

## **Abstract**

Taking into consideration the left-oriented theoretical works of Gramsci, Mouffe and Bakhtin, this thesis utilises visual grounded theory methodology to study the content and context of Slovak Instagram memes, specifically the post-girlboss memes. These memes are characterized by their affinity to leftist politics and their alignment with fourth wave feminist intersectional struggle. Utilizing popular culture and online language, post-girlboss memes create a subversive power that disrupts the liberal democratic hegemony of Slovakia.