

Meme Invention

[m a k e a m e m e a g a i n]



OVERVIEW

In the final unit of the course, students are asked to learn methods of meme invention and target a meme or set of memes for a selected audience to promote social virtues. Students write a brief 2-4 page paper to explain their goals and methods. Students are then asked to present their meme or set of memes and explain how their designs promote social virtues. Presentations should be 4-6 minutes with 2-3 minutes following for questions from peers. Questions are always welcome.

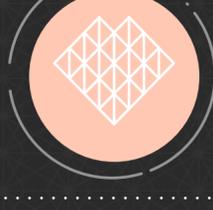
01 DETAILS



- STUDENTS SHOULD CREATE AT LEAST ONE MEME, OR SET OF MEMES.
- ESSAY:
 - 2-4 pages for essay
 - Five scholarly sources
 - Double-spaced
 - Calibri or Verdana Font
 - Submit via Canvas
- PRESENTATION:
 - 4-6 minutes of presentation
 - 2-3 minutes for questions
 - Delivered the last week of classes
 - Sign-up the week previous

• DUE DATE

- WEEK 16



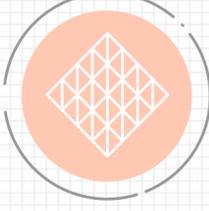
- CONSIDER
 - CONTEXT: Where do you want to focus this effort? In what context? Where would this meme launch and travel?
 - TARGET AUDIENCE: Who are you trying to reach with this meme and what is your goal?
 - TACTICS: How is the meme situated to address the audience? What is the message or how does the meme work on that audience?
 - CIRCULATION: How would you get this message to the audience? How do you grab their attention? Where would this meme be posted and how (through what audiences) would this image move?
 - IMPACT: In what way does this meme persuade? How could you prove that?

• PLEASE ENSURE

- You have created a meme with Know Your Meme, IMGR, or other meme-making sites.
- There is a clear argument or thesis statement in the essay.
- Paragraphs have topic sentences, supporting sentences, and conclusion sentences.
- The author's ideas are supported with evidence from their experience and from outside sources.
- The presentation is similarly structured with an introduction, body, and conclusion.



01 ORGANIZATION

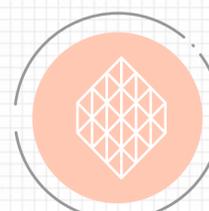
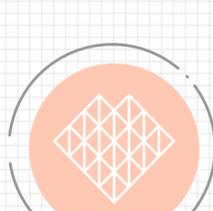


THERE ARE THREE MAIN COMPONENTS TO THIS ASSIGNMENT:

- THE ESSAY (2-4 pages)
- MEME/S
- PRESENTATION

• ORG. OF THE ESSAY & PRESENTATION

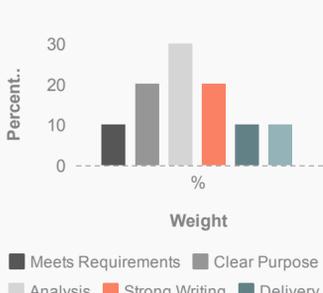
- Overview
- Description of Context
- Target Audience Analysis
- Meme Message and Goal/s
- Circulation
- Effectiveness of Memery



- MEME/S
 - At least one meme or a set of memes should be created. Think about the following:
 - Your target audience: Do they need layers of intertextuality, irony? Or, simple messages?
 - Is this meme building on the best ideas or derivative?
 - Is it original?

02 GRADING RUBRIC

Grading Categories



- Meets Requirements: Does the assignment follow directions?
- Clear Purpose: Is there a strong, clear goal for the meme?
- Strong Writing/Speaking: Is the essay or speech well organized and easy to understand?
- Analysis: Do the goals for the audience seem reasonable? Does the author demonstrate why it would work?
- Citations: Are there five scholarly sources? Are they used well?

GOOD LUCK!