

A Discourse Study of Multimodal Intertextuality in Egyptian Social Media Memes

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Abstract : This study examines the way selected Egyptian digitally mediated memes utilize intertextuality as a means of expression. It is motivated by the emerging digital socio-political humorous practice using various forms of political commentary in Egyptian social media. One of these forms involves the use of memes incorporating (often doctored) video frames taken from Egyptian plays, films and songs, and relocated in a different socio-political context, often with a caption that re-appropriates the frame for the purpose of critical commentary, thus juxtaposing the socio-political phenomena being addressed and the Egyptian artistic and cultural heritage. The paper presents a discourse study of a convenience sample of a recent social media campaign and carries out two levels of analysis. At the micro level, the study pinpoints the various modes of intertextuality employed, including verbal as well as visual intertextuality in the light of the work of social semiotics by Kress and van Leeuwen. At the macro level, the paper sheds light on the socio-political implications of such practice in the light of Political Discourse Analysis.

Keywords : digitally mediated discourse, discourse analysis, Egyptian Arabic, intertextuality, memes, multimodality, political discourse analysis

Conference Title : ICALL 2019 : International Conference on Arabic Language and Linguistics

Conference Location : Rome, Italy

Conference Dates : July 22-23, 2019