

## LEARNING CARD

# Memetorics (Rhetoric of memes)

<b>Description</b>	This activity introduces participants to the different rhetorical devices by using them in the production of a meme (a viral image)
<b>Tag</b>	<ul style="list-style-type: none"><li>• Design</li><li>• Media</li><li>• Photo</li><li>• Web</li></ul>
<b>Skills</b>	<p><b>PRODUCTION</b></p> <ul style="list-style-type: none"><li>• Create and modify photographic productions</li><li>• Use photography and editing tools</li><li>• Create and modify images and design</li><li>• Use image and design tools</li></ul> <p><b>SOCIAL MANAGEMENT</b></p> <ul style="list-style-type: none"><li>• Participate in social media</li><li>• Collaborate</li></ul> <p><b>NARRATIVE AND ASTHETICS</b></p> <ul style="list-style-type: none"><li>• Interpret</li><li>• Recognise and describe</li><li>• Apply</li></ul>
<b>Learning areas</b>	<ul style="list-style-type: none"><li>• Foreign Languages</li><li>• Language</li><li>• Social Sciences</li></ul>
<b>Card language</b>	<ul style="list-style-type: none"><li>• Spanish</li><li>• English</li></ul>

## Structure

<b>Sessions</b>	1
<b>Duration</b>	60'
<b>Number of participants</b>	10-30
<b>Age</b>	<ul style="list-style-type: none"><li>• 14-16</li><li>• 17-18</li></ul>
<b>Materials</b>	<ul style="list-style-type: none"><li>• Post-it</li><li>• Computer or smartphone</li><li>• Photo editing app</li></ul>

## Process

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### Key questions

- What is a rhetorical device?
- Why are they useful?
- How do we use them in everyday communication?
- How can we use them?
- What is viral communication? What's a meme?
- What do you like about memes?
- Are rhetorical devices important in memes?

### Development

At home, students read a list of rhetorical devices with examples from literature and journalism.  
In the class the teacher explains the main devices and shows graphic examples (photos, audiovisual, etc.) **(10')**.  
Participants organize themselves into groups and produce memes. Each meme should represent - through a combination of text and image - a rhetorical device. **(30')**.  
There are many websites and mobile apps that allow users to create and download memes. Ask your students or look for them online. **(5')**.  
The activity finishes with an exhibition of the productions and final discussion about rhetorical and viral circulation of information **(25')**.

### Evaluation

Se imprimen todos los memes y se reparten entre los diferentes grupos. Cada grupo debe evaluar un meme a partir de algunos criterios como el uso correcto de la figura retórica, coherencia entre imagen y texto, creatividad, etc.

### References for professors

- Wikipedia: Figure of speech ([https://en.wikipedia.org/wiki/Figure\\_of\\_speech](https://en.wikipedia.org/wiki/Figure_of_speech))
- Wikipedia: Memetics (<https://en.wikipedia.org/wiki/Memetics>)
- Glossary of rhetorical terms (<https://mcl.as.uky.edu/glossary-rhetorical-terms>)
- Blackmore, S. 1998. *The Meme Machine*. Oxford University Press

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