

## **Abstract**

The subject of this bachelors thesis is the different kinds of Internet memes. The term meme has evolved considerably since its origin in the field of evolutionary biology, and is now known primarily in the context of the Internet environment. Its digital nature makes it ideal for the creation and spread of Internet memes, and thus also for their study. At the beginning of this thesis, I describe the characteristics of digital culture crucial to the Internet environment and the formation of its own culture. I then introduce Internet memes as an imaginary doorway into the exploration of this culture, which, in the spirit of Richard Dawkins' original definition of a meme, represent units of Internet cultural content. The thesis then goes on to describe Susan Blackmore's theory of memes and Julia Kristeva's idea of intertextuality, subsequently combining the similarities of the two theories in defining four basic types of internet memes. In the analytical part, the principles of this categorization are demonstrated through semiotic analysis of selected Internet memes, in which both the features necessary for their classification and definition of their overall place in Internet culture are described.