# Advocate

## Activity #1
# MemePunk

## Purpose

MemePunk is a meme generation voting game that gives participants a topic, asks them to make a meme about that topic, and then vote on which participant's meme best describes the revealed description.

## Learning Goals

- **CREATE** memes about social, cultural, and political issues.
- **CREATE** commentary and understand how spreadable content through culture/comedic forms can shape media discourse.
- **UNDERSTAND** how to read the rhetorical language of memes.

- **INCREASE** students ability to participate in conversations.
- **REFLECT** on the role that memes play in expression, sharing, and participation today.

## Time

30 to 45 Minutes

## Supplies

- A computer and/or projector
- Mobile devices for every participant or every other participant

## Introductory Activity Questions

- **WHAT WAS THE PURPOSE OF THIS MEME AND WHY DID IT CONVEY THIS DESCRIPTION?**

- **IS EITHER THE VISUAL OR TEXT OF THIS MEME OFFENSIVE, INAPPROPRIATE, OR DISTURBING?**

- **HAVE I COMMUNICATED MY PURPOSE EFFECTIVELY USING THIS MEME? SENSE OF THEM?**

- **WHAT CREATIVE TECHNIQUES ARE USED TO ATTRACT ATTENTION?**

- **WHAT COMMUNITIES OR IDEAS IS THE MEME CONTRIBUTING TO?**

# Instructions

1  All participants receive a topic for which to develop a meme. The topic could be an idea, a person, an event, etc. On their own devices, participants then select one meme background out of the provided eight choices.

2  After selecting a background, participants type in their own captions in the provided text boxes. Participants can preview their meme live before submitting.

3  Once all participants submit, all memes are displayed on the main screen. On their own screens, participants decide which meme they think best matches that round's displayed "description". There is only one description per round. These include descriptions such as "most conservative", "most inspiring", etc.

4  After all participants vote for their selected meme, the main screen will reveal who voted for which meme and who made each meme. The author of the meme receives 25 points for every vote on their meme.

5  Each game lasts three rounds, and the participant with the most points at the end of the game wins!

# Debrief

Memes provide an engaging way for people to participate in online expression, and they are an easy and entertaining way to communicate information. Memes also follow a popular Internet speech format that incorporates sparse text while leaning heavily on visual connections. By

creating and critiquing memes, students can improve their creativity and expression. While memes are a viral form of popular culture, they can also be productive means of discussion and change in society.