

The main subject of this rigorous doctoral paper *Memes as Instruments for Replication of the Art* is aimed on painting, drawing, graphics and other experimental techniques as a non-genetic tools of info-transmission. These are forms of specific culture mediators allowing to replicate and mediate various forms of images and symbols. Each of replication technique is analyzed from the cultural studies view with the effort to unveil its meaning, interpretation and function in the history of the human cultural evolution. Particular interest is given to memes hypothesis of Richard Dawkins and Marshall McLuhan's theory on the evolution of media. Thesis has a main goal to verify hypothesis that via memes – replicated in various artistic techniques – has evolved completely new form of reality in a symbolic level which is about to influence and determine human lives throughout the planet Earth.