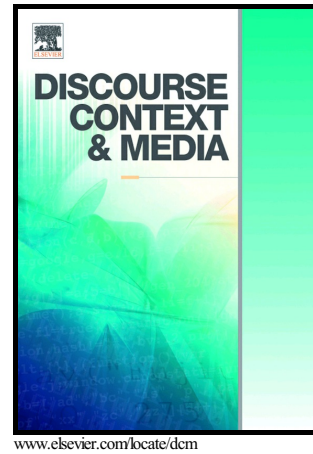


Author's Accepted Manuscript

Digital Cultures of Political Participation: Internet Memes and the Discursive Delegitimization of the 2016 U.S Presidential Candidates

Andrew S. Ross, Damian J. Rivers



PII: S2211-6958(16)30168-4
DOI: <http://dx.doi.org/10.1016/j.dcm.2017.01.001>
Reference: DCM142

To appear in: *Discourse, Context and Media*

Received date: 27 October 2016
Revised date: 5 January 2017
Accepted date: 10 January 2017

Cite this article as: Andrew S. Ross and Damian J. Rivers, Digital Cultures of Political Participation: Internet Memes and the Discursive Delegitimization of the 2016 U.S Presidential Candidates, *Discourse, Context and Media*, <http://dx.doi.org/10.1016/j.dcm.2017.01.001>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and a review of the resulting galley proof before it is published in its final citable form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Digital Cultures of Political Participation: Internet Memes and the Discursive Delegitimization of the 2016 U.S Presidential Candidates

Andrew S. Ross^{a*}, Damian J. Rivers^b

^a*Centre for Teaching and Learning, Southern Cross University, Bilinga 4225, Gold Coast, Australia*

^b*Faculty of Systems Information Science, Center for meta-Learning, Future University Hakodate, Hokkaido, 041-0803, Japan*

andrew.ross@scu.edu.au

rivers@fun.ac.jp

***Corresponding author.** Tel.: +61 488175578. e-mail:

Abstract

Internet memes are a contemporary phenomenon situated at the nexus of language, society, and digital communication, and represent a relatively new form of participatory culture that can offer certain demographics an opportunity for political expression, engagement and participation which otherwise might not have been accessible. This article adopts a discourse analytical perspective to examine the visual-discursive features of Internet memes in relation to the candidates for the 2016 U.S presidential election – Donald Trump and Hillary Clinton. Specifically, memes are analyzed in line with Van Leeuwen's (2007) framework for the analysis of legitimizing discourse in relation to how they *de*-legitimize. That is, the focus is on how memes attempt to create a negative view of the candidates and reduce their legitimacy as presidential candidates. The analysis reveals that the (de)legitimization strategies of authorization, moral evaluation, rationalization and mythopoesis are all evident within Internet memes.

Keywords

Delegitimization; Internet memes; political participation; discourse

1. Introduction

The use of various forms of digital communication and in particular social media has grown rapidly to the point that social media has “become one of the most popular Internet services in the world” (Gil de Zúñiga, Jong & Valenzuela, 2012, p. 319), thereby providing an avenue for social and political participation to many who previously may not have found such an avenue either apparent or available. One form of digital communication that falls into this

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات