



**SPECIAL LECTURE IN ENGLISH**

# THE VALUE OF INTERNET MEMES

**OCTOBER 9, 2019  
6PM TO 7:30PM**

**6TH FLOOR, III MAIN BUILDING  
HONGO CAMPUS  
THE UNIVERSITY OF TOKYO**



**Speaker:**  
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Journalism,  
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**Host:**  
Kaori Hayashi Research Group, Interfaculty Initiative in Information  
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University of Tokyo

In cooperation with:  
Project S ("Producing Multicultural Communities") of the Integrated  
HumanSciences Program for Cultural Diversity (IHS), University of  
Tokyo

**FREE ADMISSION  
NO REGISTRATION NEEDED  
ALL WALK-INS WELCOME!!**

## Lecture Synopsis

Widely disputed in academic circles for over three decades, the term "meme" has recently been re-formulated as a mundane phrase referring to a wide spectrum of digital phenomena, encompassing cute kittens and political protests.

Focusing on attributes specific to memes in digital spheres, I shall propose a revised definition of the concept, and deploy it to explore the various roles played by memes in political participation and cultural globalization. The power of internet memes, I will argue, stems from their unique position as bridges between individuals and collectives.

Finally, I will look into the intersection between memes and values, arguing that internet memes construct two types of values: overt values, which are expressed through memes' content, and covert values, which are intrinsic to memes as communicative formats.



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