

## **Meme as a cultural phenomenon in the Russian-speaking environment**

### **Abstract**

In this work there is analysis of memes in the Russian language as part of communication and mentality not only in the Internet space, but also beyond it. The theoretical part is based on available scientific literature; in the practical part, attention is paid to various ways of forming memes, their classification and methods of application in speech and written communication. Purpose of writing this work: to determine what is a meme, to explain the reasons for the use of memes in the Internet space and in the domestic environment; analyze the ways of their formation and make a semantic classification.