

Do Memes Have National Identity?

Svitlana Kharytska¹

ABSTRACT

Some of memes are to maintain national identity. Nevertheless, some of them are widely spread and can be used in different cultural environments.

A meme is an idea, behaviour, or style that spreads from person to person within a culture - often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme. A meme acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. Supporters of the concept regard memes as cultural analogues to genes in that they self-replicate, mutate and respond to selective pressures.

Proponents theorize that memes are a viral phenomenon that may evolve by natural selection in a manner analogous to that of biological evolution. Memes do this through the processes of variation, mutation, competition, and inheritance, each of which influences a meme's reproductive success. Memes spread through the behaviour that they generate in their hosts. Memes that propagate less prolifically may become extinct, while others may survive, spread, and (for better or for worse) mutate. The word meme is a neologism coined by Richard Dawkins. It originated from Dawkins' 1976 book *The Selfish Gene*. Dawkins' own position is somewhat ambiguous: he welcomed N. K. Humphrey's suggestion that "memes should be considered as living structures, not just metaphorically" and proposed to regard memes as "physically residing in the brain". Later, he argued that his original intentions, presumably before his approval of Humphrey's opinion, had been simpler.

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¹Ms., National Aviation University, UKR, e-mail:skharitskaya@gmail.com