

StartUp 7
Video Talk

Unit7 – Lesson3
Page83

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

ER SO

ETING STRATEGIES

MEME MARKET



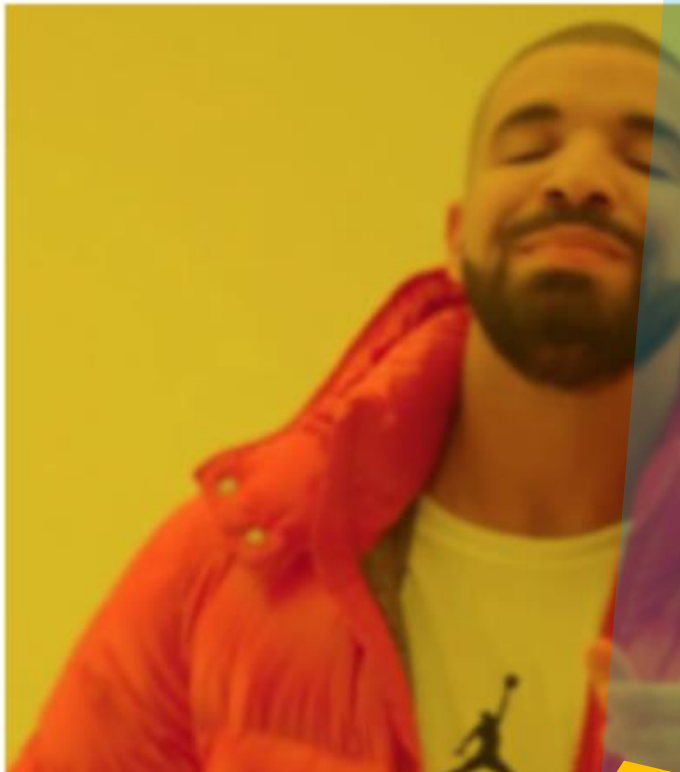


Teach the form of the word. Then ask some concept checking questions.

ER SO CIAL MEDIA
ETING STRATEGIES

MEME MARKET





MEME


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PROVOKE

Familiarize the students with the listening part. Play the video again to do the task.

3 VIDEO TALK

A ▶07-15 Listen or watch. What is the speaker's main idea?



VIDEO SOURCE: STARTUP VIDEO/STARTUP 7 VIDEOS/UNIT7-LISTENING.MP4

B ▶07-15 Read the Note-taking Skill. Listen or watch again. Take notes in the chart.



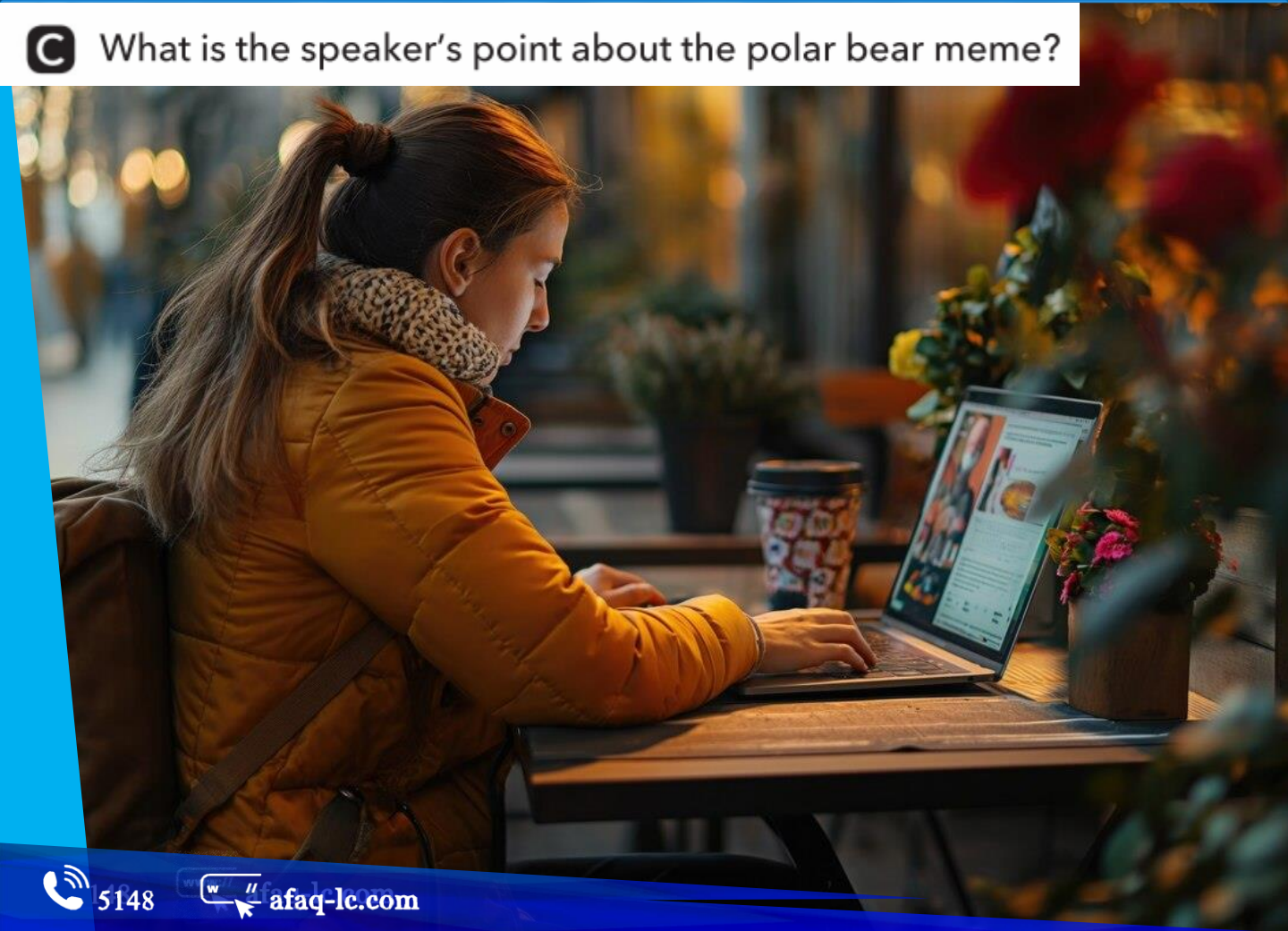
NOTE-TAKING SKILL Include key definitions and examples

When a speaker defines a key term, label the definition and any examples in your notes.

Key word:	**Definition:** **Examples:**
Why are memes powerful?	
1.	
2.	
3.	
4.	

Check the answers in class.

C What is the speaker's point about the polar bear meme?



Have the students answer the question in class.

D **PAIRS REACT** Do you ever share memes like the ones mentioned in the video? Why or why not?



Interrupt politely

When you want to interrupt someone, wait for the person to pause. Then use an expression like one of these:

Can I interrupt for a second?

Can I jump in here?

Can I just mention something?

Give a couple of minutes to your Ss to think about the topic they intend to share. Provide adequate samples.



A THINK Recall two or three memes you have seen or have heard about. How would you explain their meanings? What do you know about them (for example, how they got started, how long they've been around, or how they are used)?

Description of meme	What it means	Other information

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Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and prepare your FEEDBACK.

B **DISCUSS** In small groups, talk about and, if possible, show your memes. Are any of them related to important topics, or would you categorize them as "silly"?



Why Memes Spread

Most of us think of memes as silly things. Fads that fly around the internet and make us laugh for a moment before we forget them. Some memes last a while; some are all over the internet one day and are gone the next. The content of memes is not universal—they vary from place to place—but they're definitely a worldwide phenomenon. Some people argue that memes are not just a bit of silliness we share, but that they have real power.

First, let's consider what a meme is. It's an idea or a piece of culture—often a picture with some text like this--that can be passed from person to person. A meme is something that people repeat and imitate, but also adapt along the way. The meme's power lies in the fact that it can spread so rapidly. There are several reasons for this. First of all, a meme provokes an instant reaction, usually laughter, sometimes shock or empathy, and that makes people want to share it. Second, memes convey information or feelings concisely. Instead of writing a long post about how bored you are, you can post a meme like this: It may make your friends laugh, but it also tells them how you're feeling.

Another reason memes are powerful is that they allow for creativity and self-expression, because people don't just share them, they also adapt them. Change the text or the image just a little bit, and the meme becomes your own creation, but is still easily understood by anyone familiar with the original.

Finally, memes give us a comfortable feeling of belonging. Take this classic meme shared widely around the world—"the dress." This photo of a striped dress was perceived by some people as blue and black and by others as white and gold. It spread like wildfire because people love to argue, and the dress gave us a chance to argue about something unimportant that didn't have any consequences. Soon the dress was appearing in the news and in comics and on comedy shows. Scientists were writing about it. People wore copies of it to costume parties. It was harmless fun, and it made us feel good because we were all in on the joke.

Memes are a powerful way to spread ideas, so naturally, they're also used for more serious messages. Images like this one of a polar bear on a small iceberg have been used to comment on important issues, such as global warming. Now, does this particular polar bear's situation have anything to do with global warming? Maybe. Maybe not. But if not, is it wrong for the image to be used this way if it gets your message across? What do you think?

Some people argue that the way memes spread ideas so quickly can be a positive force for good, helping to raise awareness and build support for social movements, while others say that memes, at best, oversimplify complex situations, and at worst are a source of viral false information. At the very least, we need to think before we click that share button. What are we participating in, and why? Is it just for a quick laugh or a tug at the heart? Or is it something more powerful?

READ THE SCRIPT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

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AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.

Homework

Provide the Ss with the audio link of the Listening. Highlight the page number of the script. Familiarize them with the concept of shadowing if necessary. Assign them to perform shadowing to the conversation.



Listen to the Listening using the link.

Perform shadowing by practicing the rhythm, intonation, and pace of the speakers.