

Exercise: Meme analysis

Overview

- Grade: from 10th grade
- School form: general and vocational schools
- Duration: up to 45 min
- Method: Meme analysis
- Subject: EU in the world
- Subjects: Politics, History
- Operators: analyze, design
- Group size: min. 4 per group
- Social form: group work

Description

As an introduction, a collection of ideas on the topic of memes with the questions "What do the students think of when they hear the term meme? Do they know any examples - and why could memes be of political significance?". The collected ideas can then be discussed with definitions of memes from the appendix. This is followed by the main part of the exercise: analyzing a meme with a topic related to EU regional policy. The analysis is carried out in the group and with the help of a guideline. The results should then be presented to the other groups and the role of political memes in today's world should be discussed together.

Learning objectives

- Students deal with the structure and function of memes in order to understand and classify them in their multi-layered meaning.

Materials

- Worksheets, PC with internet connection, projector

Preparation

1. Print out the definitions and examples of political memes.

Procedure

1. The teacher introduces the topic and explains the exercise.
2. The students are given the different definitions for the concept of memes and form equal groups of at least 4 people.
3. The students work on the meme analysis with the help of the worksheet.
4. Presentation of the results.

Timetable

1. Introduction collection of ideas - 5 min
2. Definition of memes - 10 min
3. Group analysis of a meme on regional policy - 20 min
4. Presentation of the results - 10 min

