

Contents

	Citation information	vi
	Notes on contributors	viii
1	The playful politics of memes <i>Mette Mortensen and Christina Neumayer</i>	1
2	Messy on the inside: internet memes as mapping tools of everyday life <i>Sulafa Zidani</i>	12
3	Memes, brands and the politics of post-terror togetherness: following the Manchester bee after the 2017 Manchester Arena bombing <i>Samuel Merrill and Simon Lindgren</i>	37
4	Memetising the pandemic: memes, COVID-19 mundanity and political cultures <i>Maria Francesca Murru and Stefania Vicari</i>	56
5	'Don't panic people! Trump will tweet the virus away': memes contesting and confirming populist political leaders during the COVID-19 crisis <i>Nete Nørgaard Kristensen and Mette Mortensen</i>	76
6	'#OkBoomer, time to meet the Zoomers': studying the memefication of intergenerational politics on TikTok <i>Jing Zeng and Crystal Abidin</i>	93
7	Memetic commemorations: remixing far-right values in digital spheres <i>Tommaso Trillò and Limor Shifman</i>	116
8	Sharing the hate? Memes and transnationality in the far right's digital visual culture <i>Jordan McSwiney, Michael Vaughan, Annett Heft and Matthias Hoffmann</i>	136
9	Murder fantasies in memes: fascist aesthetics of death threats and the banalization of white supremacist violence <i>Tina Askanius and Nadine Keller</i>	156
	Index	175