

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	<ul style="list-style-type: none">• 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	<p>At home, students read a list of rhetorical devices with examples from literature and journalism.</p> <p>In the class the teacher explains the main devices and shows graphic examples (photos, audiovisual, etc.) (10').</p> <p>Participants organize themselves into groups and produce memes. Each meme should represent - through a combination of text and image - a rhetorical device. (30').</p> <p>There are many websites and mobile apps that allow users to create and download memes. Ask your students or look for them online. (5').</p> <p>The activity finishes with an exhibition of the productions and final discussion about rhetorical and viral circulation of information (25').</p>
Evaluation	<p>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.</p>
References for professors	<ul style="list-style-type: none">• 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. <i>The Meme Machine</i>. Oxford University Press
Author	<p>Carlos A. Scolari. Universitat Pompeu Fabra-Barcelona (Spain), carlosalberto.scolari@upf.edu</p>
