

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

**МАТЕРІАЛИ XI ВСЕУКРАЇНСЬКОЇ  
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ  
СТУДЕНТІВ АСПІРАНТІВ ТА ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО  
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“TO MAKE THE WORLD SMARTER AND SAFER”**

(Суми, 23 березня 2017 року)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SUMY STATE UNIVERSITY  
FOREIGN LANGUAGES DEPARTMENT  
LANGUAGE CENTRE

**MATERIALS OF THE ELEVENTH  
ALL UKRAINIAN SCIENTIFIC PRACTICAL  
STUDENTS', POSTGRADUATES' AND INSTRUCTORS'  
CONFERENCE OF LANGUAGE CENTRE OF THE  
FOREIGN LANGUAGES DEPARTMENT**

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## INTERNET MEME

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In the modern world, it's hard to imagine a young pal who had never heard about "memes". As we all know, meme is some picture or video, which furiously became popular and went all over the world in the matter of days. Among them we see "Gangnam style", "Dratuti" and "Crazy frog".

But is it a modern phenomenon? Actually, no! Scientists have been studying memes for a long time already. In the ancient times they called the fact meme if some information spread very quickly among the population of some tribe or nation. First to propose such a term was Richard Dawkins in 1976 in his book "The Selfish Gene." He tried to explain how the information is spread among the human species.

How can we use such an ancient and powerful tool in our advantage? The best way for it is using it in marketing. Nowadays a lot of advertisements are based around the memed photos, phrases, videos. But the main goal of my research is to find some disadvantages and problems when using such methods. The main problem I see is keeping up-to-date. The main problem with memes is their main advantage. The quickness of their spread makes them go blurry very fast too. So, managers, who are responsible for the advertisement strategy of some factory, have to be really active, make quick calls and react to the change of conditions.

But is it worth a shot to try and use such risky methods in serious deeds? Not really. It may be worth a shot if your company is small, can rapidly change its policy and is creating a product whose natural interest in the Internet is not to be in doubt. But if you are a representative of a big company, who has an authority and is respected, you should not connect yourself with such a blurry and unsure source of the Interest. It is a big problem that some memes are hard to interpret and also sometimes offensive, what make them even more dangerous.