



**WHAT DO
YOU MEME?**

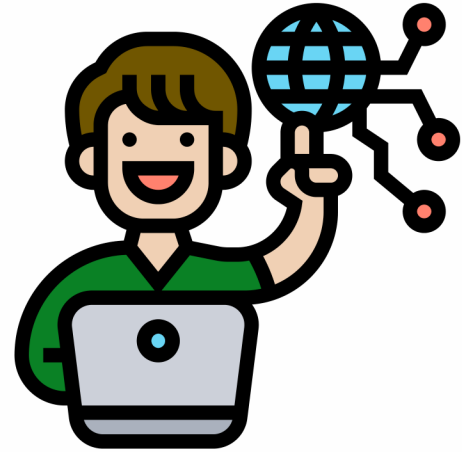




Contents

1. **About me**
2. **Your memetic proficiency**
3. **How much memetic language is used**
4. **How to use memes in the classroom**

About Me



Loves edtech and
instructional design

Ciarán Lynch

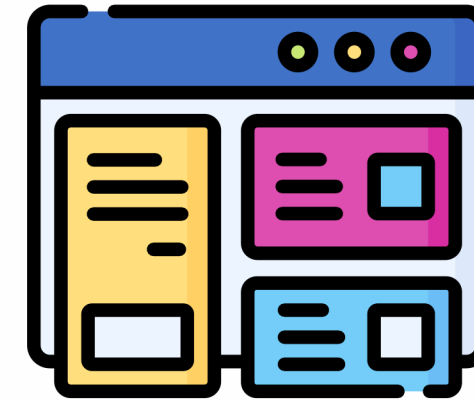
About Me



Ciarán Lynch



Loves edtech and instructional design



Loves web design, user interface design, SEO have also created engaging and effective online content for students.

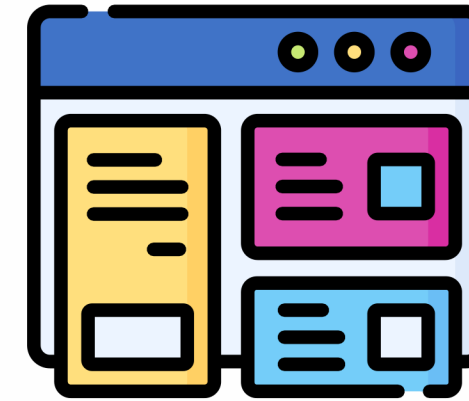
About Me



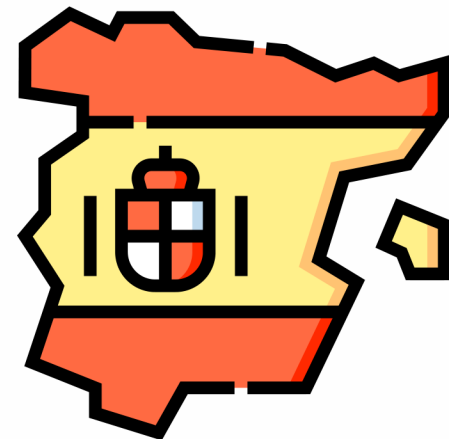
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academic manager at IH Cordoba

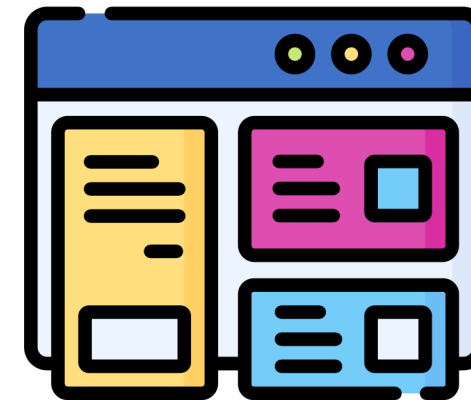
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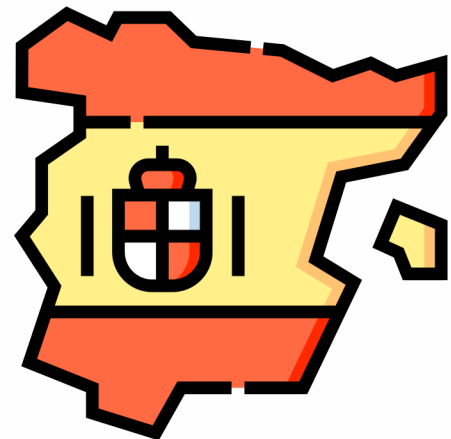
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works with younger learners

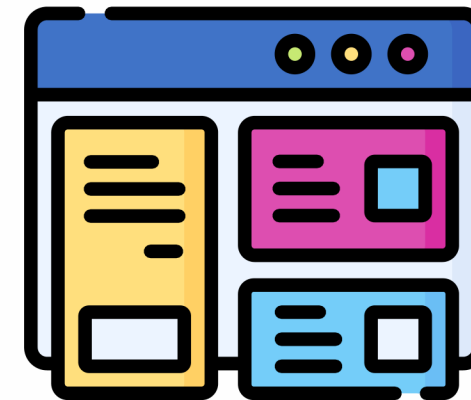
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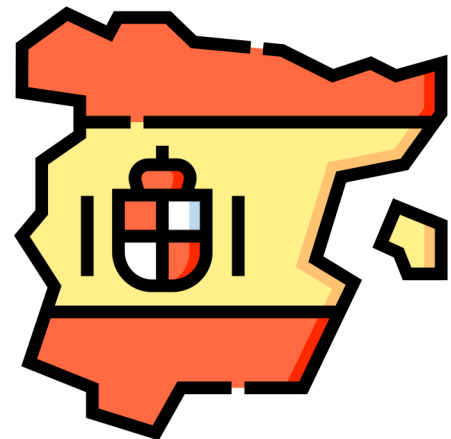
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over a decade of experience teaching (ELT) in Zimbabwe, Ireland, Palestine, Uganda, and Spain

What is a meme?

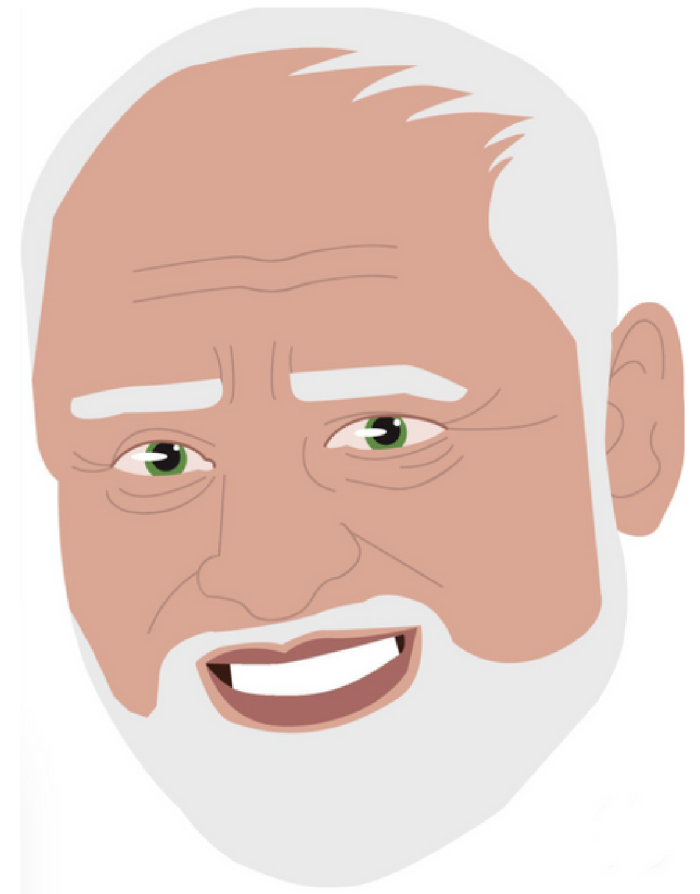
a meme refers to a unit of culture or communication that spreads through imitation, often with a humorous or catchy element



What is a meme?

a meme refers to a unit of culture or communication that spreads through imitation, often with a humorous or catchy element

unlike typical forms of communication they transcend language barriers allowing the meme to spread outside of its initial culture



05

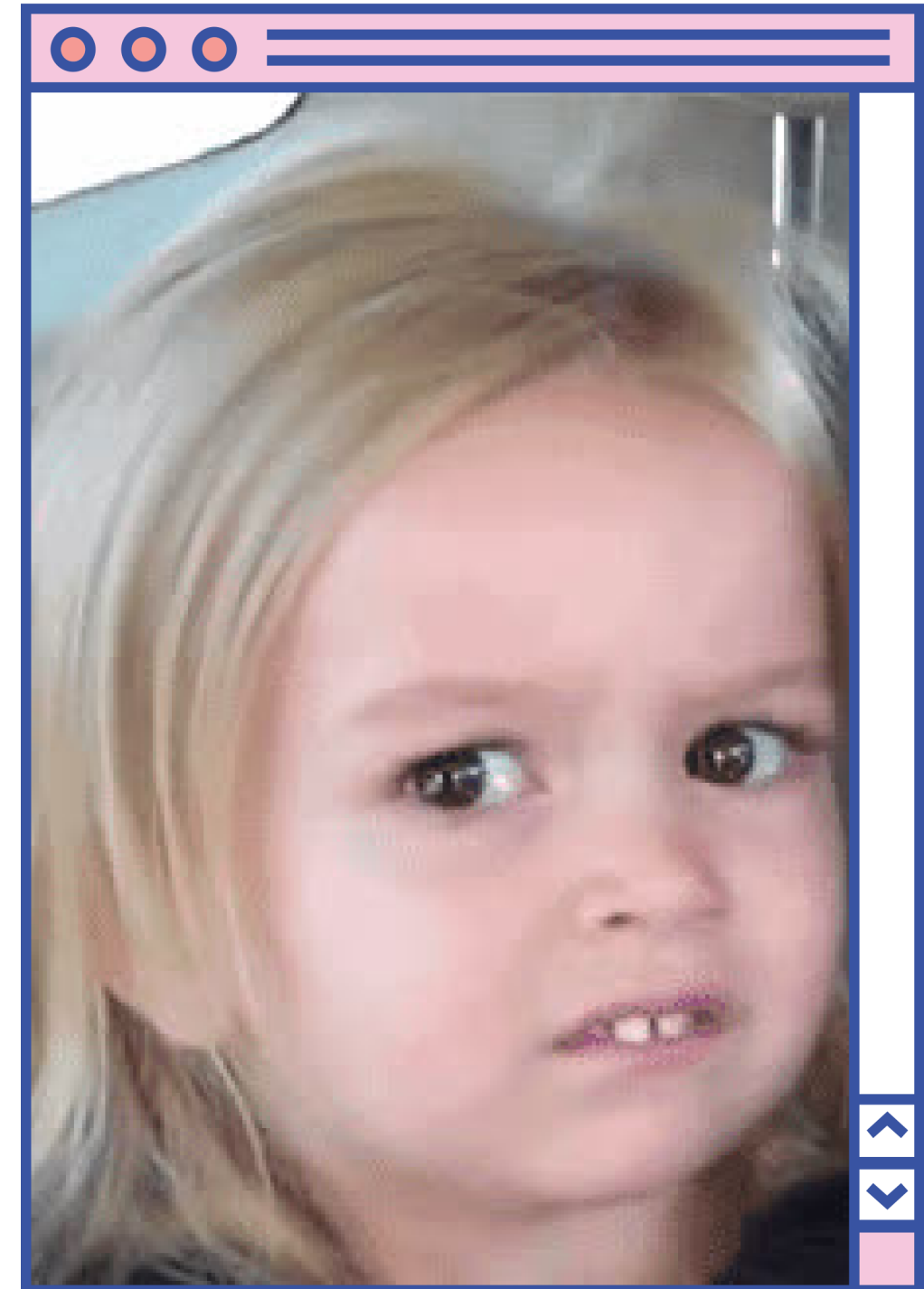
Meme

Test!

Finish these phrases.

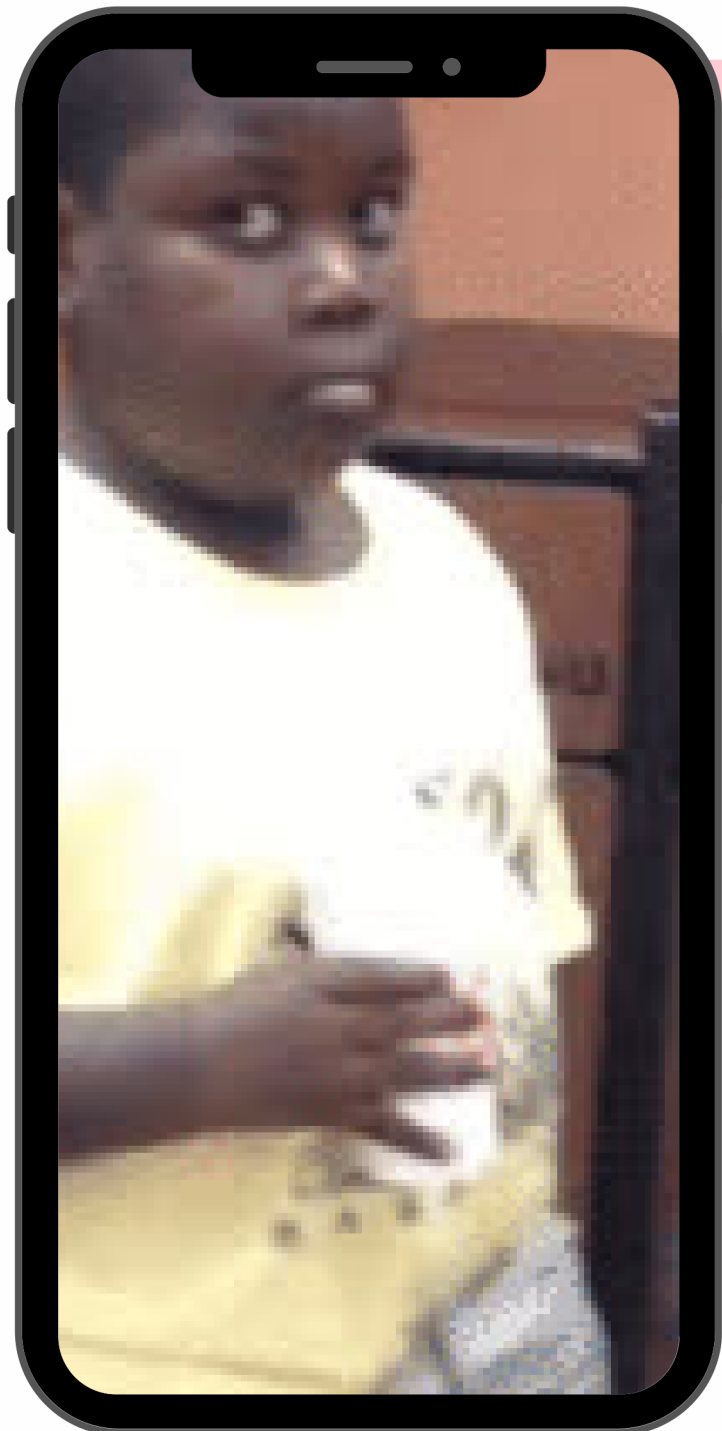
If you don't know, how might they finish?

1. Ah! I could have...
2. I don't always...
3. Road works ahead ...
4. Keep calm ...
5. If you could go ahead and...
6. Oh my god ,I love chipotle...



06

07



Answers?

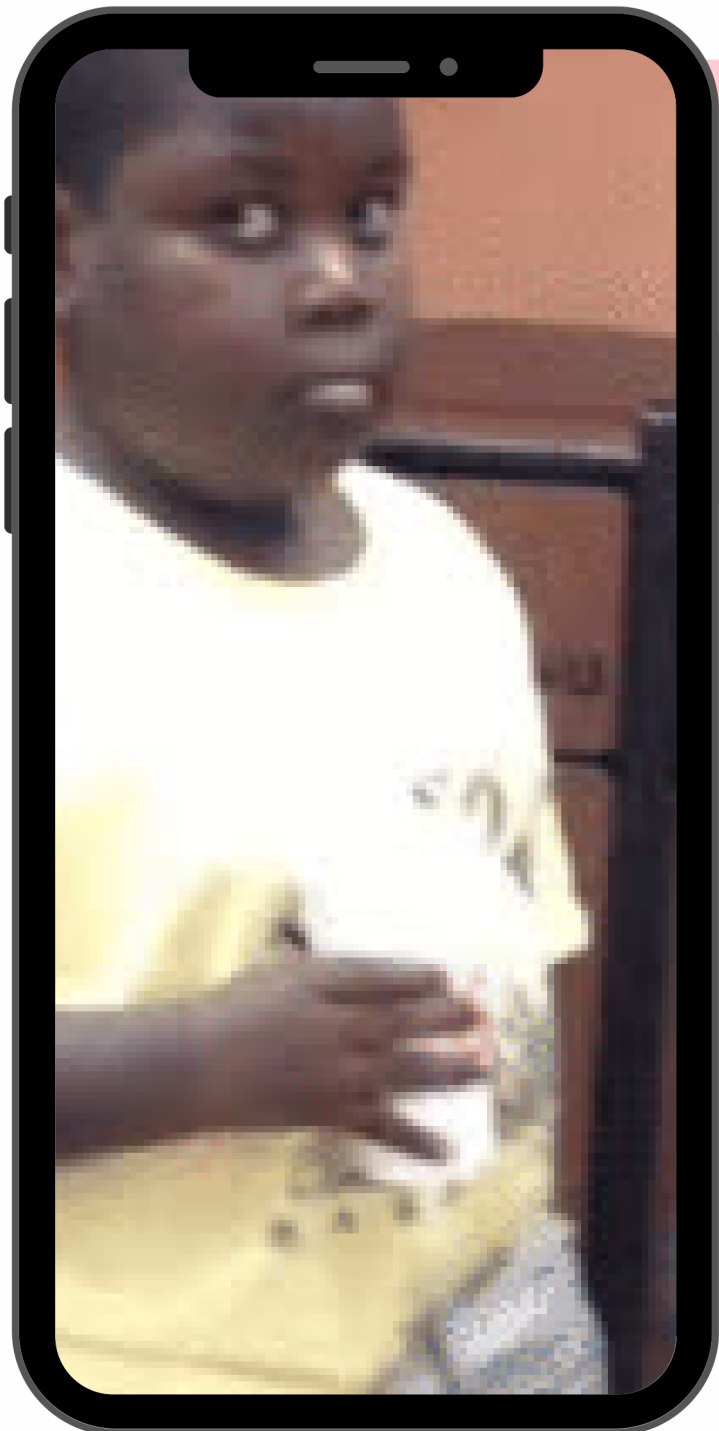
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08



Answers?

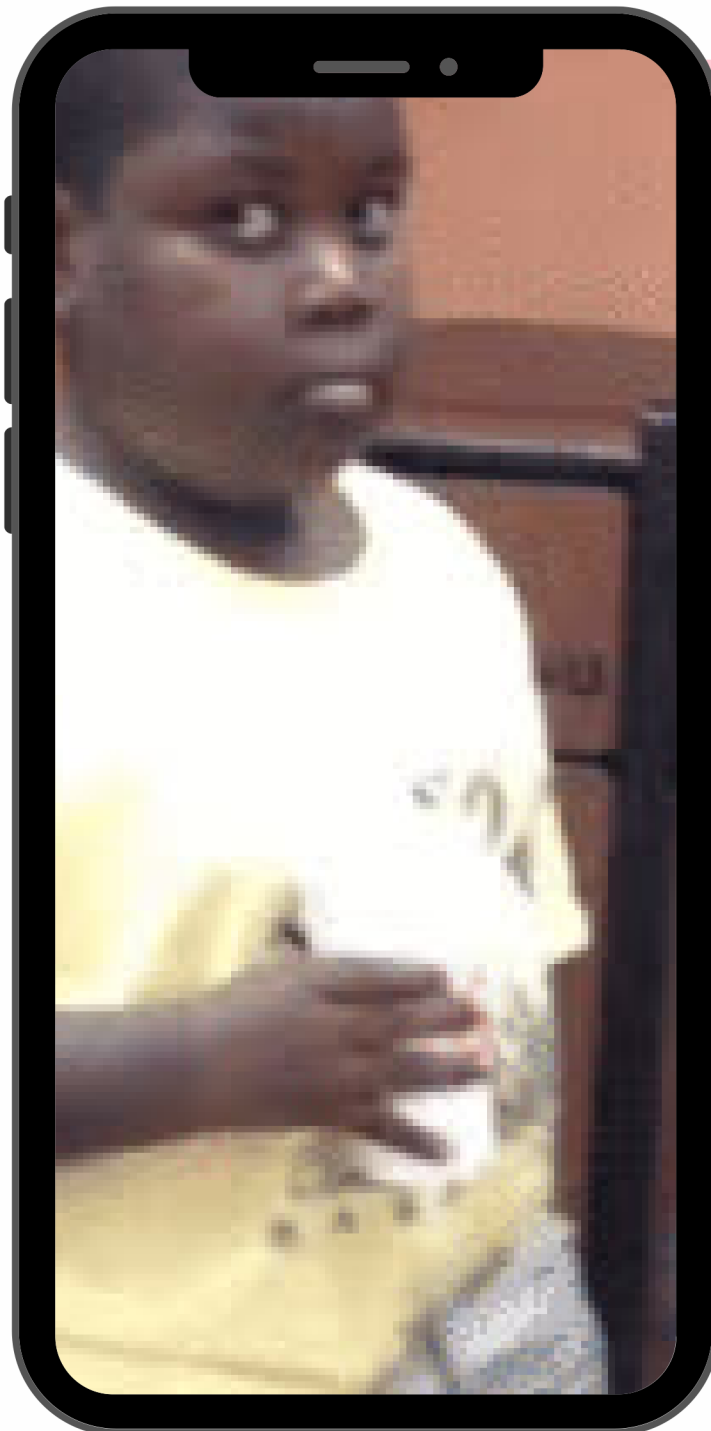


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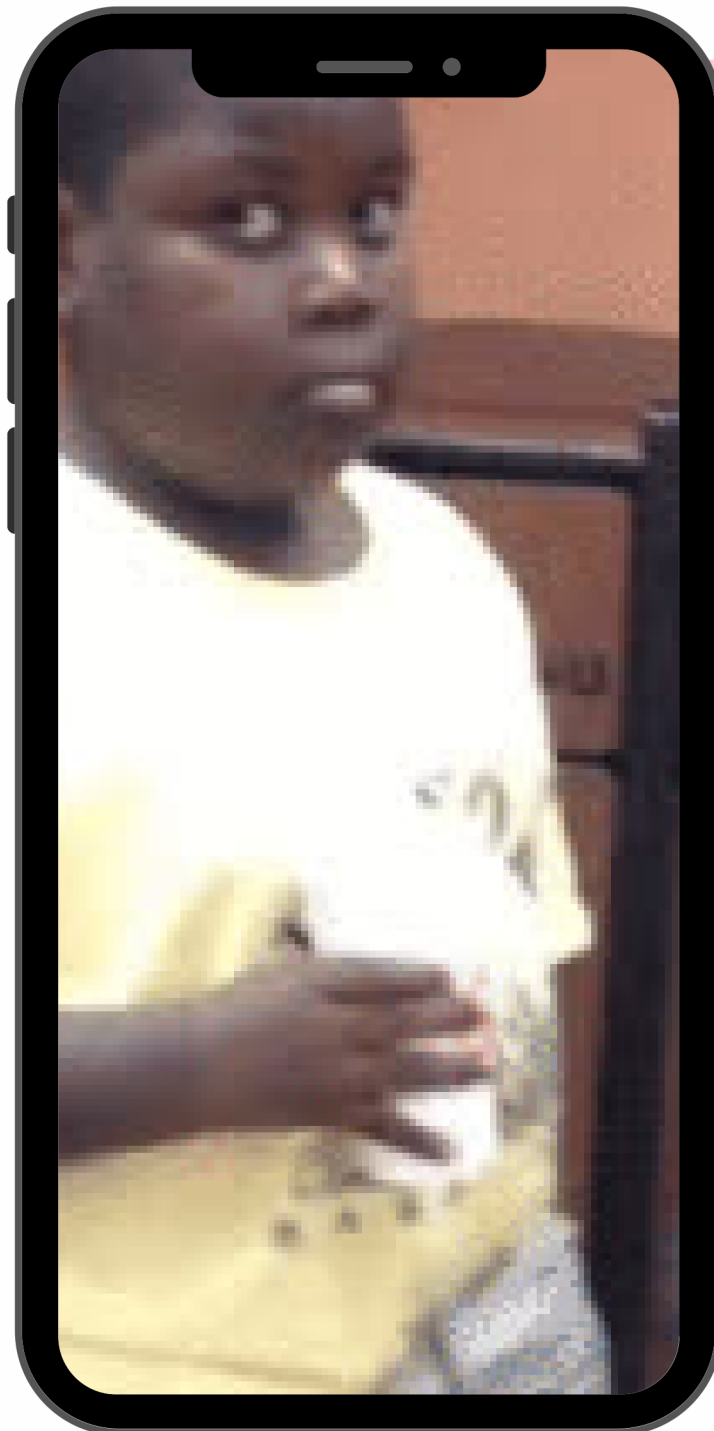


Answers?



1. Ah! I could have... dropped my croissant
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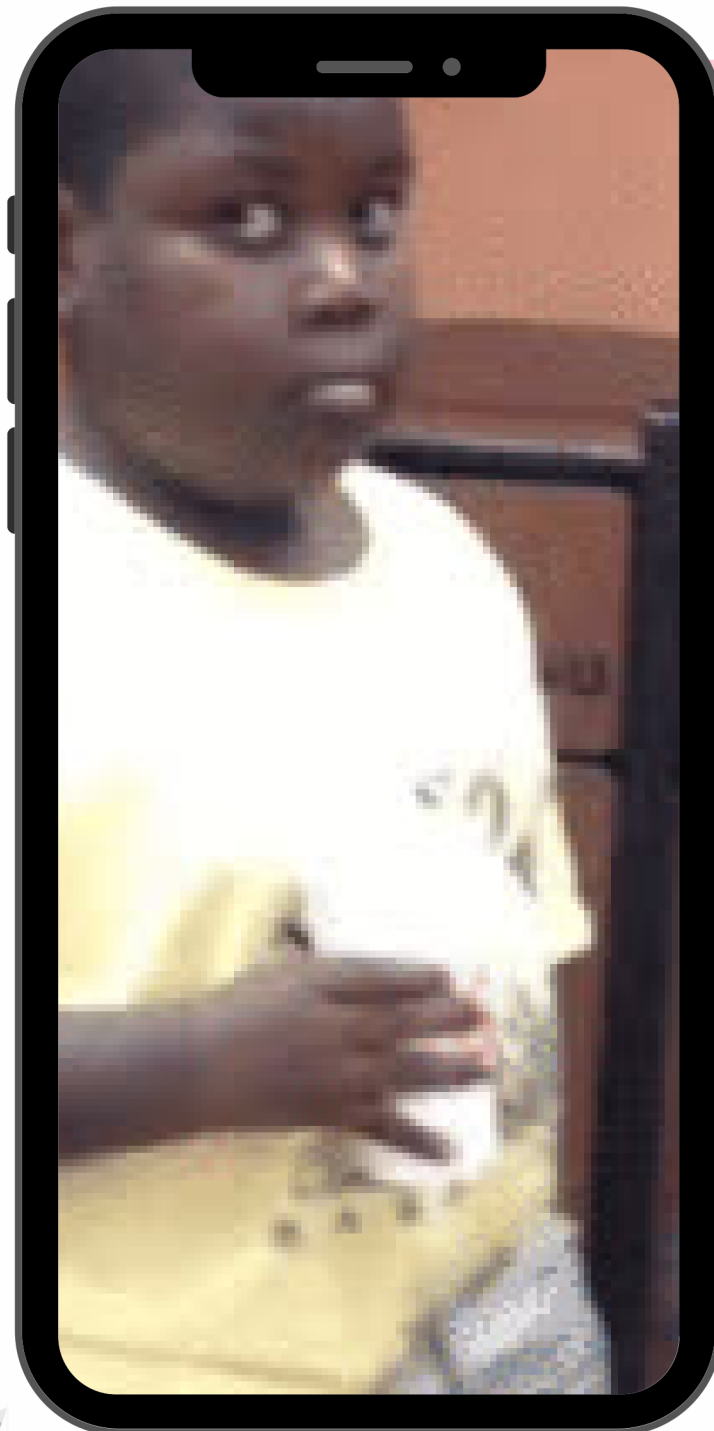


Answers?

1. Ah! I could have... dropped my croissant
2. I don't always... do X but when I do, I do Y
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4. Keep calm ...
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Answers?

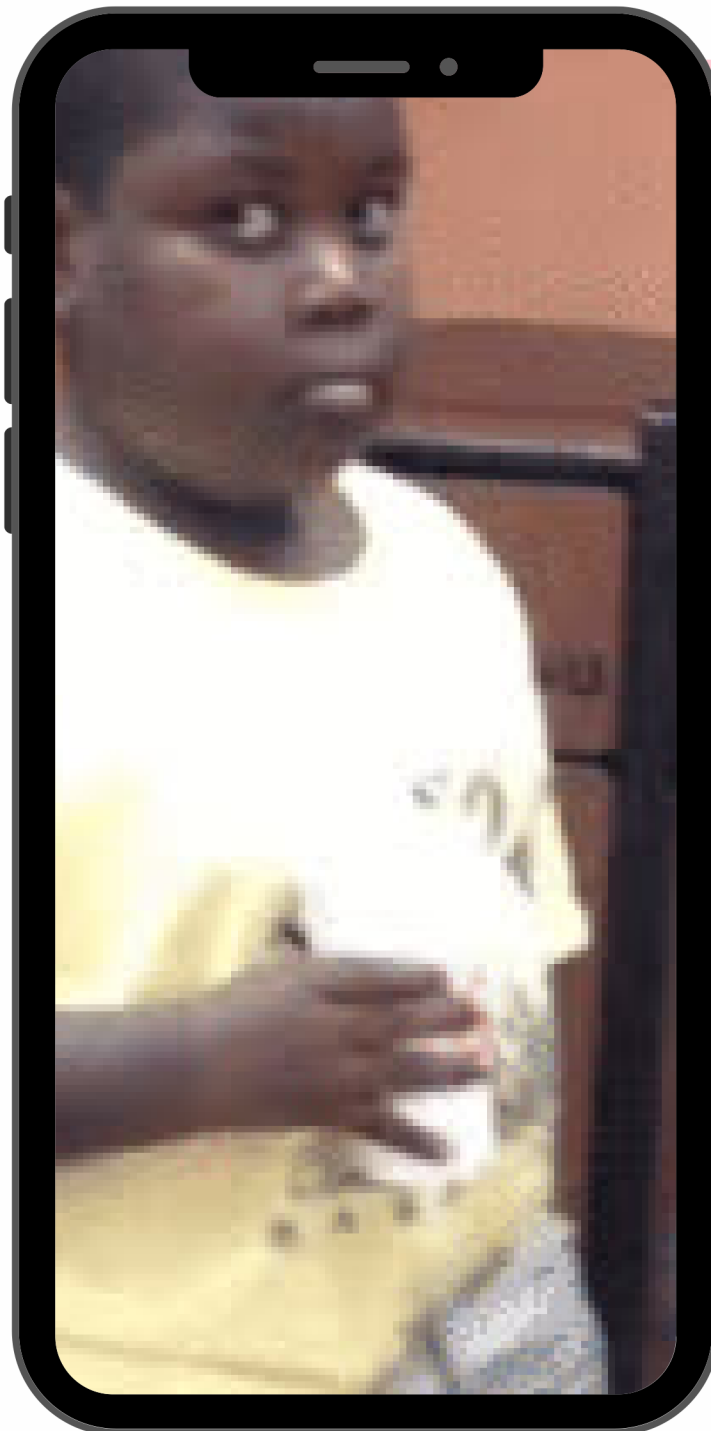
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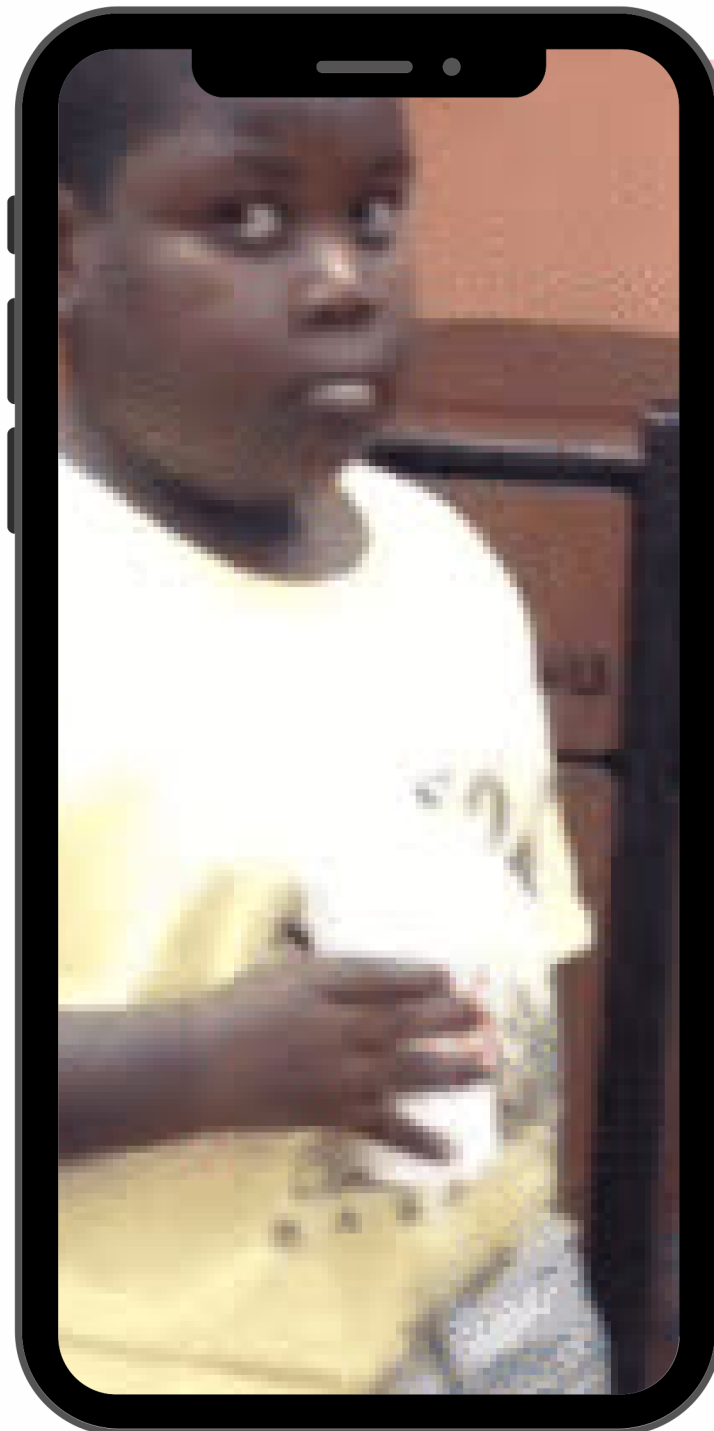


Answers?



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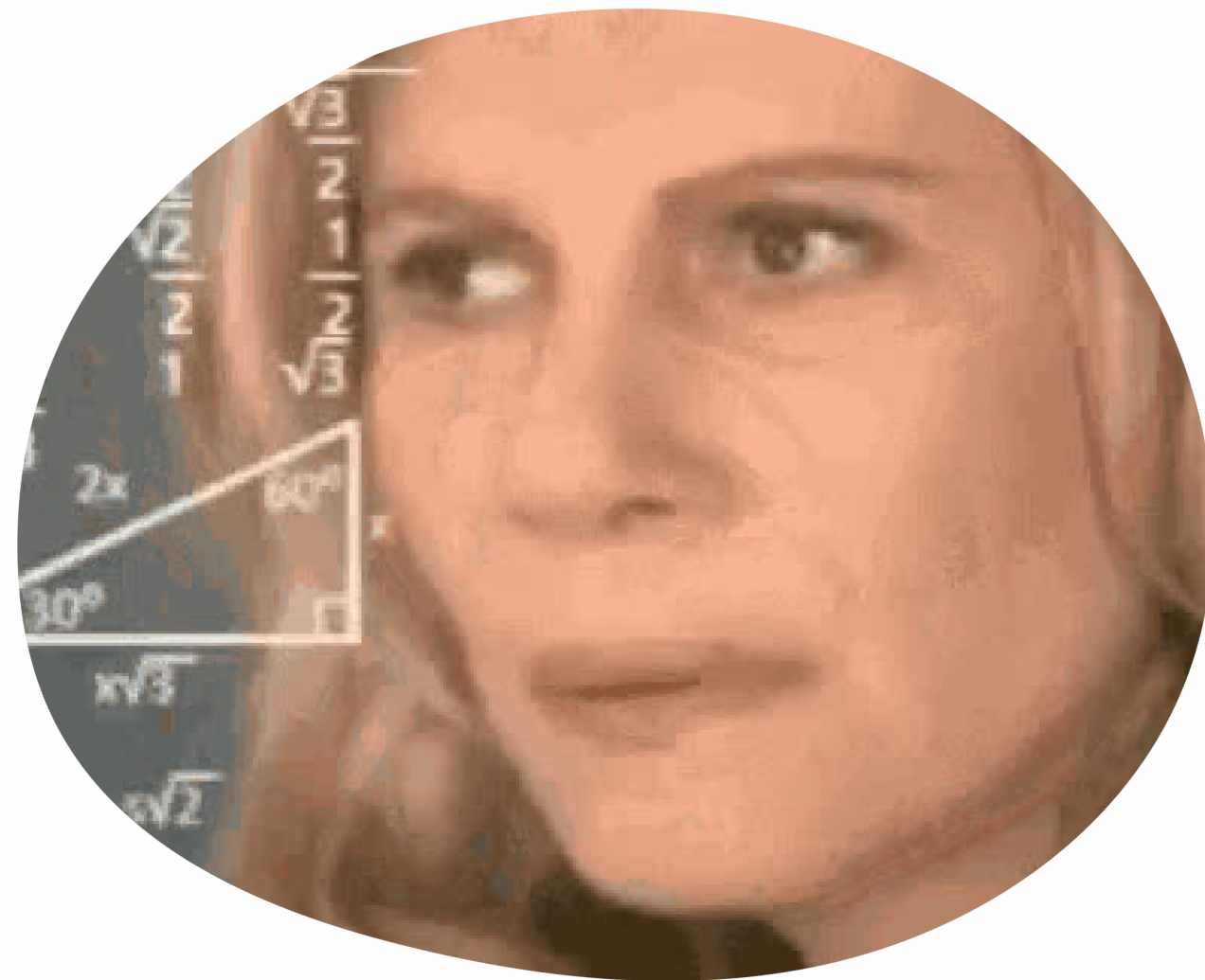


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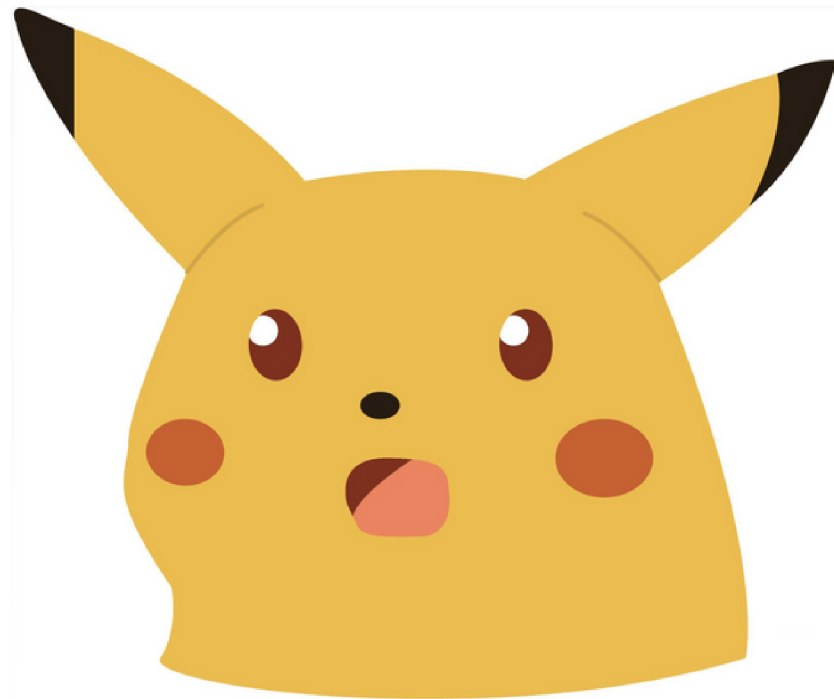
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So what?

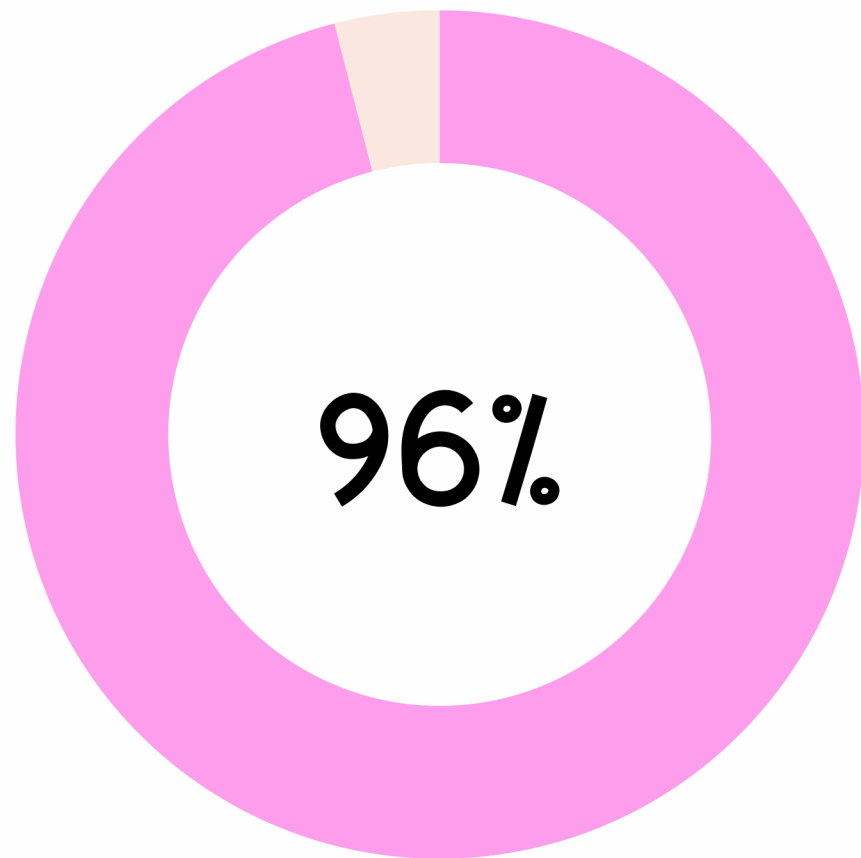


Data





social media use by age

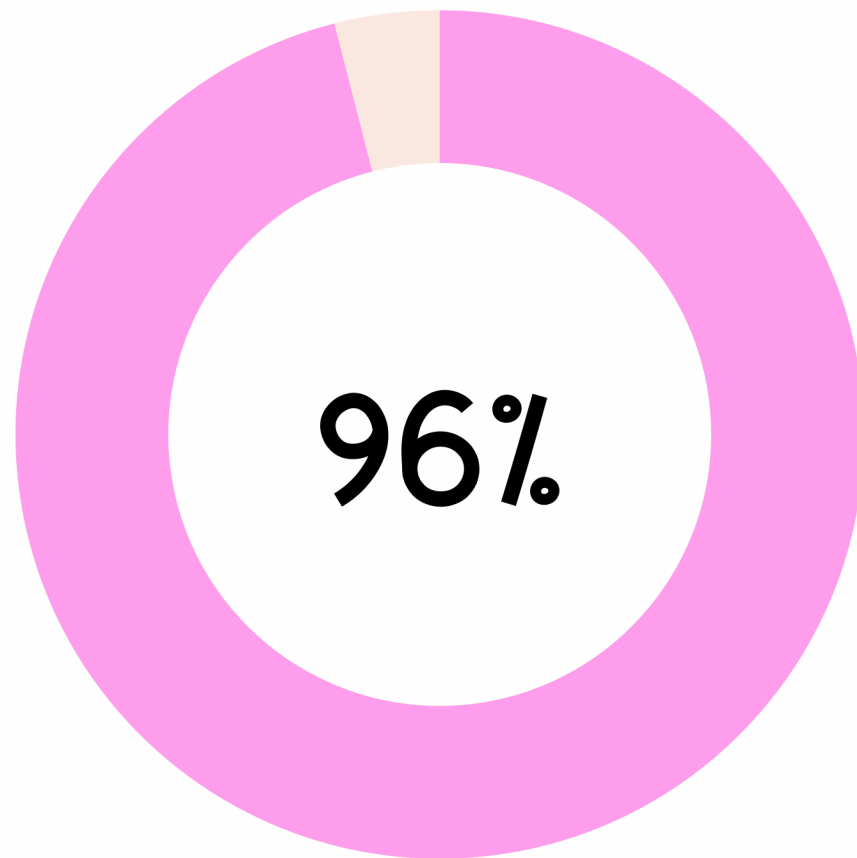


16-24

Connect to at least one
form of social media

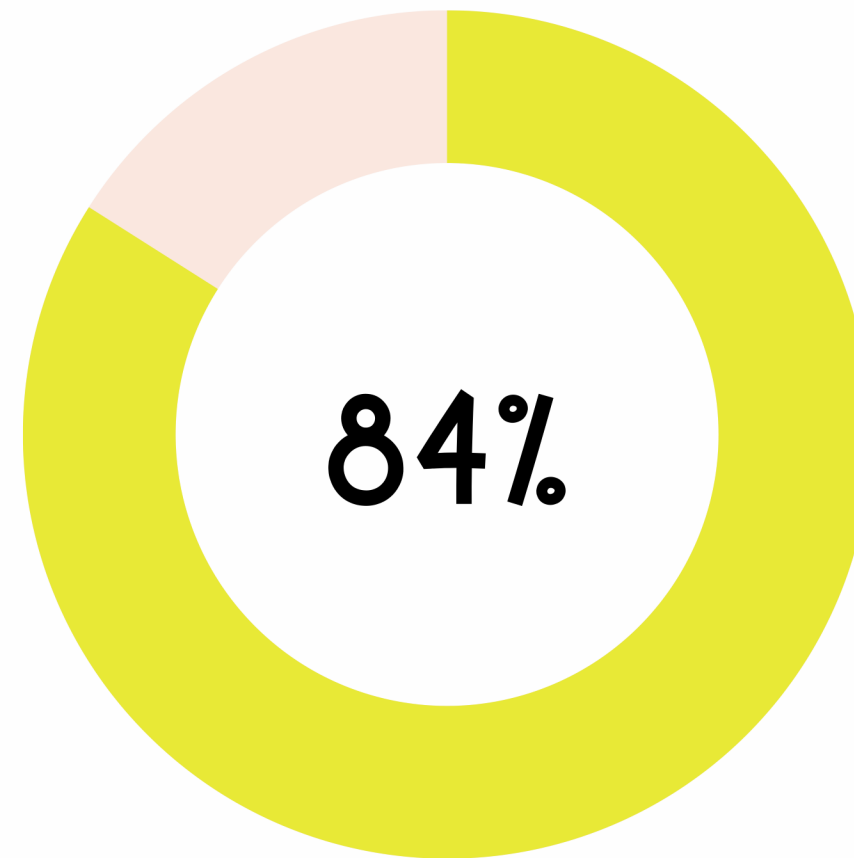


social media use by age



16-24

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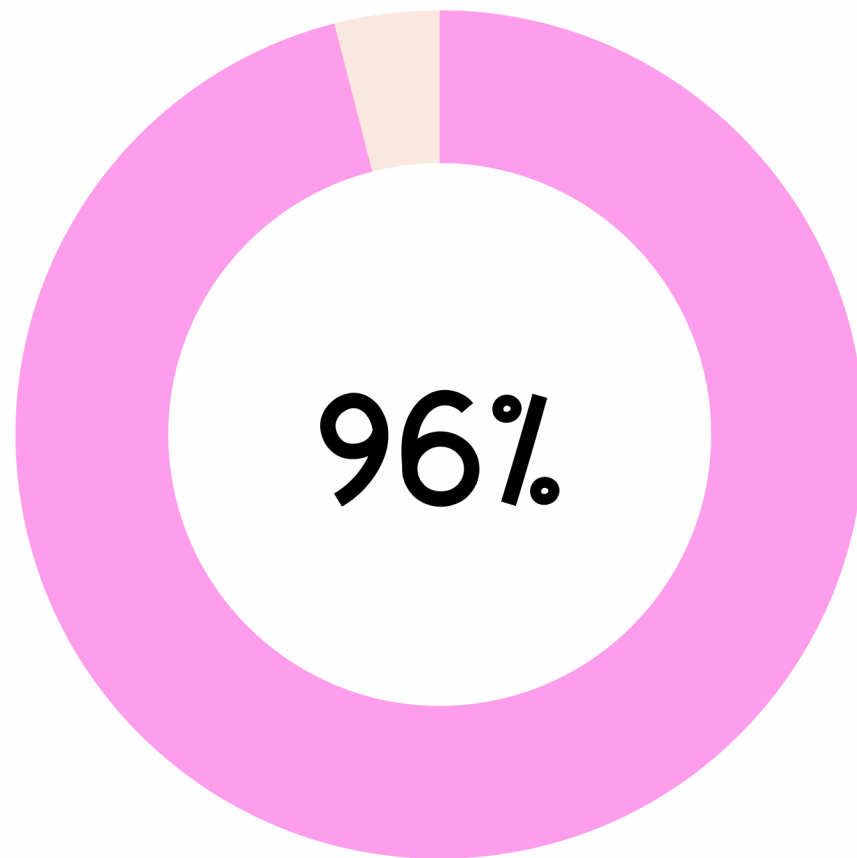


25-34

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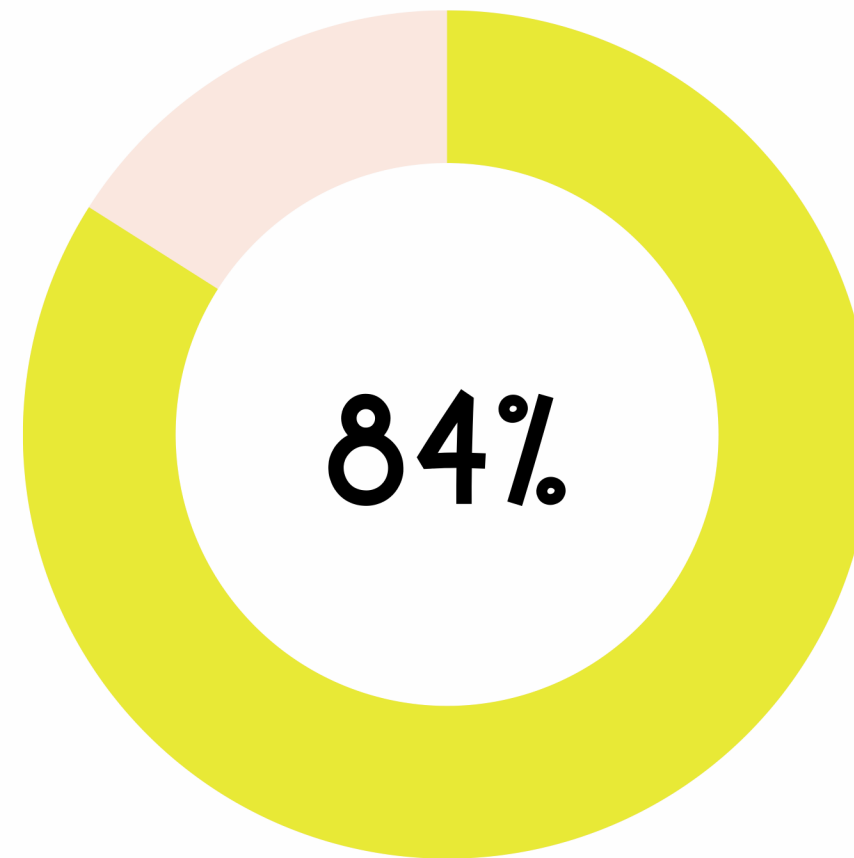


social media use by age



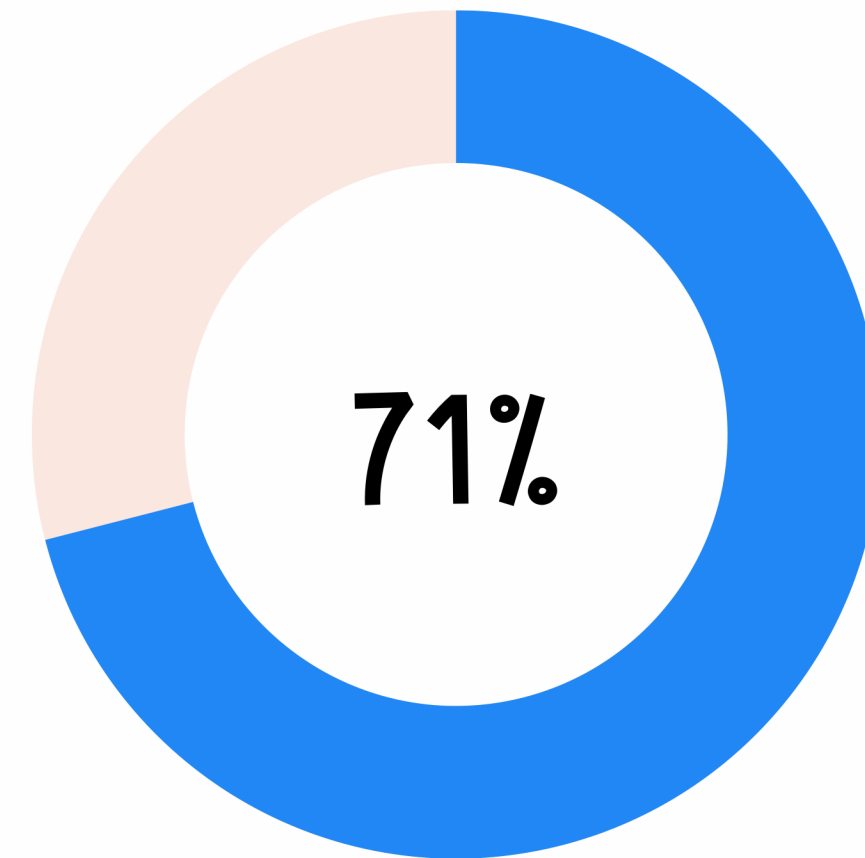
16-24

Connect to at least one form of social media



25-34

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35-44

Connect to at least one form of social media

11

Memetic language

Look at this video of a famous tiktok creator asking people on the street to complete famous memes. While watching consider these questions?

- What do you notice about people who had difficulty understanding or completing the meme?
- What are the effects of understanding and not understanding a meme in conversation?
- How could memes be taught to language learners?

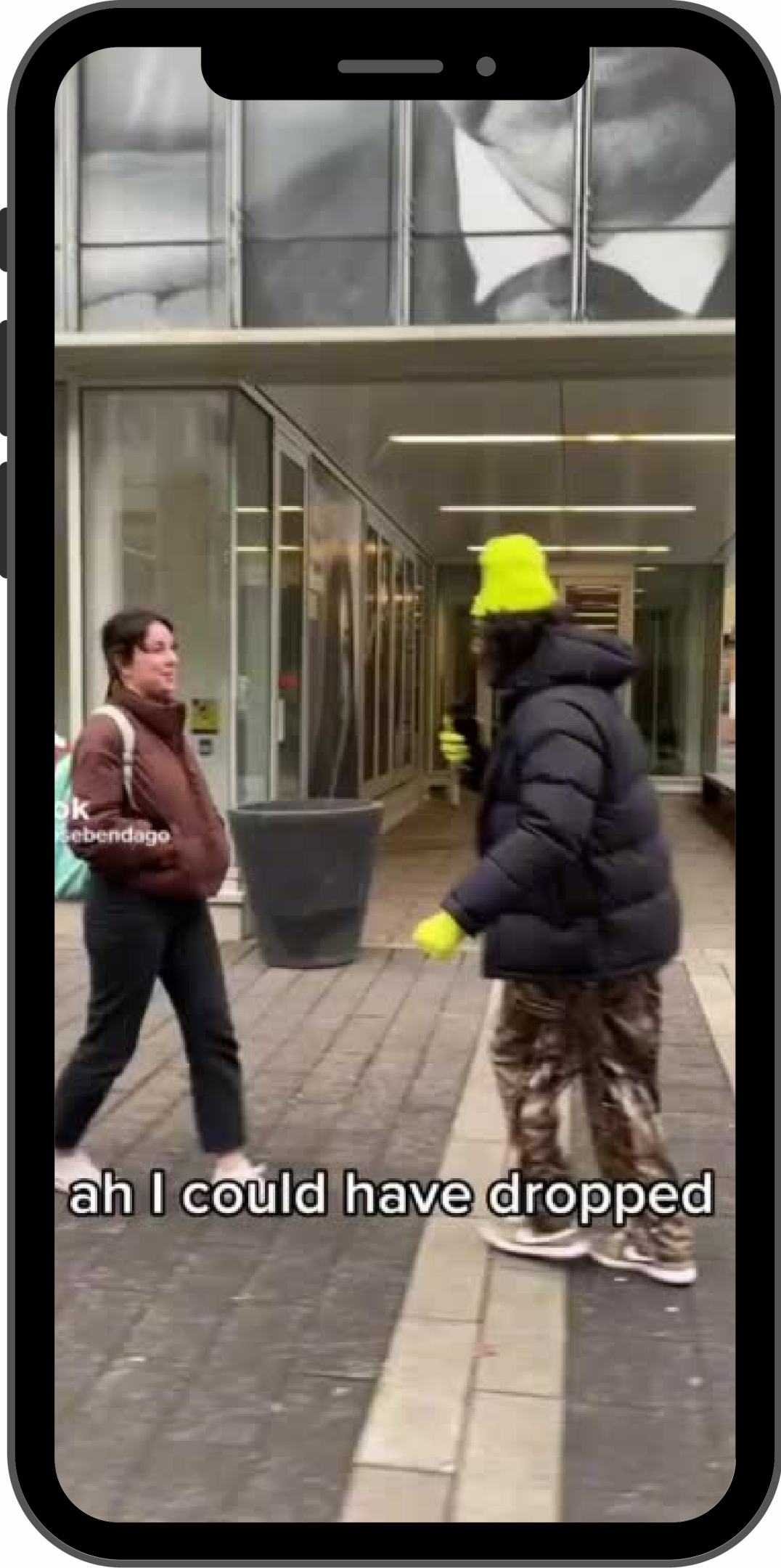


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12



ah I could have dropped

Understanding memes

Feature 1

they act as a cultural unit of information



Understanding memes

Feature 1

they act as a cultural unit of information



Feature 2

they pass from an individual or group to others online



Understanding memes

Feature 1

they act as a cultural unit of information



Feature 3

they dominate online discourse regardless of language or culture

Feature 2

they pass from an individual or group to others online



Types of memes

15



Your meme knowledge!

Discuss with the people in your group

1) What ideas / concepts can these memes communicate?

2) What language could be featured in the meme?

Types of memes

16

Text-based memes			
<ul style="list-style-type: none">• consist of text alone, often in a specific format or layout• most interchangeable from snowclones albeit with a little less flexibility			

Types of memes

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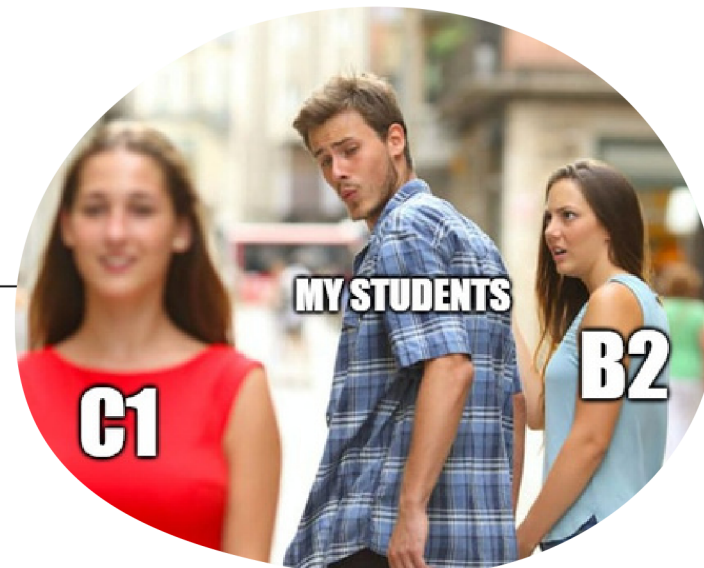
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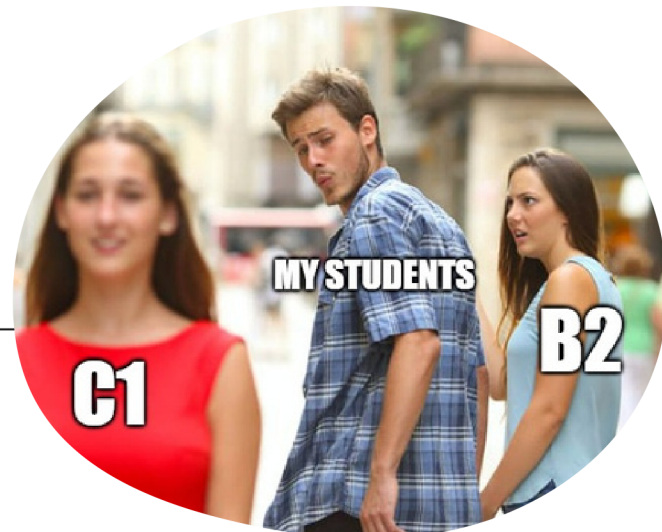
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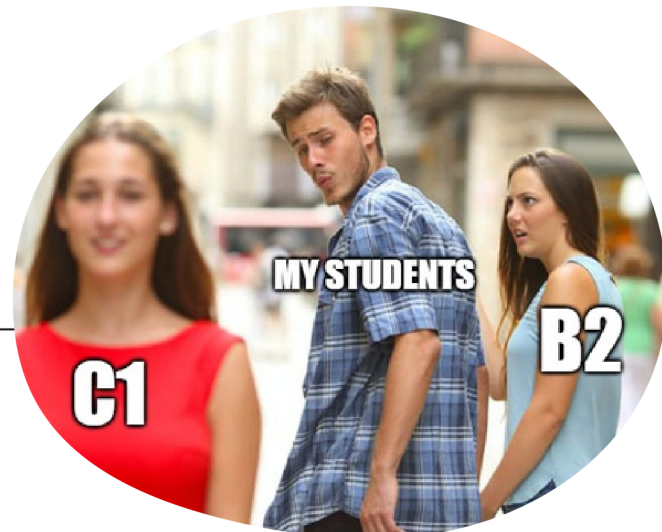
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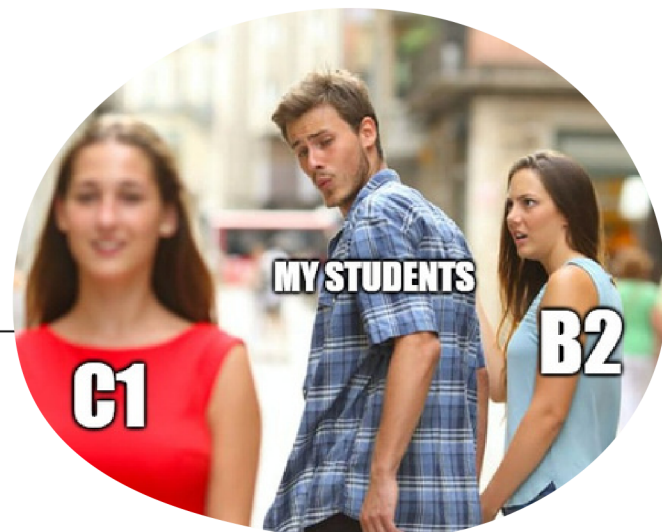
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stop telling me English is easy to learn! simple verb conjugation
limited gender agreement
less complex grammar rules



Types of memes

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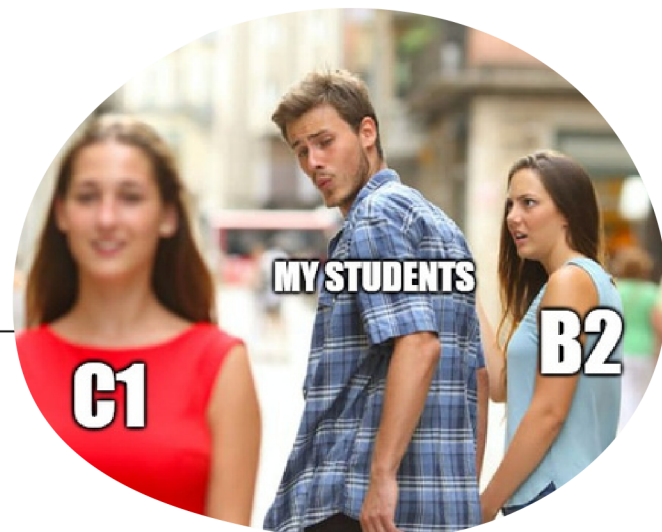
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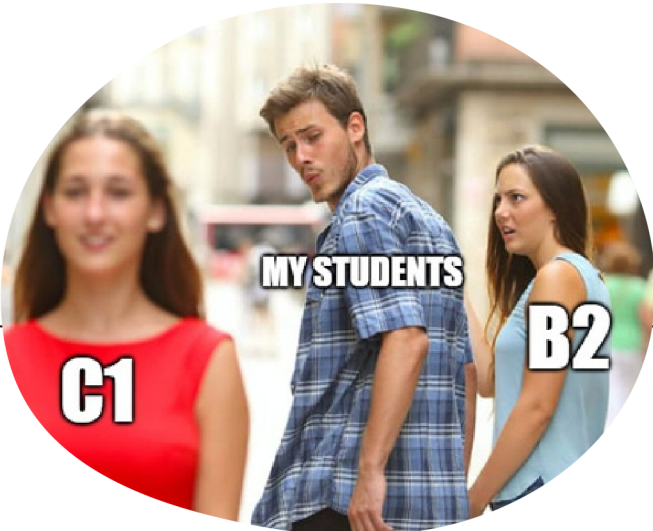




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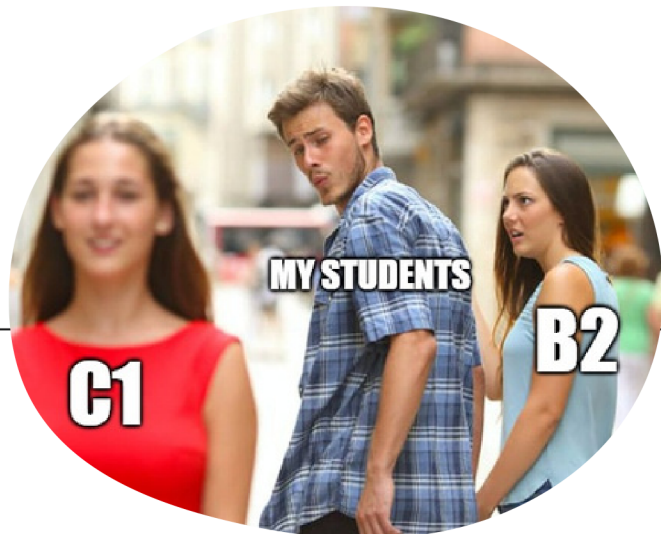


Image Macros

- great option for teaching lexical chunks
- introduce complex grammatical structures
- acts as scaffold for the learner
- opportunity for learners to create their own humorous content
- easy to make

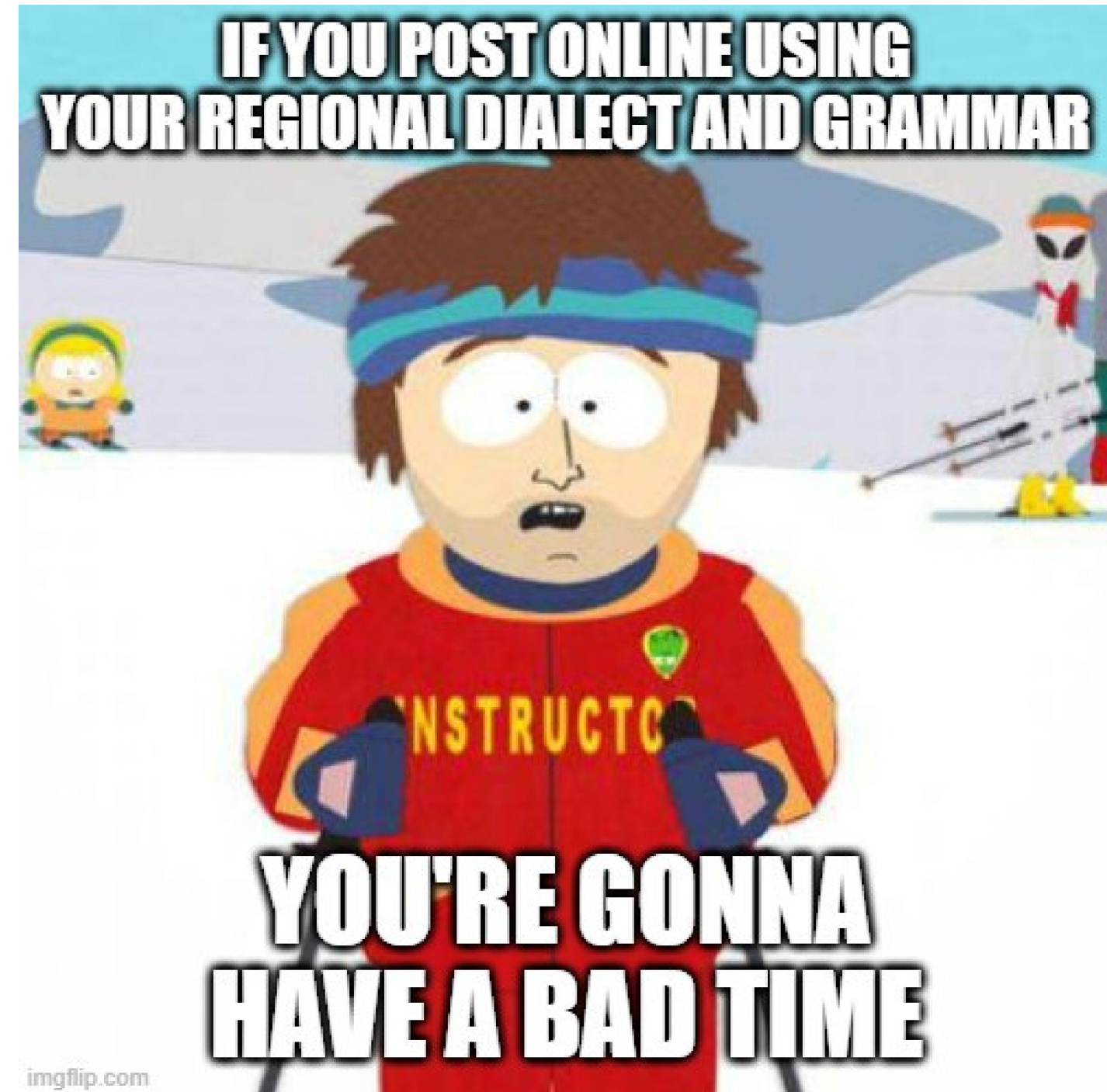
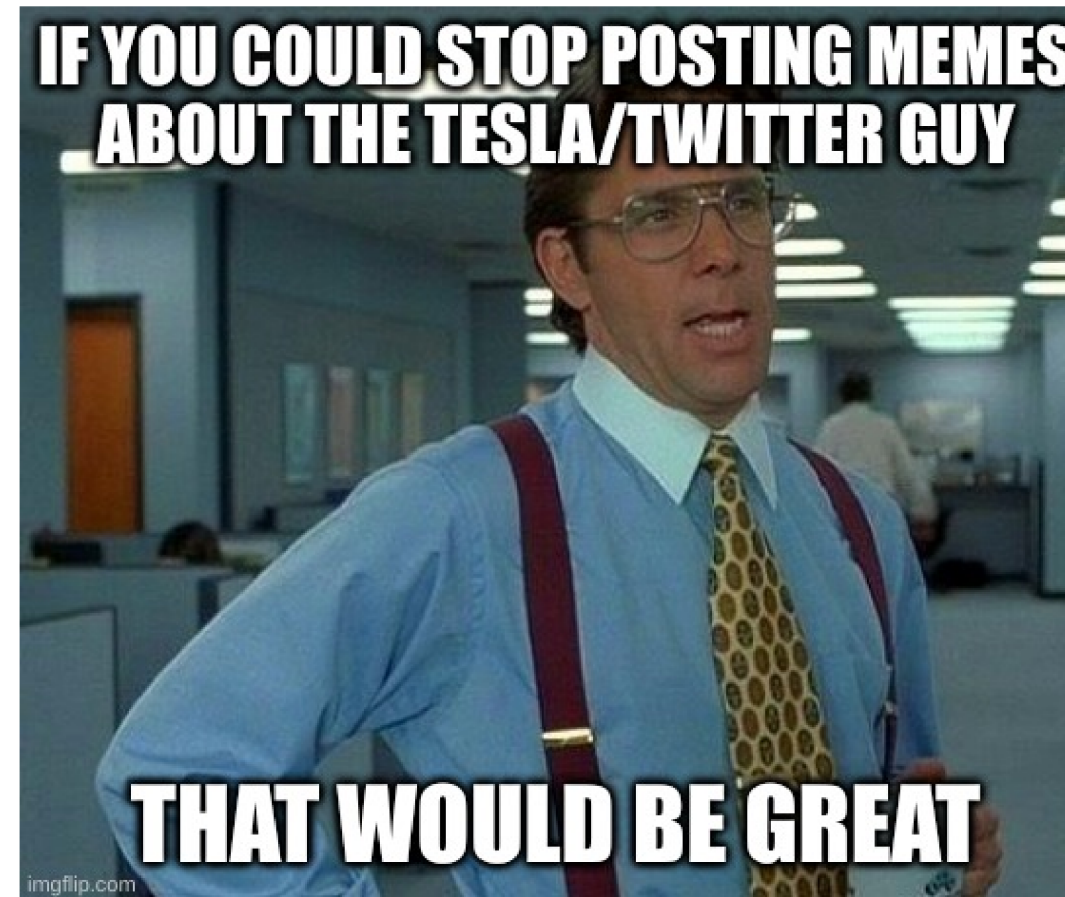
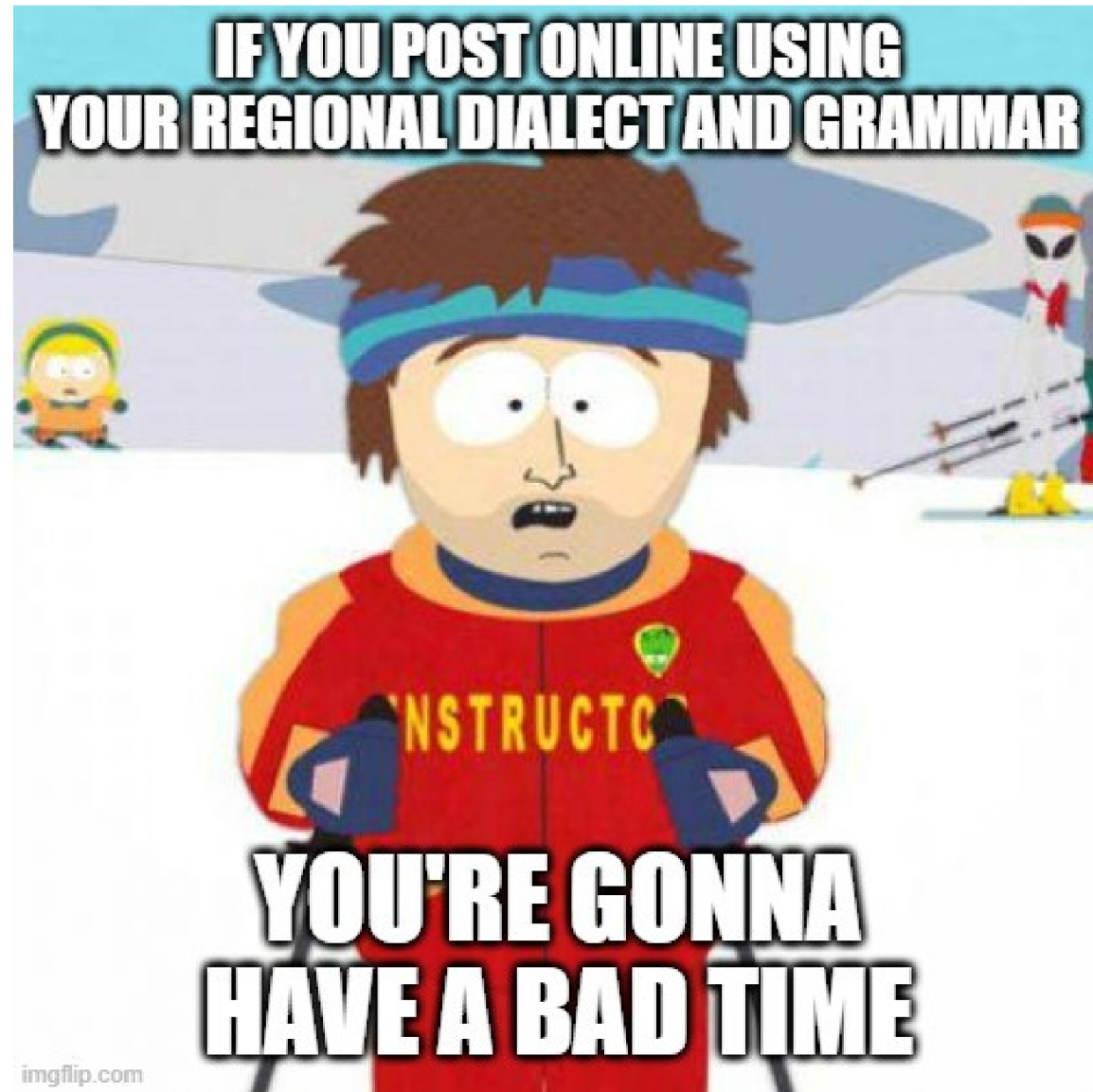


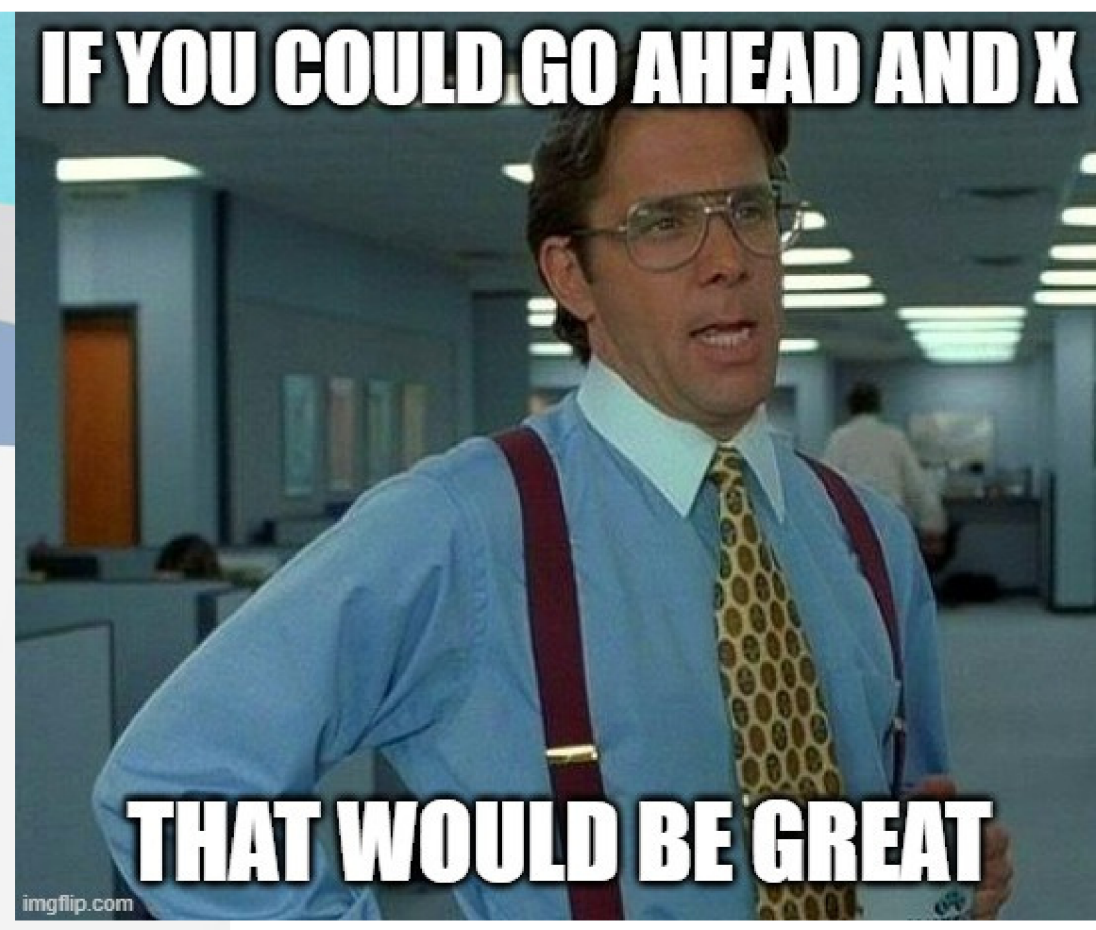
Image Macros



18

- Work with your group and analyse the language presented in the memes?
- How could it be used in the classroom?

Image Macros



Reaction memes

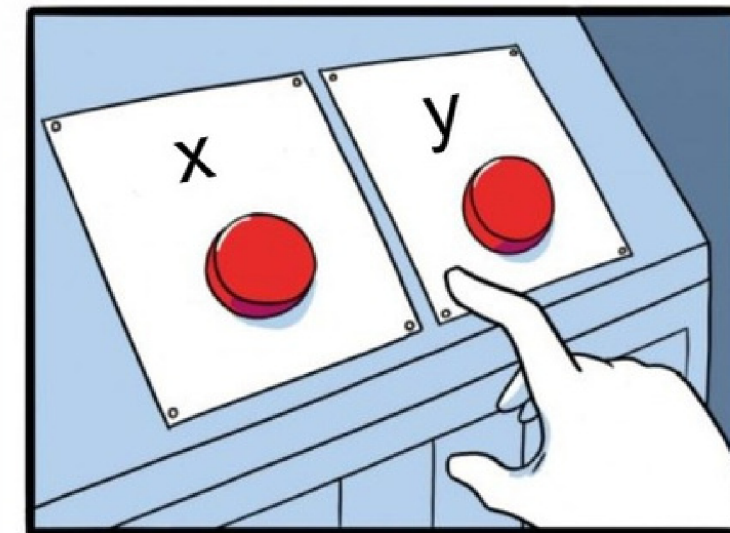
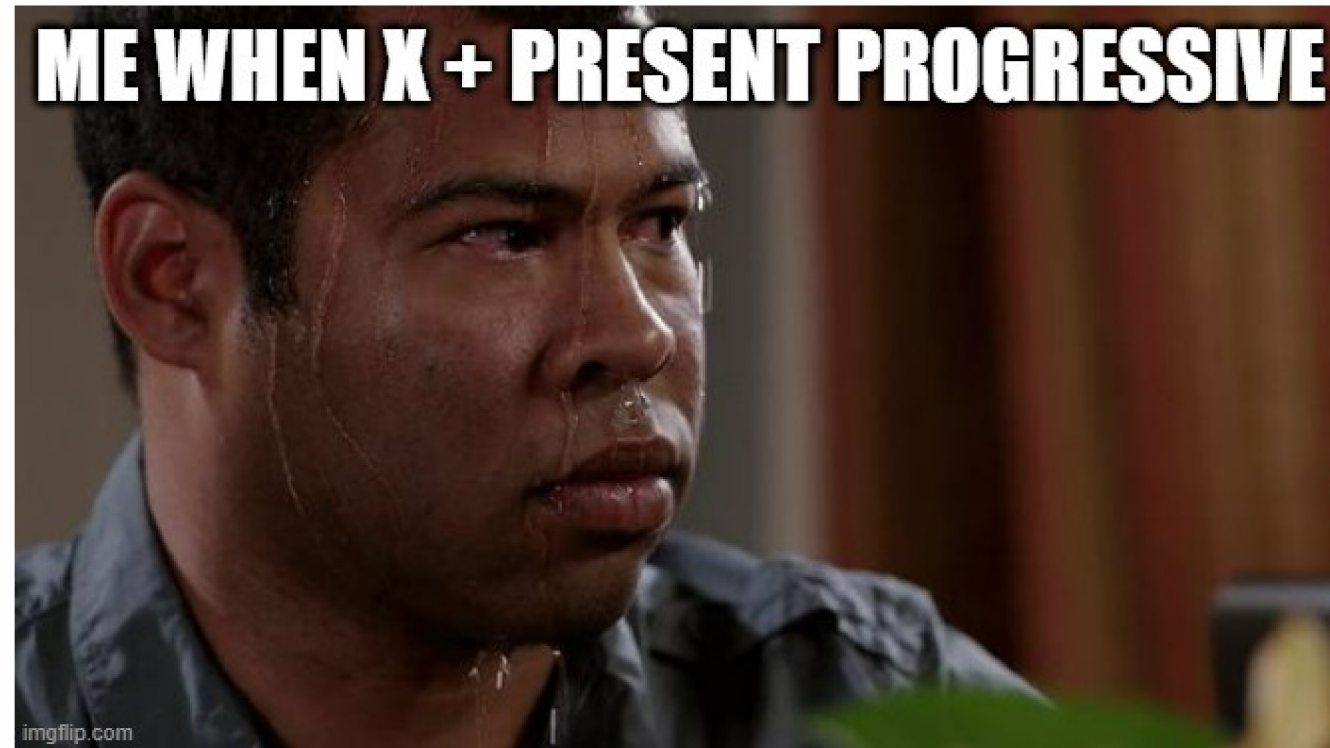
- often expresses a particular emotion or feeling that the poster is feeling so great for lexis related to emotions
- ideal for the production of imperatives, relative clauses, and present progressive



imgflip.com

JANE-CLARK.TUMBLR

Reaction memes



Let's connect

Any???

questions?



ciaranmlynch



ciaranlynch.com