

project 3: meme critique (15%)

Memes are snappy commentaries on current and often serious issues, ranging from Pokémon GO to police brutality to the 2016 presidential election. You will select a current political issue that matters to you—maybe it’s a national issue, an Arkansan issue, a particular platform or candidate—and create a series of five memes that comment on that issue.¹



“Let the memes begin.”

requirements.

First, you need to read about the topic that you’ve chosen: Why does it matter? What are the key arguments and perspectives? Who is affected by the issue, and who is participating in these conversations? What can you add to these conversations?

- 1. meme series.** Your meme series shouldn’t repeat the same idea five times. If you choose a current issue/platform (e.g., #BlackLivesMatter or student loan reform), think about how different groups have represented that issue and what the different sides are. Like project 2, pay attention to what each meme communicates and how arranging them can construct different narratives.
- 2. 2-page reflection.** You will write a 2-page critical reflection on the process of creating your meme series: what were your goals in terms of audience, purpose, and content? what did you learn in your research, and how did you try to incorporate that? what do these memes represent as a series that they couldn’t accomplish with a single image?

You will submit your meme series and reflection together on Google Classroom.

Project 3 is due by class (10:50am) Thursday, November 3rd.

¹ If you’ve never created a meme, don’t worry. It’s easy: <http://memegenerator.net/>.