

LEARNING CARD

Memetorics (Rhetoric of memes)

Description This activity introduces participants to the different rhetorical devices by using them in the production of a meme (a viral image)

Tag

- Design
- Media
- Photo
- Web

Skills

PRODUCTION

- Create and modify photographic productions
- Use photography and editing tools
- Create and modify images and design
- Use image and design tools

SOCIAL MANAGEMENT

- Participate in social media
- Collaborate

NARRATIVE AND ASTHETICS

- Interpret
- Recognise and describe
- Apply

Learning areas

- Foreign Languages
- Language
- Social Sciences

Card language

- Spanish
- English

Structure

Sessions 1

Duration 60'

Number of participants 10-30

Age

- 14-16
- 17-18

Materials

- Post-it
- Computer or smartphone
- Photo editing app

Process

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)
- 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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