

This diploma thesis deals with the phenomenon of Internet memes. The theory of memes came from the evolutionary biologist R. Dawkins in the late 1970s, as a cultural analogy of genes. Decades later, the term „meme“ began to appear in Internet culture in conjunction with Internet jokes. This thesis works with the concepts of *meme*, *virality*, *spreadable media* and *media convergence*. All of these terms define the current Internet environment. The diploma thesis is based mainly on books by L. Shifman: *Memes in Digital Culture*, H. Jenkins: *Convergence Culture: Where Old and New Media Collide* and *Spreadable Media: Creating Value and Meaning in a Networked Culture* (co-authored) and K. Nahon and J. Hemsley: *Going Viral*. This diploma thesis deals with the definition of the term meme and its differentiation from the term virality, because for the average Internet user, these two terms are synonymous. The thesis describes meme genres, phases of the creation of Internet memes, which arise mainly from spreadable media and on the basis of which principles are memes created and what factors contribute to their spread in cyberspace. The analytical part consists of a contextual analysis of selected Internet memes, which demonstrates how digital manipulation changes the context of memes in which the meme can be used and how this digital manipulation affects their operation.