

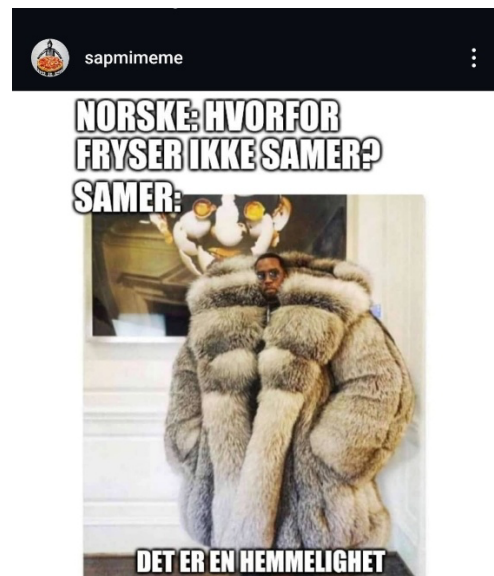
Minority identity in a global context.

The topic of relationship to the freezing Arctic winter on two Sámi Instagram profiles

I analyse an emblematic element of Sámi identity that is transformed from offline discourses into online folklore and how younger generations use the traditional cultural elements to represent their identity besides the textual multilingualism in social media. The study focuses on the content of two Instagram profiles (@sapmimeme and @saamiresilinecememes) and provides an ethnographic insight into the ethnic-based online discourse that they represent. The repetitive topic of the Instagram posts is the relationship to the freezing Arctic winter, which—as a biological and a cultural phenomenon—is convenient to articulate ethnic differences between the indigenous Sámi and the 'outsider' people. This opposition indicates several humorous contents that sometimes cross the boundary between the politically correct and incorrect rhetoric. I also demonstrate how easily the oral folklore can enter the contemporary online registers and how they are converted into the modern forms of online communication.



<https://www.instagram.com/sapmimeme/?igsh=dDk2ZGJ0bGQ0NGJv#>



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