

# Memes... not only funny stories

The word *meme* comes from the Greek word “*mimeme*”, which means imitated thing.

A **meme** is typically a piece of media, a photo or video, or, sometimes, a block of text slightly modified and spread via social platforms.

Their purpose is to comment on something in a humorous or silly way, or with more specific political or social aims. Thanks to the spread of social media, memes have become a worldwide social phenomenon.

Over the years, memes have become so popular that there are now apps you can download that allow you to make your own in just a matter of seconds.



**1**  **GROUP WORK** Choose one of the two given memes and analyse it. Prepare a short commentary and relate it to your classmates. Follow the given steps.

- What does it represent?
- What can you say about the relationship between images and text?
- What is its main goal?
- How was the meme technically built?



**2**  **PAIR WORK** Design two memes, one with a humorous intent, and the other to stimulate a reflection on society.