

## **Semiotic excess in memes: from postdigital creativity to social violence**

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Since the apparition of the web 2.0 (Herring 2013), memes have emerged as a form of language (Wagener 2021) that blends visual and linguistic signs in a compressed format (Shifman 2013). Memes propose meaningful chunks that are easy to produce and decipher. They represent a typical production of our postdigital society (Cramer 2015), insofar as they blur boundaries between the digital and the non-digital, circulate quickly and have an influence on our society. Memes also participate in the resignification (Paveau 2019) of complex feelings, thoughts and cultures in a compact transactional object. The aim of this presentation is to show how memes convey excessive representations, both through language and visual signs based on popular culture, thus participating in a climate of violence in public discourse (Rosier 2012). This discourse analysis will thus be fueled by a corpus of memes that present excessive messages, through a particular blend of linguistic and visual utterances. This will show how the semiotic variation of data can help understand the mechanics of the circulation of violence in public discourse through the use of hyperarrative forms.

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