

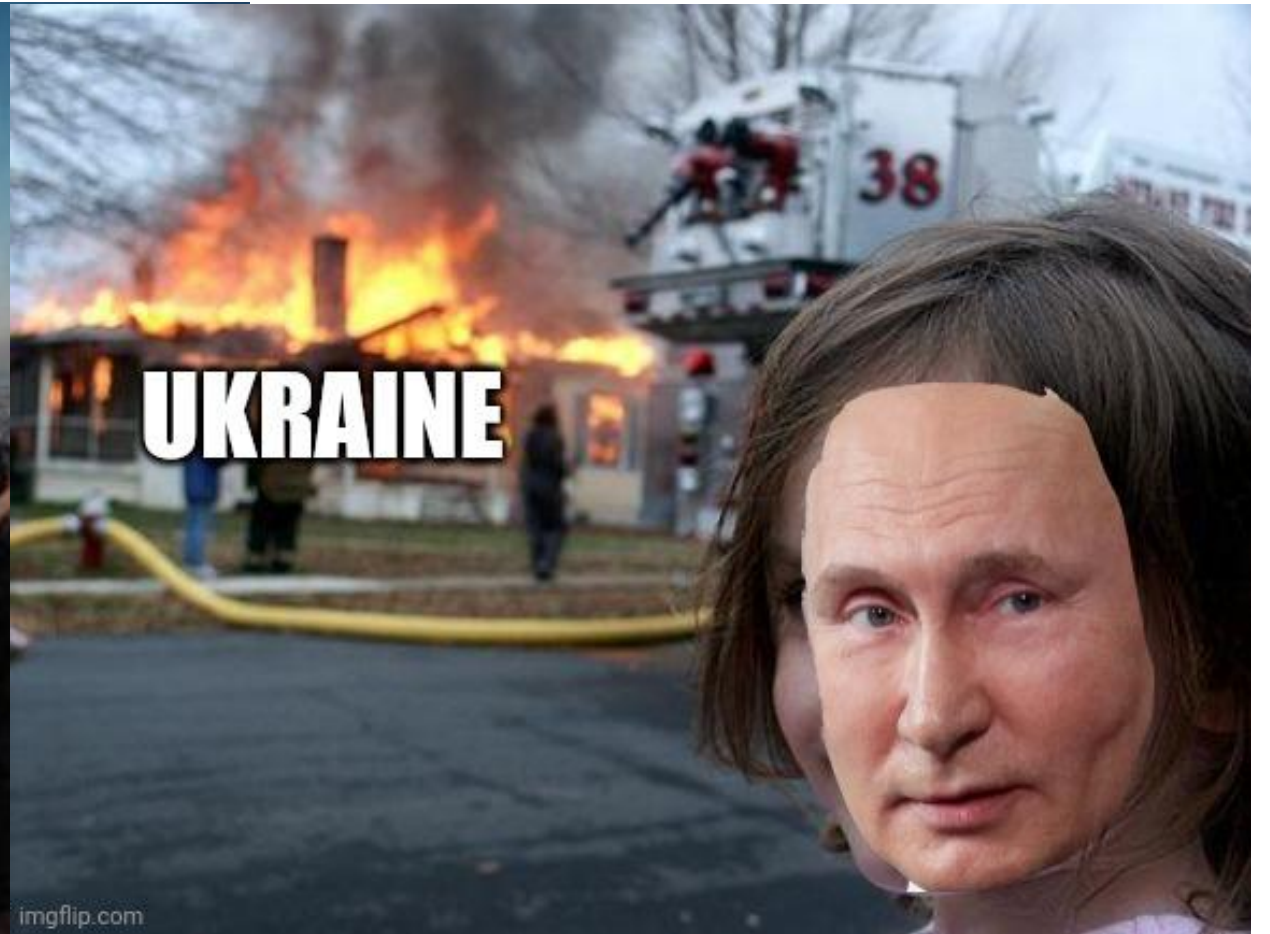
When global stays global:

Memetic reflections of the war in Ukraine

Liisi Laineste

Estonian Literary Museum / Tartu University

2001 / 2022



AL-QAEDA TERRORIZED
USA, 2001

USA,
NEW-YORK



I SEE
NO DIFFERENCE



RUSSIA TERRORIZES
UKRAINE, 2022

UKRAINE,
MARIUPOL



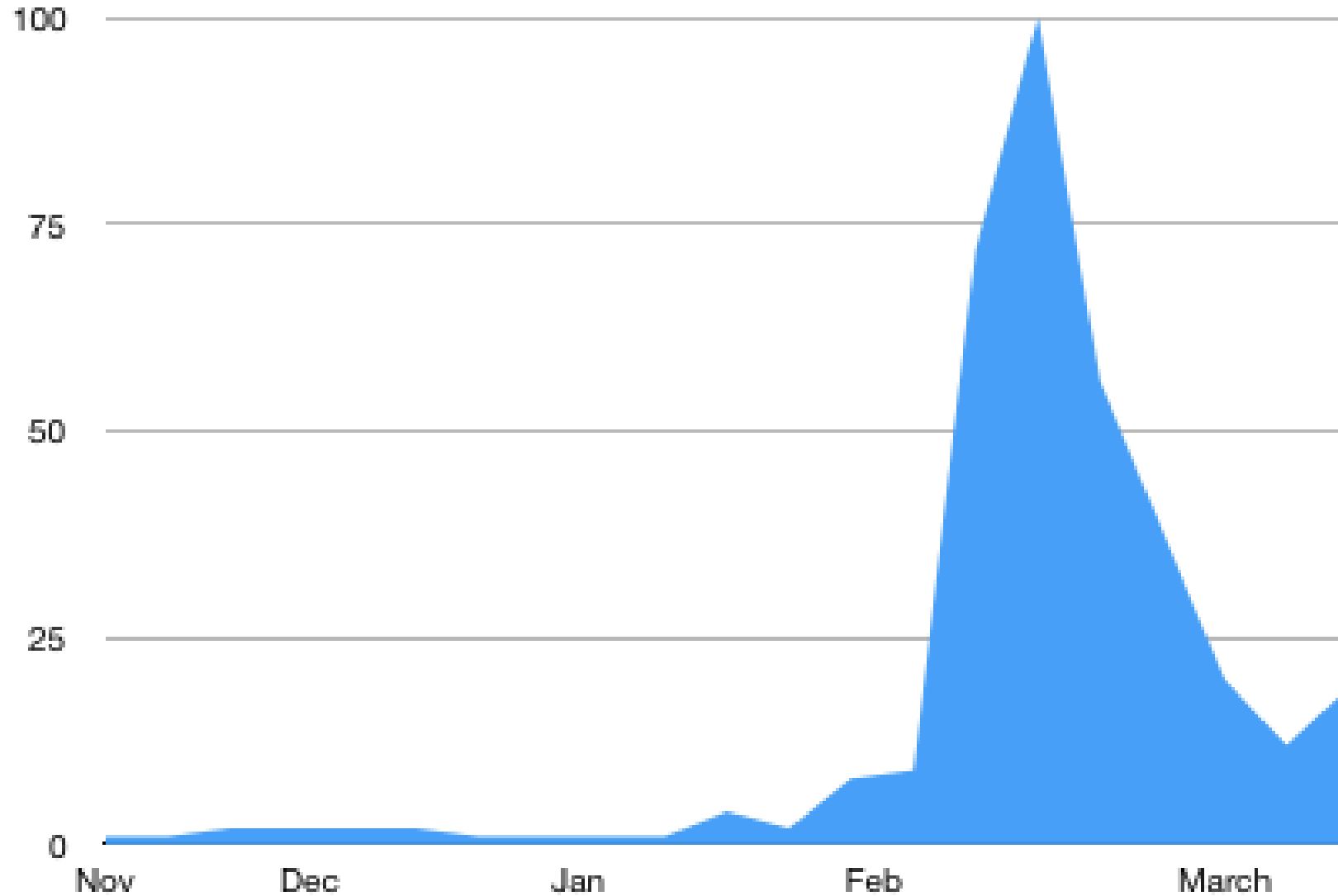
“I will definitely capture Kyiv”

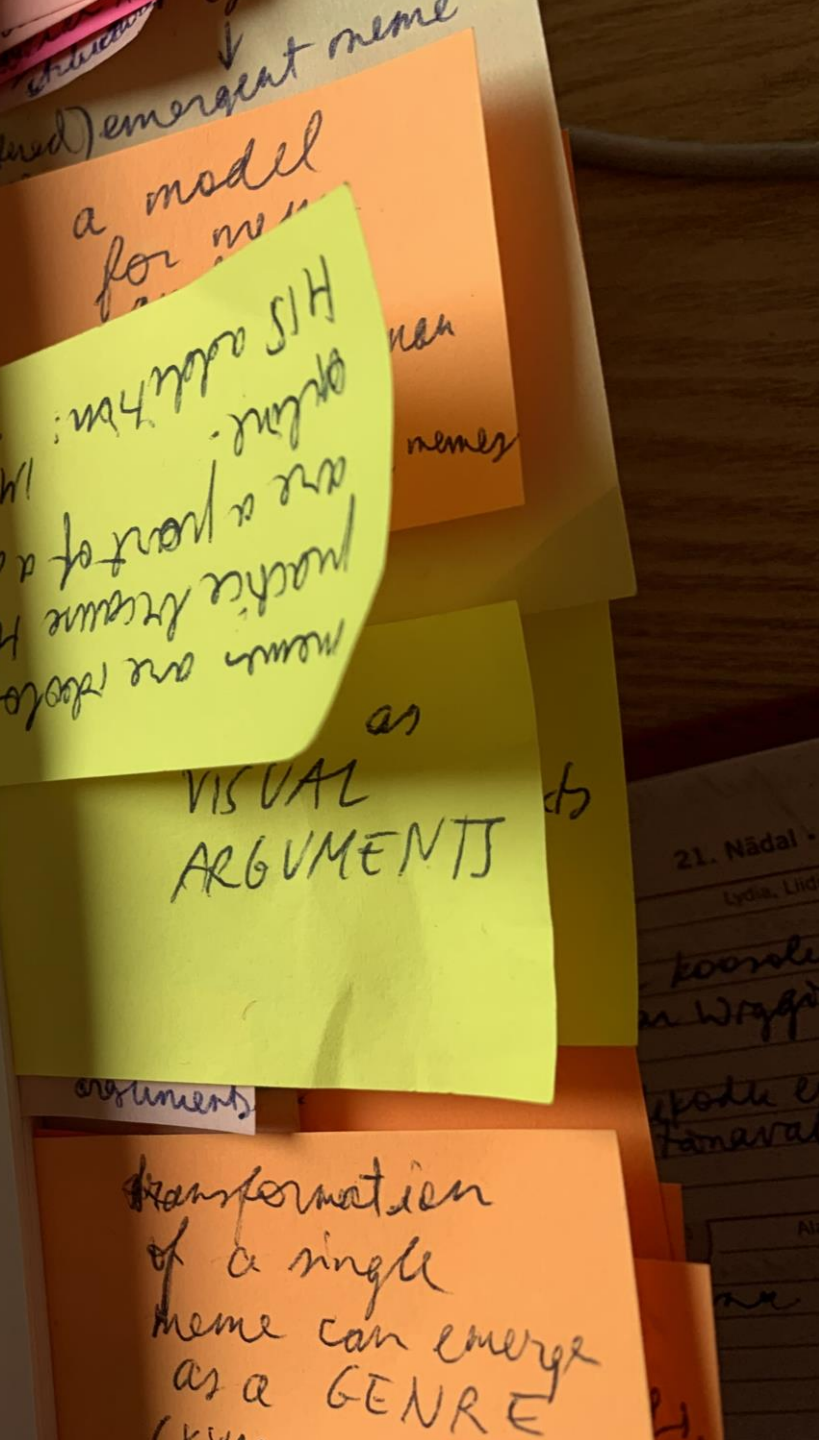
The image of the schmuck (*chmonya*), the incapable Russian military man, sometimes drunk and ridiculously dressed in uniform-like clothes of a wrong size

Russia / Spain



Putin memes (Google trends; worldwide)





Memes

...make sense of / comment on the ongoing events

... have a humorous purpose (Weitz 2017; Tsakona 2017)

...but are ideologically loaded (Wiggins 2019)

<https://www.facebook.com/UkrainianMemeSquad>

<https://twitter.com/uamemesforces>





**TOMATO
JAR**
grandma



PICKLES OF KYIV



Ukraina meemid (Ukraine memes)



Group by Eesti Rahvaluule Arhiiv

Ukraina meemid

Public group · 6.7K members

Joined ▼

+ Invite



Data

- 712 images posted there between February 24 and April 8, 2022

Research questions:

- what was the format of memes
- what content categories emerged in the data
- what was the prevailing ideological stance

Form

- 73% meme with caption (English, Russian, Ukrainian or Estonian - only 7% of the 241 captioned memes)
- 23% only image (include caricatures)
- 4% video memes.
- “not exactly a meme, but...”



Ukraina meemid

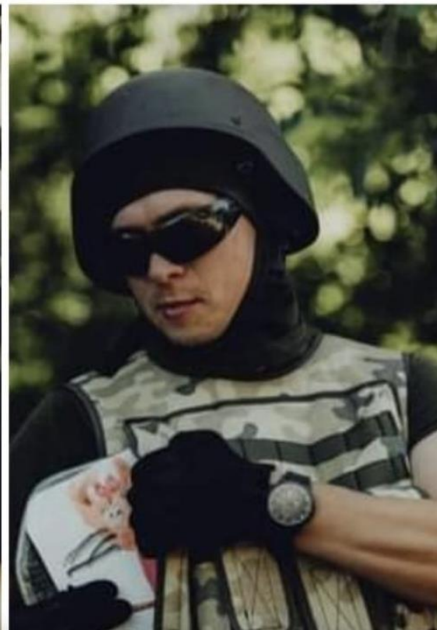
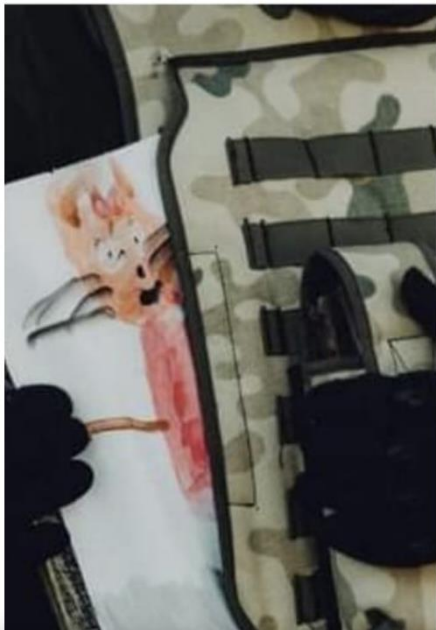


5 August at 10:10 · 🌐

Mitte meem, aga midagi ilusat elust enesest.
[In Ukraine](#) lehelt.

See Ukraina kaitsja ütleb, et tal on kaks kuulikindlat jakki. Üks neist on tema tütre joonistus kassist, kelle ta talle kinkis.
#StandWithUkraine

⚙️ · Hinda tõlget



Not exactly a meme, but...

This defender of Ukraine says that he has two measures against bullets. One of these is his daughter's drawing of a cat which she gave him

Content



Aiki Agasild
6 April · 🌐
Vladimir Lootin

👍🤔 56 1 comment 3 shares

👍 Like 💬 Comment ➦ Share

Top comments ▼

Aiki Agasild
Igaks juhuks lisan selgituse.
Sõnamäng: POOTIN – LOOTIN
'Looting' ingl k. – rüüstamine,
marodöörlus.

Like Reply Share 24 w 👍 13

Write a public co... 🗨️ 😊 📷 🎬 🗑️

Tõnu Runnel @runnel · 40m
Zhopa.

A collage of four images. The top image shows a line of Russian tanks with a Russian flag on the left, with the text "RUSSIA'S OPERATION 'Z'" overlaid in red. The bottom-left image shows a destroyed tank with the text "UKRAINE'S OPERATION 'Ctrl-Z'" overlaid in blue. The other two images show destroyed military vehicles and equipment in a war-torn landscape.



**YOU KNOW WHAT THEY CALL A
QUARTER POUNDER WITH CHEESE IN RUSSIA?**


UNAVAILABLE





Stance

Write a public comment...

 Ajuvaba ork 
Like Reply Share 4 h

 hääl läheb üldiselt selliseks neil, kes palju savu tõmbavad. ...
Like Reply Share 1 h

 
Like Reply Share 14 h

Write a comment...

Comments

Stupid orc

One's (Lukashenko's) voice turns into this if they smoke a lot of pot

/Image of Putin and Lukashenko as old ladies/

Concluding remarks

- Global-local tensions in memes
- Access to English, Russian, Ukrainian (also Polish, Finnish and other) meme sources
- Memes are discussed actively in the comments, where localisation takes place