

# Meme Literacy Project

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



## OVERVIEW

In the final unit of the course, students are asked to draft a group essay that helps to break down how memes should be understood by internet denizens and how to resist propaganda.. Analyses are graded on the quality of the instruction, the use of audience adaptation, and the application of lessons from the course. Questions are always welcome.

## 01 DETAILS



- STUDENTS WILL SELECT GROUP OF 3-4 PEERS
- THREE-TO FIVE PAGES (MIN) FOR ESSAY
- 2-3 EXAMPLE MESSAGES
- FOUR SCHOLARLY SOURCES REQUIRED
- DOUBLE-SPACED
- CALIBRI OR VERDANA FONT
- SUBMIT VIA CANVAS

- DUE DATE
- WEEK 14



- CONSIDER
  - CONTEXT: Where do you want to focus this effort? In what context? And what resources do you have readily available?
  - TARGET AUDIENCE: Who are you trying to teach this lesson to and what is your goal? Do you want the audience to understand how propaganda works, to generate their own resistance tactics?
  - TACTICS: How do you teach this lesson? What elements of ethics are included? How do you persuade the audience that your goal is worthwhile? How do you encourage the audience to act or think differently?
  - DELIVERY: How would you get this message to the audience? Through what channels can this message find them? How do you grab their attention?
  - IMPACT: In what way does your campaign make a difference? How could you prove that?

- PLEASE ENSURE

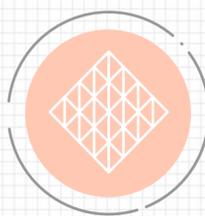
- You are engaging with a Russian meme, confirmed by other sources.
- There is a clear argument or thesis statement.
- Paragraphs have topic sentences, supporting sentences, and conclusion sentences.
- The author's ideas are supported with evidence from their experience and from outside sources.



- PEER EVALUATIONS
  - At the end of the project, 20% of the grade will be determined based on peer evaluations.
  - Peers are to write an evaluation of each group member that considers:
    - Their contributions
    - Their work ethic
    - The ease of working with this classmate

The instructor will use this information to determine the final peer evaluation grade of each student.

## 01 ORGANIZATION

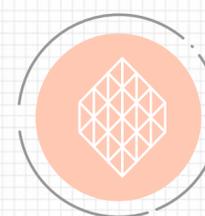
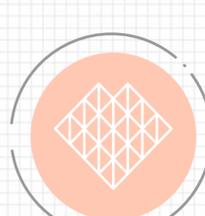


THERE ARE TWO MAIN COMPONENTS TO THIS ASSIGNMENT:

- THE ESSAY (3-5 pages)
- EXAMPLE MESSAGES

- ORGANIZATION OF THE ESSAY

- Introduction
- Justification
- Description of Context
- Target Audience Analysis
- Literacy Tactics Used
- Delivery
- Effectiveness of Campaign



- EXAMPLE MESSAGES

- 2-3 examples of the literacy messages you would use
- These should be at the end of the essay or in a separate file
- These should be as close to "finished" as possible or a suitable mock-up
- Each example should have a paragraph tag or caption that explains how it works within the overarching goals

## 02 GRADING RUBRIC



- Meets Requirements: Does the assignment follow directions?
- Clear Purpose: Is there a strong, clear goal for the literacy messages?
- Tactics Convincing: Do the tactics convince the audience to change their actions or thinking?
- Strong Writing: Is the essay and syntax well organized and easy to read?
- Delivery: Does the essay this analysis speak to the impact of Russian propaganda or democratic practice?
- Citations: Are there four scholarly sources? Are they used well?

**GOOD LUCK!**