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Level 6

Author unhappy with use of the word 'meme'

24th May, 2017

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

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Please try Levels 5 and 4 (they are easier).

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THE ARTICLE

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

Memes are becoming a growing part of our everyday life and popular culture, especially online. Many of us know memes as the pictures and photographs that go viral on social media sites. People use them to make jokes or social and political observations. However, biologist and author Richard Dawkins, the originator of the word 'meme', is unhappy with how the Internet has defined a meme as a "picture with words". Mr Dawkins coined the term 'meme' in his 1976 book 'The Selfish Gene'. He said memes are ideas that spread from brain to brain and are replicated many times, much like genes. He told the BBC: "I'm not going to use the term Internet meme to refer to a picture with writing on it."

Memes have infused our culture to the extent that universities now offer degree courses on them. America's Northwestern University unveiled its Meme Studies course back in 2011. Britain's Sky News says memes have helped to make politics more accessible to young people. One Twitter user told a Sky journalist that: "Memes helped people understand more complex ideas, and that having politics framed in a different way makes it more digestible." This was obvious with how memes became a key part of how people expressed their views during the 2016 U.S. presidential 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

WARM-UPS

1. MEMES: Students walk around the class and talk to other students about memes. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

growing / popular culture / online / make jokes / biologist / term / genes / writing / degree courses / Meme Studies / politics / complex ideas / views / election / posters

Have a chat about the topics you liked. Change topics and partners frequently.

3. ART FORM: Students A **strongly** believe memes should be recognized as an art form; Students B **strongly** believe it should never be an art form. Change partners again and talk about your conversations.

4. INTERNET: How has the Internet changed these things? Complete this table with your partner(s). Change partners often and share what you wrote.

	How the Internet changed it	How things changed for you
Politics		
Dating		
Work		
Friendship		
Journalism		
Studying		

5. VIRAL: Spend one minute writing down all of the different words you associate with the word "viral". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. IDEAS: Rank these with your partner. Put the best way to spread ideas at the top. Change partners often and share your rankings.

- memes
- word of mouth
- newspapers
- propaganda posters
- TV
- books
- schools
- public speeches

BEFORE READING / LISTENING

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

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. The article says memes are now an important part of popular culture. **T / F**
- b. The word 'meme' originated over 500 years ago. **T / F**
- c. The book 'The Selfish Gene' was written in 1967. **T / F**
- d. An author said memes spread pretty much like genes. **T / F**
- e. Northwestern Uni. will start teaching Meme Studies for the first time. **T / F**
- f. Sky News said memes make politics more difficult to understand. **T / F**
- g. Memes were an important way to express views in the 2016 US election. **T / F**
- h. Memes are as important now as propaganda posters were in the past. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|------------------------|-------------------|
| 1. especially | a. created |
| 2. observations | b. filled |
| 3. originator | c. copied |
| 4. coined | d. notices |
| 5. replicated | e. particularly |
| 6. infused | f. understandable |
| 7. unveiled | g. clear |
| 8. accessible | h. remarks |
| 9. obvious | i. revealed |
| 10. posters | j. inventor |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|---------------------------------------|-----------------------|
| 1. a growing part of our | a. more accessible |
| 2. popular | b. the term 'meme' |
| 3. go | c. part |
| 4. Dawkins coined | d. courses |
| 5. ideas that spread from | e. culture |
| 6. universities now offer degree | f. more complex ideas |
| 7. memes have helped to make politics | g. everyday life |
| 8. Memes helped people understand | h. posters |
| 9. a key | i. viral |
| 10. propaganda | j. brain to brain |

GAP FILL

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

Memos are becoming a (1) _____ part of our everyday life and popular culture, especially online. Many of us know memes as the pictures and photographs that go (2) _____ on social media sites. People use them to make (3) _____ or social and political observations. However, biologist and author Richard Dawkins, the (4) _____ of the word 'meme', is unhappy with how the Internet has defined a meme as a "picture with words". Mr Dawkins (5) _____ the term 'meme' in his 1976 book 'The Selfish Gene'. He said memes are ideas that (6) _____ from brain to brain and are (7) _____ many times, much like genes. He told the BBC: "I'm not going to use the term Internet meme to (8) _____ to a picture with writing on it."

spread
jokes
replicated
growing
coined
refer
viral
originator

Memos have infused our culture to the (9) _____ that universities now offer degree courses on them. America's Northwestern University (10) _____ its Meme Studies course back in 2011. Britain's Sky News says memes have helped to make politics more (11) _____ to young people. One Twitter user told a Sky journalist that: "Memes helped people understand more (12) _____ ideas, and that having politics (13) _____ in a different way makes it more digestible." This was (14) _____ with how memes became a key part of how people expressed their (15) _____ during the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much power, (16) _____ and reach as the propaganda posters of yesteryear."

accessible
obvious
framed
influence
extent
views
complex
unveiled

LISTENING – Guess the answers. Listen to check.

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

- 1) Memes are becoming a growing part of our everyday life and _____
 - a. popularity cultures
 - b. popularize culture
 - c. popular culture
 - d. popular cultures
- 2) Many of us know memes as the pictures and photographs that go viral on _____
 - a. social medium sites
 - b. social media site
 - c. social medium site
 - d. social media sites
- 3) People use them to make jokes or social and _____
 - a. politic all observation
 - b. politically observations
 - c. political observation
 - d. political observations
- 4) ideas that spread from brain to brain and are replicated many times, _____
 - a. much like genes
 - b. much liked jeans
 - c. much like Jean's
 - d. much likely genes
- 5) I'm not going to use the term Internet meme to refer to a picture with _____
 - a. writing on it
 - b. written in it
 - c. write in on it
 - d. writing in it
- 6) Memes have infused our culture to the extent that universities now offer degree _____
 - a. course is on them
 - b. causes on them
 - c. cause is on them
 - d. courses on them
- 7) Britain's Sky News says memes have helped to make politics _____
 - a. more accessibly
 - b. more accessible
 - c. more accessibility
 - d. more access able
- 8) Memes helped people understand more _____
 - a. complexion ideas
 - b. completes ideas
 - c. convex ideas
 - d. complex ideas
- 9) This was obvious with how memes became a key part of how people _____
 - a. expressed there views
 - b. expressed their views
 - c. expressed them views
 - d. expressed they're views
- 10) Memes now have as much power, influence and reach as the _____
 - a. propaganda posters
 - b. prop a gander posters
 - c. proper gander posters
 - d. prop agenda posters

LISTENING – Listen and fill in the gaps

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

Memes are becoming a growing (1) _____ everyday life and popular culture, especially online. (2) _____ memes as the pictures and photographs that go viral on social media sites. People use them to make jokes (3) _____ political observations. However, biologist and author Richard Dawkins, the originator of the word 'meme', is unhappy with how the Internet (4) _____ meme as a "picture with words". Mr Dawkins coined the term 'meme' in his 1976 book 'The Selfish Gene'. He said (5) _____ that spread from brain to brain and are replicated many times, much like genes. He told the BBC: "I'm not (6) _____ the term Internet meme to refer to a picture with writing on it."

Memes (7) _____ culture to the extent that universities now offer degree (8) _____. America's Northwestern University unveiled its Meme Studies course back in 2011. Britain's Sky News says memes have helped to (9) _____ accessible to young people. One Twitter user told a Sky journalist that: "Memes helped people understand more complex ideas, and that having (10) _____ different way makes it more digestible." This was obvious with how memes became a (11) _____ people expressed their views during the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much power, (12) _____ the propaganda posters of yesteryear."

COMPREHENSION QUESTIONS

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

1. Where are memes especially becoming a growing part of our life?
2. What did the article say pictures and photos did on social media?
3. What kind of observations did the article say people made?
4. What is the name of Richard Dawkins' book that was published in 1976?
5. What did Richard Dawkins compare ideas to?
6. Which university did the article say offered a course in Meme Studies?
7. What have memes made more accessible to young people?
8. What does framing politics in a new way make it?
9. What did memes become a key part of in 2016?
10. When were the propaganda posters mentioned in the article from?

MULTIPLE CHOICE - QUIZ

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

- 1) Where are memes especially becoming a growing part of our life?
 - a) in our homes
 - b) online
 - c) in the USA
 - d) at work
- 2) What did the article say pictures and photos did on social media?
 - a) carried viruses
 - b) pleased people
 - c) very little
 - d) went viral
- 3) What kind of observations did the article say people made?
 - a) unhappy observations
 - b) jokey observations
 - c) political and social observations
 - d) classroom observations
- 4) What is the name of Richard Dawkins' book that was published in 1976?
 - a) The Selfish Gene
 - b) The Selfless Gene
 - c) The Surfing Genie
 - d) The Shellfish Genie
- 5) What did Richard Dawkins compare ideas to?
 - a) webs
 - b) genes
 - c) books
 - d) brains
- 6) Which university did the article say offered a course in Meme Studies?
 - a) Northwestern
 - b) Southeastern
 - c) Northeastern
 - d) Southwestern
- 7) What have memes made more accessible to young people?
 - a) old people
 - b) complexity
 - c) politics
 - d) the Internet
- 8) What does framing politics in a new way make it?
 - a) more digestible
 - b) more disagreeable
 - c) more digital
 - d) more delectable
- 9) What did memes become a key part of in 2016?
 - a) locks and padlocks
 - b) expressionism
 - c) the Internet
 - d) the U.S. presidential election
- 10) When were the propaganda posters mentioned in the article from?
 - a) centuries ago
 - b) decades ago
 - c) yesteryear
 - d) yesterday

ROLE PLAY

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

Role A – Memes

You think memes are the best way to spread ideas. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the worst of these (and why): word of mouth, TV or newspapers.

Role B – Word of Mouth

You think word of mouth is the best way to spread ideas. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the worst of these (and why): memes, TV or newspapers.

Role C – TV

You think TV is the best way to spread ideas. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the worst of these (and why): word of mouth, memes or newspapers.

Role D – Newspapers

You think newspapers are the best way to spread ideas. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the worst of these (and why): word of mouth, TV or memes.

AFTER READING / LISTENING

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

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'meme' and 'viral'.

meme	viral
-------------	--------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• part• know• unhappy• book• spread• writing	<ul style="list-style-type: none">• extent• back• young• complex• 2016• posters
---	--

MEMES SURVEY

From <http://www.BreakingNewsEnglish.com/1705/170524-memes.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.

MEMES DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What springs to mind when you hear the word 'meme'?
3. What do you know about memes?
4. What part do memes play in your culture?
5. What is popular culture?
6. How important is being online to you?
7. What do you think of things going viral on the Internet?
8. What social media sites do you like?
9. Would you like to read the book, 'The Selfish Gene'?
10. Will memes become a new art form?

Author unhappy with use of the word 'meme' – 24th May, 2017
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MEMES DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'viral'?
13. What do you think about what you read?
14. What would a degree course in Meme Studies be like?
15. What would make politics easier to understand?
16. How has the Internet changed politics?
17. Is the Internet used in a good way during elections?
18. Should memes have so much power and influence?
19. What more would you like to know about memes?
20. What questions would you like to ask Richard Dawkins?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

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

Memes are becoming a growing (1) _____ of our everyday life and popular culture, especially online. Many of us know memes (2) _____ the pictures and photographs that go viral on social media sites. People use them to (3) _____ jokes or social and political observations. However, biologist and author Richard Dawkins, the originator of the word 'meme', is unhappy with (4) _____ the Internet has defined a meme as a "picture with words". Mr Dawkins coined the term 'meme' in his 1976 book 'The Selfish Gene'. He said memes are ideas that (5) _____ from brain to brain and are replicated many times, much like genes. He told the BBC: "I'm not going to use the term Internet meme to (6) _____ to a picture with writing on it."

Memes have (7) _____ our culture to the extent that universities now offer degree courses on them. America's Northwestern University (8) _____ its Meme Studies course back in 2011. Britain's Sky News says memes have helped to make politics more (9) _____ to young people. One Twitter user told a Sky journalist that: "Memes helped people understand more complex ideas, and that having politics (10) _____ in a different way makes it more digestible." This was obvious with how memes became a key part of how people expressed their views (11) _____ the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much power, influence and reach (12) _____ the propaganda posters of yesteryear."

Put the correct words from the table below in the above article.

- | | | | | |
|-----|--------------|---------------|----------------|--------------|
| 1. | (a) part | (b) parting | (c) parted | (d) partner |
| 2. | (a) is | (b) was | (c) as | (d) has |
| 3. | (a) have | (b) do | (c) make | (d) take |
| 4. | (a) when | (b) which | (c) who | (d) how |
| 5. | (a) spared | (b) speared | (c) spread | (d) sprayed |
| 6. | (a) confer | (b) refer | (c) defer | (d) prefer |
| 7. | (a) fused | (b) infused | (c) refused | (d) confused |
| 8. | (a) reviled | (b) unveiled | (c) revived | (d) veiled |
| 9. | (a) access | (b) accessory | (c) accessible | (d) accesses |
| 10. | (a) flambéed | (b) flamed | (c) firmed | (d) framed |
| 11. | (a) amongst | (b) among | (c) while | (d) during |
| 12. | (a) was | (b) is | (c) has | (d) as |

SPELLING

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

Paragraph 1

1. seceapilyl online
2. make jokes or social and political ebasvsnoiotr
3. sgooilbit and author
4. the oniragorit of the word
5. edenfid a meme as a "picture with words"
6. ldcpiertea many times

Paragraph 2

7. Memes have efudnis our culture
8. neeiudvl its Meme Studies course
9. make politics more ssbcieale
10. makes it more setlbgdeii
11. how people psdrsxee their views
12. panaparogd posters

PUT THE TEXT BACK TOGETHER

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

Number these lines in the correct order.

- () part of how people expressed their views during the 2016 U.S. presidential election. The vice.com
- () says memes have helped to make politics more accessible to young people. One Twitter user told a Sky
- () website said: "Memes now have as much power, influence and reach as the propaganda posters of yesteryear."
- (**1**) Memes are becoming a growing part of our everyday life and popular culture, especially
- () ideas that spread from brain to brain and are replicated many times, much like
- () genes. He told the BBC: "I'm not going to use the term Internet meme to refer to a picture with writing on it."
- () in a different way makes it more digestible." This was obvious with how memes became a key
- () author Richard Dawkins, the originator of the word 'meme', is unhappy with how the Internet has defined a meme
- () journalist that: "Memes helped people understand more complex ideas, and that having politics framed
- () as a "picture with words". Mr Dawkins coined the term 'meme' in his 1976 book 'The Selfish Gene'. He said memes are
- () Memes have infused our culture to the extent that universities now offer degree
- () online. Many of us know memes as the pictures and photographs that go
- () courses on them. America's Northwestern University unveiled its Meme Studies course back in 2011. Britain's Sky News
- () viral on social media sites. People use them to make jokes or social and political observations. However, biologist and

PUT THE WORDS IN THE RIGHT ORDER

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

1. everyday are growing our Memes a of life becoming part .
2. go social Pictures that on sites photographs viral media and .
3. meme Internet Unhappy has with defined how a the .
4. from brain replicated spread to are that brain and Ideas .
5. meme Internet term the Use writing with picture a to refer to .
6. make to helped have Memes accessible more politics .
7. helped understand complex Memes people more ideas .
8. Having framed a way politics in different .
9. how A people key expressed part their of views .
10. the As propaganda much posters influence of as yesteryear .

CIRCLE THE CORRECT WORD (20 PAIRS)

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

Memes are becoming a *growing / growth* part of our everyday life and popular culture, *special / especially* online. Many of us know memes as the pictures and photographs that *go / come* viral on social media sites. People use them to make *joke / jokes* or social and political observations. However, *biology / biologist* and author Richard Dawkins, the originator of the word 'meme', is unhappy with how the Internet has defined a meme *was / as* a "picture with words". Mr Dawkins *coined / coins* the term 'meme' in his 1976 book 'The Selfish Gene'. He said memes *are / be* ideas that spread from brain to brain and are replicated *much / many* times, much like genes. He told the BBC: "I'm not going to use the term Internet meme to refer to a picture with *written / writing* on it."

Memes have *defused / infused* our culture to the extent that universities now *offer / offering* degree courses on them. America's Northwestern University unveiled its Meme Studies course *past / back* in 2011. Britain's Sky News says memes have helped to make *politics / politician* more accessible to young people. One Twitter *user / used* told a Sky journalist that: "Memes helped people understand more complex *idea / ideas*, and that having politics framed in a different way makes it more *digestible / digest*." This was obvious with how memes became a *key / lock* part of how people expressed their views *while / during* the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much *powerful / power*, influence and reach as the propaganda posters of yesteryear."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

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

M_m_s _r_ b_c_m_ng _ gr_w_ng p_rt _f __r _v_ryd_y
l_f_ _nd p_p_l_r c_lt_r_, _sp_c__lly _nl_n_. M_ny _f
_s kn_w m_m_s _s th_p_ct_r_s _nd ph_t_gr_phs th_t
g_v_r_l _n_s_c__l m_d__s_t_s. P__pl_ _s_ th_m t_
m_k_ j_k_s _r s_c__l _nd p_l_t_c_l _bs_rv_t__ns.
H_w_v_r, b__l_g_st _nd __th_r R_ch_rd D_wk_ns, th_
_r_g_n_t_r _f th_w_r_d 'm_m_', _s _nh_ppy w_th h_w
th__nt_rn_t h_s d_f_n_d _m_m__s _ "p_ct_r_w_th
w_rds". Mr D_wk_ns c__n_d th_t_r_m 'm_m_' _n h_s
1976 b__k 'Th_S_lf_sh G_n_'. H_s__d m_m_s _r_
_d__s th_t spr__d fr_m br__n_t br__n _nd _r_
r_pl_c_t_d m_ny t_m_s, m_ch_l_k_g_n_s. H_t_ld th_
BBC: "_ 'm_n_t_g__ng t__s th_t_r_m _nt_rn_t m_m_ t_
r_f_r_t__ p_ct_r_w_th wr_t_ng _n_t."

M_m_s h_v__nf_s_d __r c_lt_r_t th__xt_nt th_t
_n_v_rs_t__s n_w _ff_r d_gr__c__rs_s _n th_m.
_m_r_c_'s N_rthw_st_rn _n_v_rs_ty _nv__l_d_ts M_m_
St_d__s c__rs_b_ck _n 2011. Br_t__n's Sky N_ws s_ys
m_m_s h_v_ h_lp_d t_m_k_p_l_t_cs m_r__cc_ss_bl_
t_y__ng p__pl_. _n Tw_tt_r _s_r_t_ld _ Sky
j__rn_l_st th_t: "M_m_s h_lp_d p__pl_ _nd_rst_nd
m_r_c_mpl_x_d__s, _nd th_t h_v_ng p_l_t_cs fr_m_d
_n _d_ff_r_nt w_y m_k_s _t m_r_d_g_st_bl_." Th_s
w_s _bv__s w_th h_w m_m_s b_c_m__k_y p_rt _f
h_w p__pl_ _xpr_ss_d th__r v__ws d_r_ng th_ 2016
.S. pr_s_d_nt__l _l_ct__n. Th_v_c.c_m w_bs_t_
s__d: "M_m_s n_w h_v__s m_ch_p_w_r, _nfl__nc__nd
r__ch_s th_p_r_p_g_nd_p_st_rs _f_y_st_ry__r."

PUNCTUATE THE TEXT AND ADD CAPITALS

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

memes are becoming a growing part of our everyday life and popular culture especially online many of us know memes as the pictures and photographs that go viral on social media sites people use them to make jokes or social and political observations however biologist and author richard dawkins the originator of the word 'meme' is unhappy with how the internet has defined a meme as a "picture with words" mr dawkins coined the term 'meme' in his 1976 book 'the selfish gene' he said memes are ideas that spread from brain to brain and are replicated many times much like genes he told the bbc "i'm not going to use the term internet meme to refer to a picture with writing on it"

memes have infused our culture to the extent that universities now offer degree courses on them america's northwestern university unveiled its meme studies course back in 2011 britain's sky news says memes have helped to make politics more accessible to young people one twitter user told a sky journalist that "memes helped people understand more complex ideas and that having politics framed in a different way makes it more digestible" this was obvious with how memes became a key part of how people expressed their views during the 2016 us presidential election the vicecom website said "memes now have as much power influence and reach as the propaganda posters of yesteryear"

PUT A SLASH (/) WHERE THE SPACES ARE

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

Memes are becoming a growing part of our everyday life and popular culture, especially online. Many of us know memes as the pictures and photographs that go viral on social media sites. People use them to make jokes of social and political observations. However, biologist and author Richard Dawkins, the originator of the word 'meme', is unhappy with how the Internet has defined a meme as a "picture with words". Mr Dawkins coined the term 'meme' in his 1976 book 'The Selfish Gene'. He said memes are ideas that spread from brain to brain and are replicated many times, much like genes. He told the BBC: "I'm not going to use the term Internet meme to refer to a picture with writing on it." Memes have infused our culture to the extent that universities now offer degree courses on them. America's Northwestern University unveiled its Meme Studies course back in 2011. Britain's Sky News says memes have helped to make politics more accessible to young people. One Twitter user told a Sky journalist that: "Memes help people understand more complex ideas, and that having politics framed in a different way makes it more digestible." This was obvious with how memes became a key part of how people expressed their views during the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much power, influence and reach as the propaganda posters of yesteryear."

FREE WRITING

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

Write about **memes** for 10 minutes. Comment on your partner’s paper.

ACADEMIC WRITING

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

Memes are the next great art form. They will be as important as movies. Discuss.

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news. Share what you discover with your partner(s) in the next lesson.

3. MEMES: Make a poster about memes. Show your work to your classmates in the next lesson. Did you all have similar things?

4. DEGREE COURSE: Write a magazine article about Meme Studies at university. Is it a good thing to study? Include imaginary interviews with people who are for and against Meme Studies as a degree subject.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on memes. Ask him/her three questions about memes. Give him/her three of your ideas. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a T b F c F d T e F f F g T h T

SYNONYM MATCH (p.4)

- | | |
|-----------------|-------------------|
| 1. especially | a. particularly |
| 2. observations | b. remarks |
| 3. originator | c. inventor |
| 4. coined | d. created |
| 5. replicated | e. copied |
| 6. infused | f. filled |
| 7. unveiled | g. revealed |
| 8. accessible | h. understandable |
| 9. obvious | i. clear |
| 10. posters | j. notices |

COMPREHENSION QUESTIONS (p.8)

1. Online
2. Went viral
3. Social and political observations
4. The Selfish Gene
5. Genes
6. Northwestern
7. Politics
8. More digestible
9. The U.S. presidential election
10. Yesteryear

MULTIPLE CHOICE - QUIZ (p.9)

1. b 2. d 3. c 4. a 5. b 6. a 7. c 8. a 9. d 10. c

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)