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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