

# www.**Breaking News English**.com

Ready-to-Use English Lessons by Sean Banville

**"1,000 IDEAS & ACTIVITIES  
FOR LANGUAGE TEACHERS"**

[www.breakingnewsenglish.com/book.html](http://www.breakingnewsenglish.com/book.html)

**Thousands more free lessons  
from Sean's other websites**

[www.freeeslmaterials.com/sean\\_banville\\_lessons.html](http://www.freeeslmaterials.com/sean_banville_lessons.html)

## **Level 5**

### **Author unhappy with use of the word 'meme'**

**24th May, 2017**

<http://www.breakingnewsenglish.com/1705/170524-memes-5.html>

## **Contents**

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

**Please try Levels 4 and 6. They are (a little) harder.**

**Twitter**



[twitter.com/SeanBanville](https://twitter.com/SeanBanville)

**Facebook**



[www.facebook.com/pages/BreakingNewsEnglish/155625444452176](https://www.facebook.com/pages/BreakingNewsEnglish/155625444452176)

**Google +**



<https://plus.google.com/+SeanBanville>

# THE READING

From <http://www.breakingnewsenglish.com/1705/170524-memes-5.html>

Memes are a growing part of our life and popular culture, especially online. We know memes as the pictures that go viral on social media sites. People use them to make jokes or make social and political comments. However, author Richard Dawkins, the originator of the word 'meme', is unhappy with the Internet defining a meme as a "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said memes are ideas that replicate and spread from brain to brain, much like genes. He never uses the word 'meme' to refer to a picture with writing on it.

Universities now offer degree courses on memes. Northwestern University started its Meme Studies course in 2011. Britain's Sky News says memes help to make politics easier for young people. A Twitter user said: "Memes helped people understand more complex ideas, and that having politics framed in a different way makes it more [understandable]." Memes were an important way for people to express their views during the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much power, influence and reach as the propaganda posters of yesteryear."

Sources: <http://www.bbc.co.uk/newsbeat/article/39967075/did-you-know-the-word-meme-is-41-years-old>  
<http://news.sky.com/story/how-memes-make-dull-and-dry-politics-accessible-10888209>  
[https://www.vice.com/en\\_us/article/meme-historians-are-an-inevitability](https://www.vice.com/en_us/article/meme-historians-are-an-inevitability)

# PHRASE MATCHING

From <http://www.breakingnewsenglish.com/1705/170524-memes-5.html>

## PARAGRAPH ONE:

- |  |                       |
|--|-----------------------|
| 1. Memes are a growing part              | a. replicate          |
| 2. popular                               | b. media sites        |
| 3. go viral on social                    | c. with writing on it |
| 4. make                                  | d. term 'meme'        |
| 5. Dawkins coined the                    | e. of our life        |
| 6. ideas that                            | f. much like genes    |
| 7. spread from brain to brain,           | g. culture            |
| 8. the word 'meme' to refer to a picture | h. jokes              |

## PARAGRAPH TWO:

- |                                   |                        |
|-----------------------------------|------------------------|
| 1. Universities now offer degree  | a. express their views |
| 2. memes help to make politics    | b. complex ideas       |
| 3. understand more                | c. easier              |
| 4. having politics framed in a    | d. election            |
| 5. an important way for people to | e. and reach           |
| 6. presidential                   | f. courses on memes    |
| 7. power, influence               | g. yesteryear          |
| 8. propaganda posters of          | h. different way       |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1705/170524-memes-5.html>

Memes (1) \_\_\_\_\_ part of our life and popular culture, especially online. We know (2) \_\_\_\_\_ pictures that go viral on social media sites. People use them to make (3) \_\_\_\_\_ social and political comments. However, author Richard Dawkins, the originator of the word 'meme', is unhappy with the Internet defining (4) \_\_\_\_\_ "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said (5) \_\_\_\_\_ that replicate and spread from brain to brain, much like genes. He never uses the word 'meme' to refer (6) \_\_\_\_\_ writing on it.

Universities (7) \_\_\_\_\_ courses on memes. Northwestern University started its Meme Studies course in 2011. Britain's Sky News says memes (8) \_\_\_\_\_ politics easier for young people. A Twitter user said: "Memes helped people understand (9) \_\_\_\_\_, and that having politics framed (10) \_\_\_\_\_ way makes it more [understandable]." Memes (11) \_\_\_\_\_ way for people to express their views during the 2016 U.S. presidential election. The vice.com website said: "Memes now (12) \_\_\_\_\_ power, influence and reach as the propaganda posters of yesteryear."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1705/170524-memes-5.html>

Memes are growing part of our life and popular culture, especially online. We know memes as the pictures that go viral on social media sites. People use them to make jokes or make social and political comments. However, author Richard Dawkins, the originator of the word 'meme', is unhappy with the Internet defining a meme as a "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said memes are ideas that replicate and spread from brain to brain, much like genes. He never uses the word 'meme' to refer to a picture with writing on it. Universities now offer degree courses on memes. Northwestern University started its Meme Studies course in 2011. Britain's Sky News says memes help to make politics easier for young people. A Twitter user said: "Memes helped people understand more complex ideas, and that having politics framed in a different way makes it more [understandable]." Memes were an important way for people to express their views during the 2016 U.S. presidential election. The vice.com website said: "Memes now have as much power, influence and reach as the propaganda posters of yesteryear."

# MEMES SURVEY

From <http://www.breakingnewsenglish.com/1705/170524-memes-4.html>

Write five GOOD questions about memes in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Author unhappy with use of the word 'meme' – 24th May, 2017*  
More free lessons at [www.BreakingNewsEnglish.com](http://www.BreakingNewsEnglish.com)

---

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

# WRITING

From <http://www.breakingnewsenglish.com/1705/170524-memes-5.html>

Write about **memes** for 10 minutes. Read and talk about your partner’s paper.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---