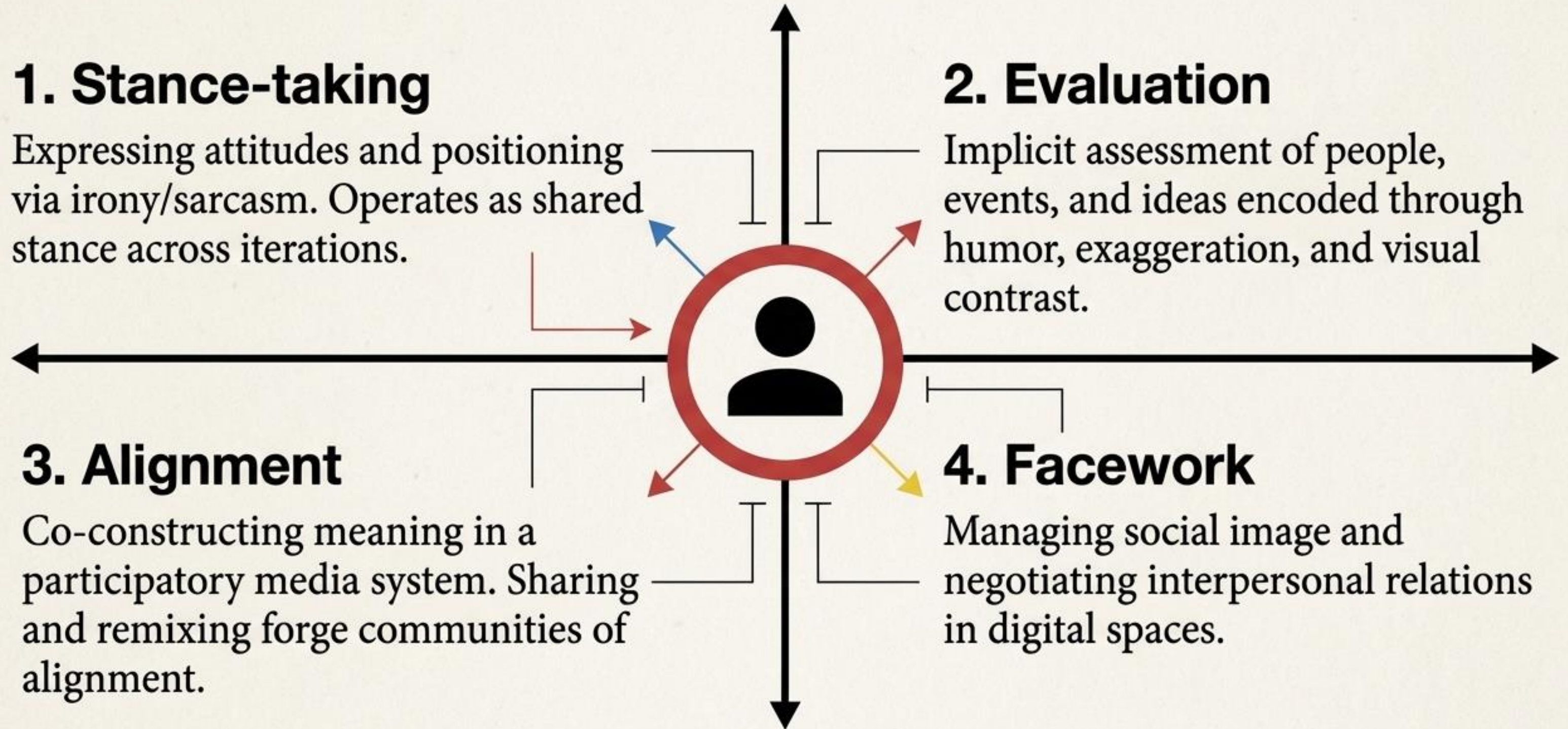
A seminar prepared by PhD Candidate Marwa Ghassan Younis
Supervised by Prof. Dr. Yasir Younis Al-Badrany
2025 - 2026

Beyond Trivial Humor

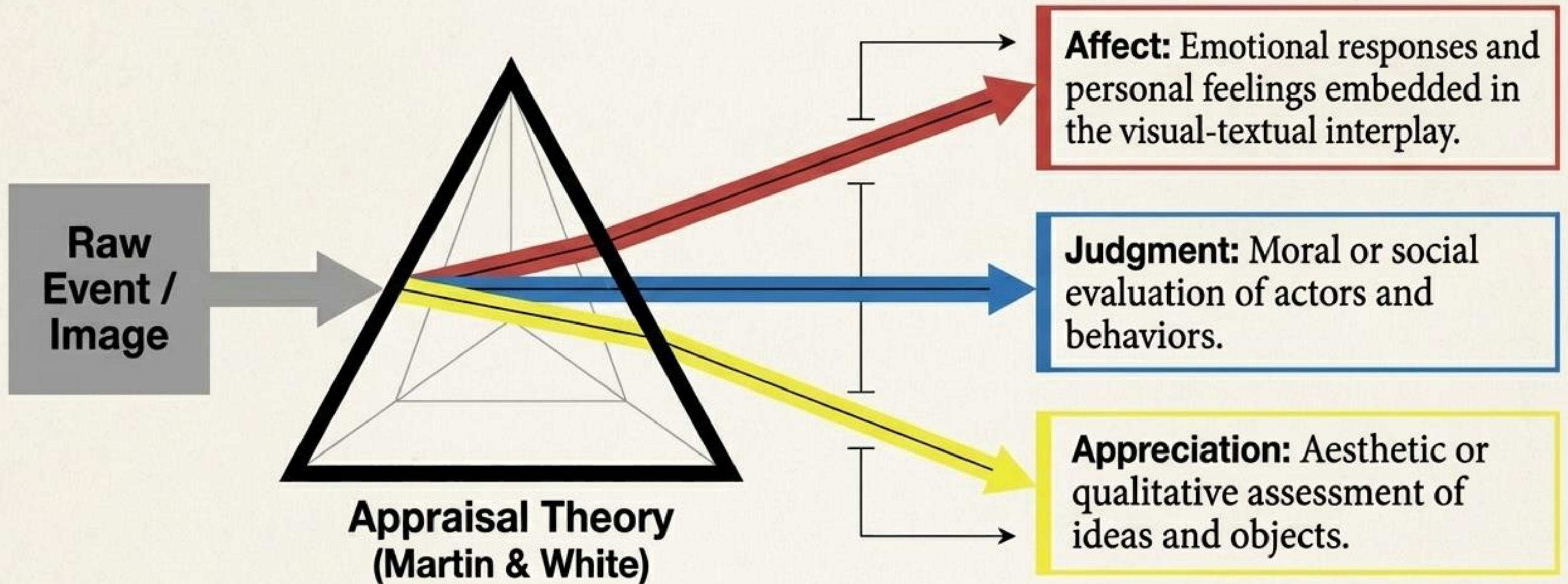


In contemporary digital communication, memes function as complex, multimodal discursive practices. They are structured artifacts through which users construct meaning, express attitudes, and negotiate identity within participatory digital ecologies.

The Architecture of Digital Interaction



Encoding Evaluation Through Appraisal Theory



Takeaway: Memes shape how audiences interpret reality, functioning as embedded evaluative discourse.

The Facework Dichotomy



Positive Face (Solidarity)

Reinforcing group solidarity and collective identity.

Sharing relatable experiences.

Creating in-group humor and politeness strategies.

Face-Threatening Acts (Impoliteness)

Mocking out-groups or individuals.

Criticizing public figures and institutions.

Deploying sarcasm, ridicule, and face-threatening discourse.