

Katalin Vargha (1) – Mariann Domokos (2): *Textual and Visual Humor in the Folklore of Political Elections in Hungary*

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In the 21st century, digital media (including e-mails, blogs and social networks) plays an important role in political communication. This stands not only for the official communication of political campaigns, but for the unconventional political humor of the elections as well. This paper focuses on digital folklore in connection with the political elections in Hungary, 2014. According to our opinion humor was the main character of the folklore of the examined Hungarian elections. Besides interpreting certain phenomena of the electronic campaign as folklore, we would like to highlight the importance of the context of the jokes, catchwords, memes, etc. that appeared in the Internet. Our aim is to present how this material reflects to the actual political situation based on traditional patterns of folklore and how textual and visual humor is employed.