Meme Responses
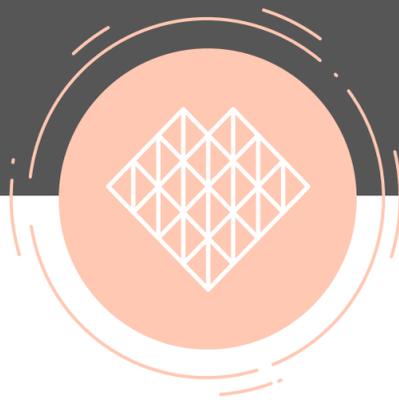
OVERVIEW

Over the semester, students are invited to submit four one-page assignments that analyze a meme they have found in their regular social media use. Analysis should consider context, potential or target audiences, and what the student believes is the likely impact of the meme on those audiences. Analyses are graded on the quality of the analysis in each of these areas. Questions are always welcome.

01 DETAILS

- FOUR DUE
- ONE PAGE
- SINGLE-SPACED
- CALIBRI OR VERDANA FONT
- SUBMIT VIA CANVAS
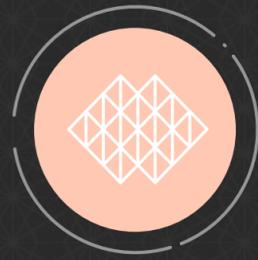
- DUE DATES
  - WEEK 3
  - WEEK 5
  - WEEK 7
  - WEEK 9

- CONSIDER
  - CONTEXT: Where did you see this image? How do you think it landed in your feed? What other posts or ideas might travel with it?
  - AUDIENCES: Who else would be likely to see this meme? What groups of people would be the likely targets?
  - IMPACT: What methods of persuasion are being used? How might this image influence viewers? Or, how might this image address a group?

- PLEASE ENSURE
  - The meme was found in your social media experiences, not through an image search.
  - 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 or from outside sources.

02 GRADING RUBRIC

Grading Categories

Perce..
30
20
10
0
%
Weight

- Meets Requirements
- Clear Thesis
- Analysis Well-Supported
- Strong Writing
- Overall Insights

- Meets Requirements: Does the analysis follow directions?
- Clear Thesis: Is there a strong, clear argument the student is proving?
- Analysis Well-Supported: Is the analysis convincing with reasoning or additional evidence?
- Strong Writing: Is the essay and syntax well organized and easy to read?
- Overall Insights: Does this analysis add to the conversations we are having in class? Does it demonstrate engagement and learning?

GOOD LUCK!