

WHEN MOVIES BECOME MEMES: A PRAGMATIC ANALYSIS OF DIGITAL COMMUNICATION

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Abstract. This article explores the use of movie quotes in digital communication and their transformation into memes. It investigates how memes transfer meanings that go beyond their literal interpretation, as explained by pragmatics. Grasping memes in online speech requires a grasp of context and shared cultural knowledge. Based on pragmatic theories, including implicature and speaker intention, the study emphasizes how meaning is implied rather than conveyed directly. Memes are also regarded as dynamic components of digital culture that spread quickly and change as a result of user involvement. According to the study, movie-based memes are useful for conveying social attitudes, feelings, and implicit meanings in modern communication.

Keywords: Pragmatics, digital communication, memes, movie quotes, implicature, context, online discourse, cultural references

Аннотация. В данной статье рассматривается использование цитат из фильмов в цифровой коммуникации и их трансформация в мемы. Исследуется, каким образом мемы передают значения, выходящие за рамки их буквального смысла, что объясняется с точки зрения прагматики. Понимание мемов в онлайн-общении требует учёта контекста и общего культурного знания. Опираясь на прагматические теории, включая имплицатуру и намерение говорящего, исследование подчеркивает, что значение часто подразумевается, а не выражается напрямую. Мемы также рассматриваются как динамичные элементы цифровой культуры, которые быстро распространяются и изменяются благодаря участию пользователей. Результаты исследования показывают, что мемы, основанные на цитатах из фильмов, являются эффективным средством выражения социальных установок, эмоций и скрытых смыслов в современной коммуникации.

Ключевые слова: прагматика, цифровая коммуникация, мемы, цитаты из фильмов, имплицатура, контекст, онлайн-дискурс, культурные отсылки.

Annotatsiya. Ushbu maqolada filmlardan olingan iqtiboslarning raqamli kommunikatsiyada qo'llanilishi va ularning memlarga aylanishi o'rganiladi. Unda memlarning bevosita (literal) ma'nodan tashqari yashirin ma'nolarni qanday yetkazishi pragmatika nuqtai nazaridan tahlil qilinadi. Onlayn muloqotda memlarni tushunish kontekst va umumiy madaniy bilimni anglashni talab qiladi. Pragmatik nazariyalarga, jumladan implikatura va nutq egasining niyati ga asoslanib, tadqiqot ma'no ko'pincha bevosita ifodalanmasdan, balki yashirin tarzda yetkazilishini ta'kidlaydi. Memlar, shuningdek, foydalanuvchilar ishtiroki natijasida tez tarqaluvchi va o'zgarib boruvchi raqamli madaniyatning dinamik unsurlari sifatida qaraladi. Tadqiqot natijalariga ko'ra, filmlar asosidagi memlar zamonaviy kommunikatsiyada ijtimoiy qarashlar, hissiyotlar va yashirin ma'nolarni ifodalashda samarali vosita hisoblanadi.

Kalit so'zlar: pragmatika, raqamli kommunikatsiya, memlar, film iqtiboslari, implikatura, kontekst, onlayn diskurs, madaniy havolalar.

Introduction. Communication has changed dramatically in recent years as a result of the quick development of social media and digital technology. Instead of depending only on conventional verbal forms, people are increasingly expressing thoughts and feelings through memes, visuals, and references to popular culture. Among them, movie quotes have grown to be a popular source for meme generation, enabling users to communicate difficult ideas in an interesting and succinct manner. Such communications frequently contain meanings that are not literal. Rather, interpretation relies on the audience's capacity to deduce inferred meanings, context, and common cultural knowledge. An important part of this process is pragmatics. Pragmatics is the study of how meaning is created in context and how speakers subtly convey intentions.[7] In a similar vein, Grice highlights the idea of implicature, in which listeners infer meaning that isn't presented directly.[2]

This article's goal is to examine how movie quotes serve as useful tools for expressing implicit meaning in digital communication when they are incorporated into memes.

Methodology. The study's foundation is qualitative analysis. It makes use of pragmatics theory, especially the ideas of implicature, context, and speaker intention. In order to determine how meaning shifts when quotations are taken out of their original context and reused in digital contexts, the study examines instances of movie-based memes. Additionally, the study looks at how textual and visual components work together to produce inferred meanings.

Main Part. Pragmatics, which focuses on how context and shared knowledge affect interpretation, must be taken into account in order to understand meaning in communication. Pragmatics studies how meaning varies according on context, speaker intention, and prior knowledge, in contrast to semantics, which deals with literal meaning. In various circumstances, a single phrase might have multiple meanings[4]. "It's fine," for instance, could convey satisfaction in one circumstance but sarcasm, annoyance, or disappointment in another. Effective communication happens when the listener understands the speaker's intended meaning. [7] Implicature—meaning that is implied rather than articulated explicitly—is frequently used in communication.[2]

Because movie quotes are meant to be memorable and instantly identifiable, they are especially well-suited for memes. Dialogue in movies frequently has unique phrases that viewers may easily recognize and connect with people or circumstances[3]. Depending on the context, these quotes might have different meanings when they are used in memes. For example, a movie character's composed statement, "I'm fine," can be ironically utilized in a meme to convey emotional pain or frustration. In this instance, the intended meaning—which the audience comprehends through context, tone, and shared cultural knowledge—differs from the literal meaning. Memes are cultural units that proliferate quickly and change as a result of user engagement, enabling reinterpretation and adaptation[5].

Another essential component of meme communication is humor and irony. A lot of memes serve as visual-verbal gags in which the discrepancy between literal and intended meaning is what makes them humorous [1]. This illustrates how meme interpretation is more reliant on cultural knowledge and context than on rigid linguistic standards.

Conclusion. In conclusion, movie quotes turned into memes show how context and common cultural knowledge influence meaning in contemporary digital

communication. Implicature and other pragmatic principles clarify how people understand meanings that go beyond literal phrases. Thus, movie-based memes are useful for subtly conveying concepts, feelings, and social meanings. The study's overall findings emphasize how crucial cultural allusions and contextual awareness are becoming in online communication.

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