



Syllabus of the course

«Memes and messages»

Specialty	<i>C7 Journalism</i>
Study Programme	<i>Media Communications</i>
Study cycle (Bachelor, Master, PhD)	<i>Second (master's) level of higher education</i>
Course status	<i>Selective</i>
Language	<i>English</i>
Term	<i>first year, first or second semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 20 hours.</i> <i>Practical studies – 20 hours.</i> <i>Laboratory studies – 0 hours.</i> <i>Self-study – 110 hours.</i>
Assessment system	<i>Exam</i>
Department	<i>Department of Business Journalism and Digital Media</i> <i>website: http://www.kafusk2.hneu.edu.ua/</i>
Teaching staff	<i>Hanna Starkova, PhD in Cultural Studies, Associate Professor</i>
Contacts	<i>anna.starkova@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule</i> <i>Practical studies: according to the schedule</i>
Consultations	<i>Department of Business Journalism and Digital Media, according to the schedule, individual, PLS chat.</i>
Learning objectives and skills: <i>Students will analyse the evolution of internet memes through the lenses of digital folklore, cultural interpretation, and humour theory, examining how meaning is constructed and understood in digital spaces. The course develops critical skills in decoding information warfare, evaluating digital propaganda, and creating effective visual messages grounded in a deep understanding of diverse media environments.</i>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
Psychology	Culture and Communications
Philosophy	Media Culture
Sociology	Methodology of Mass Communications
Course content	
Module 1. Foundations of digital humour and meaning-making	
Topic 1. The phenomenon of internet memes.	
Topic 2. Theoretical frameworks of humour.	
Topic 3. Mechanisms of interpretation and decoding.	
Module 2. Social dynamics, identity, and digital folklore	
Topic 4. Digital folklore and shared understanding.	
Topic 5. Patterns of cultural interpretation.	
Topic 6. The psychology of virality.	
Module 3: Strategic communication and information warfare	
Topic 7. Strategic use of humour in information warfare.	
Topic 8. Propaganda and the manipulation of meaning.	



Topic 9. Ethics of interpretation and media literacy.

Teaching environment (software)

S. Kuznets PLS, Corporate Zoom system

Assessment system

The University assesses students' learning outcomes using a cumulative 100-point system. Current control is carried out during lectures and practical (seminar) classes and aims to assess students' readiness to perform specific tasks; it is evaluated based on the number of points scored.

The maximum for the semester is 60 points; the minimum required is 35 points. Final control is conducted at the end of the semester in the form of an exam (the maximum is 40 points; the minimum required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic, testing, presentations, and essay writing.

More detailed information on the assessment and grading system is available on the course's technological card.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, and self-study is given in the Course program