

Mememes and culture

BY IRINA KOSTYUKOVICH



What is a
meme???

A meme can be any
idea, behavior or trend
that has the ability to
transmit from person to
person.

Clinton Richard Dawkins

Biologist

Atheist

The Selfish Gene

Meme ("mimeme", meaning "imitated thing") – cultural analog to a gene

Writing.

Comment on the following problem:

People nowadays are obsessed with memes which have become a cultural phenomenon.

In your comment use the information from the video.

https://ed.ted.com/best_of_web/DDWU_hTtT#review

Why are we so obsessed with memes?

100-120
words

Remember to:

- Make an introduction
- Express your personal opinion on the problem and give reasons for your opinion
- Express your attitude to information in the video
- Make a conclusion

Can memes
change the
world?





Can we call memes a modern type of chronical?

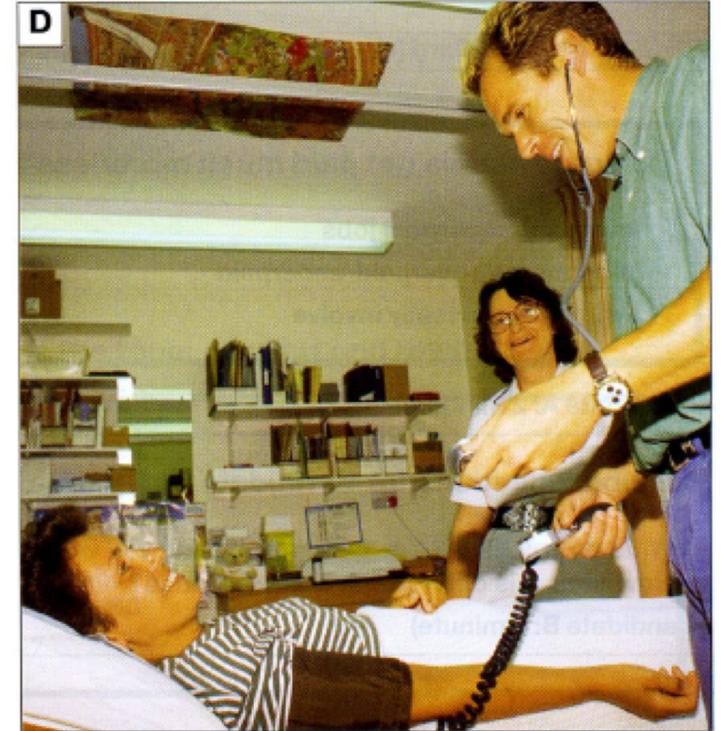
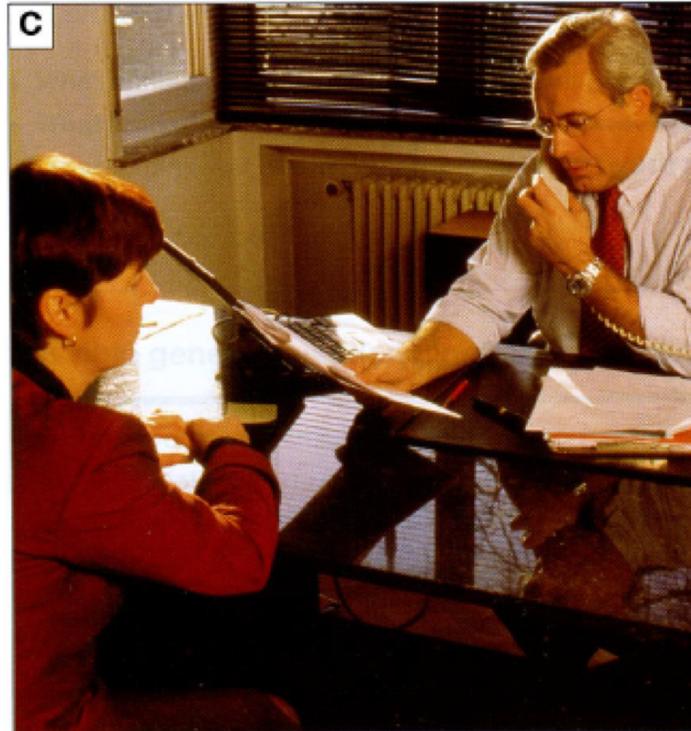


Can these be called memes?

Speaking about pictures

Describe each picture

What is the common topic for the pictures?



Speaking about effort and reward.

- Have you done something where the effort wasn't worth it for the reward?
 - What motivation do people in general have in their jobs?
 - What expectations do people have regarding effort and reward?
 - How are successful people regarded in your society?
 - Is there a particular job which you think deserves to be highly paid?
 - Which jobs are the most highly respected in your society?
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Becoming A Multi-Hyphenate: A Q&A With Emma Gannon (Ctrl, Alt, Delete)

<https://www.skillshare.com/blog/inspiration/emma-gannon-q-a-may-2020>

- Having multiple skills, and having a multi-hyphenate portfolio career
- Unhooking our self worth from our job titles
- Defining success for yourself, and why ambition isn't everything
- The benefits of having a side-hustle
- Turning our passions into businesses

• <https://meandorla.co.uk/podcast37/>