

PhD Thesis Project Offer
(valid during the calendar year 2025)

Provisional Title of the Doctoral Thesis

Memes, AI and the New Aesthetics of Far-Right Radicalisation

Subject area* / Research line

Social Sciences (Sociology, Anthropology, Political Communication and Digital Cultures)

Summary of the Doctoral Thesis (maximum 300 words)

This doctoral thesis explores how the use of memes and Artificial Intelligence (AI) is reshaping far-right political communication and contributing to processes of political radicalisation and polarisation. Through an interdisciplinary approach combining digital anthropology, political sociology and media studies, the research will analyse memetic practices in four key countries (Brazil, Spain, India and the UK, open to discussion), focusing on the aesthetics, emotionality and dissemination patterns of far-right discourses. Particular attention will be paid to how humour and irony operate as legitimising mechanisms for hate and dehumanisation.

Is the development of this thesis associated with the execution of any research project? If so, provide details of the project (title, funding entity, and execution period)

-

Academic Profile of the Student (maximum 200 words)

Background in social sciences, media studies or communication, with strong analytical skills and an interest in far-right politics and digital media. Experience in qualitative or digital methods is desirable.

Contact: institutional email of the Supervisor

gabriel.bayarri@urjc.es

Institutional Website of the Supervisor

<https://servicios.urjc.es/pdi/ver/gabriel.bayarri>

*See the Subject Areas at <https://www.urjc.es/informacion-practica#oferta-proyectos-de-tesis>.
Each project will be included in a single subject area.