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Level 4

Author unhappy with use of the word 'meme'

24th May, 2017

<http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

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Please try Levels 5 and 6. They are (a little) harder.

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THE READING

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

Memes are a growing part of our life and online culture. We know memes as pictures that go viral on social media. People use them to make jokes or comments. However, author Richard Dawkins is unhappy with the Internet calling a meme a "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said memes are ideas that spread from brain to brain, like genes. He never uses the word 'meme' for a picture with writing on it.

Memes are everywhere today. American universities now offer Meme Studies courses. Memes make politics easier for young people. A Twitter user said, "memes helped people understand [politics and] more complex ideas". Many people used memes to express their views during the 2016 U.S. election. The vice.com website said: "Memes now have as much power, influence and reach as the propaganda posters of yesteryear."

Sources: <http://www.bbc.co.uk/newsbeat/article/39967075/did-you-know-the-word-meme-is-41-years-old>
<http://news.sky.com/story/how-memes-make-dull-and-dry-politics-accessible-10888209>
https://www.vice.com/en_us/article/meme-historians-are-an-inevitability

PHRASE MATCHING

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

PARAGRAPH ONE:

- | | |
|--------------------------------|------------------------|
| 1. Memes are a growing | a. jokes |
| 2. pictures that go | b. from brain to brain |
| 3. social | c. viral |
| 4. make | d. term 'meme' |
| 5. Mr Dawkins coined the | e. the word 'meme' |
| 6. memes are ideas that spread | f. part of our life |
| 7. He never uses | g. writing on it |
| 8. a picture with | h. media |

PARAGRAPH TWO:

- | | |
|----------------------------------|-------------------------|
| 1. Memes are everywhere | a. for young people |
| 2. universities now offer | b. the 2016 US election |
| 3. Memes make politics easier | c. used memes |
| 4. politics and more | d. Meme Studies courses |
| 5. Many people | e. and reach |
| 6. to express their views during | f. today |
| 7. power, influence | g. of yesteryear |
| 8. the propaganda posters | h. complex ideas |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

Memes are (1) _____ our life and online culture. We know memes as pictures (2) _____ social media. People use them to make (3) _____. However, author Richard Dawkins is unhappy with the Internet (4) _____ "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said (5) _____ that spread from brain to brain, like genes. He never uses the word 'meme' (6) _____ writing on it.

Memes are everywhere today. American universities now offer (7) _____. Memes make (8) _____ young people. A Twitter user said, "memes helped people understand [politics and] (9) _____". Many people used memes (10) _____ views during the 2016 U.S. election. The vice.com website said: "Memes now (11) _____ power, influence and reach as the propaganda (12) _____."

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

Memes are growing part of our life and online culture. We know memes as pictures that go viral on social media. People use them to make jokes or comments. However, author Richard Dawkins is unhappy with the Internet calling a meme a "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said memes are ideas that spread from brain to brain, like genes. He never used the word 'meme' for a picture with writing on it. Memes are everywhere today. American universities now offer Meme Studies courses. Memes make politics easier for young people. A Twitter user said, "memes helped people understand [politics and] more complex ideas". Many people used memes to express their views during the 2016 U.S. election. The vice.com website said: "Memes now have as much power, influence and reach as the propaganda posters of yesterday."

MEMES SURVEY

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

Write five GOOD questions about memes in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

WRITING

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

Write about **memes** for 10 minutes. Read and talk about your partner's paper.
