The Language of Memes

Objective: To explore changes in structural patterns of 21st Century language through the analysis of memes.

Use the interactive resource – *Starter activity*

Teacher note: This is a good way of getting students to discuss the way that internet language encourages the replication and adaptation of existing ideas/structures to suit different contexts.

What is the purpose of memes?

Use the interactive resource - *What is the purpose of memes?*

Teacher note: possible responses
• Used to poke fun at internet users
• Sarcastic responses to people sharing trivial matters on their social media status updates
• Echoing the language used in famous films/texts/news items
• Sharing humorous observations (such as the things we are told as children)
• Anthropomorphism of animals to make them appear cute.

Analysis task

Use the interactive resource - *Analysis task*

Teacher note: The interactive resource includes various examples of memes. These could be shared into groups to annotate, or groups could analyse all memes.
Possible features to comment on:
• Non Standard spellings
• Ellipsis
• Non Standard verb constructions
• Initialisms
• Declaratives used to share what is assumed to be common knowledge/shared experiences and reflections.