

# I MEMI LINGUISTICI: PER UNA NUOVA PROSPETTIVA TEORICA E DIDATTICA

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*Studi Italiani di Linguistica Teorica e Applicata, anno LIII, 2024, numero 1*

## ABSTRACT

The article aims to explore, both theoretically and in terms of teaching, a significant aspect in communication that has been overlooked until now: linguistic memes. Grounded in theoretical assumptions regarding the historicity and dynamism of language, it introduces a novel perspective that identifies a unifying principle connecting linguistic phenomena traditionally considered distinct. The semantic perspective will enable the analysis of the interrelation between linguistic events and diverse cultural, historical, literary aspects, etc., and their manifestation in language. Supported by numerous examples (senses, figurative uses, multi-word unit, idiomatic expressions, proverbs, etc.), the article emphasizes the link between the semantic aspect and the historical-cultural specificity of a community. In this vein, and drawing on a careful examination of Dawkins, the linguistic meme is recognized as the unifying principle capable of explaining both the dissemination of this type of linguistic expression and its evolution in usage. In this context, a table is presented, showcasing a significant array of linguistic memes derived from empirical research, predominantly conducted on daily press, and analyzed for their variety in form and origin. The article concludes by suggesting a perspective that proves valuable in the realm of language education.