Meming for learning what?

Digital communicative competence (in informal contexts): images & text

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Digital multimodal composing

• In digital environments, we don’t only work with text, but with image and visual communication
• Factors other than ‘plain text’ come into play.
• Training is needed (both for teachers and students)
Images

- Creative Commons Licence vs Copyright
- Citing the source
- Captions: anchoring, relay, intrigue, identification
- Number of columns, layout distribution
- Titles: on top, at the bottom, font type and size
- Theme (color and pattern in the layout)
- Blank spaces in the layout
- Images display, distribution, style, aesthetic value
- Font size, type and color
- Not linear meaning but the whole composition
Copyright/copyleft issues

Own images

Copyleft – CC – Copyright issues

- Picfindr
- Search.creativecommons
- Pixsy
- Flickr
- Everystockphoto
Verbal vs visual language

- Systematicity and coding
- Formal instruction
- 90% info processed is visual
Number of columns
View color / theme
How else?
Interpreting images

• Compositional meaning:
  – informative value
  – framing (*encuadre*)
  – salience (*el que destaca*)

  – Interaction visual + verbal language
    (+ humor in memes → aesthetics of its own)
Compositional meaning: informative value
Compositional meaning: informative value

old information

new information
Compositional meaning:
informative value
## Compositional meaning: informative value

<table>
<thead>
<tr>
<th>Ideal world</th>
</tr>
</thead>
<tbody>
<tr>
<td>General info</td>
</tr>
<tr>
<td>The essence</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Real world</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific info</td>
</tr>
<tr>
<td>Realistic, practical</td>
</tr>
</tbody>
</table>
Compositional meaning:
informative value
Compositional meaning: informative value

- Secondary info
- Core info
- Secondary info
Compositional meaning: framing
Compositional meaning: framing

- Frames
- Blank spaces
- Different shapes and font types
Compositional meaning:

- framing

- frames
- blank spaces
- different shapes
- and font types
Compositional meaning: framing
Compositional meaning: framing

Secondary info

Core info

Secondary info
Compositional meaning: **framing**

The diagram illustrates the concept of compositional meaning with a focus on framing. The core information is highlighted in the central orange section, surrounded by secondary information on both sides. The connection is emphasized with a green horizontal bar, indicating the interrelation of the core and secondary information.
Compositional meaning: framing & informative value

Ideal world
- General info
- The essence

Real world
- Specific info
- Realistic, practical
Compositional meaning: framing & informative value

Ideal world
- General info
- The essence

Real world
- Specific info
- Realistic, practical

CONNECTION
Compositional meaning: salience
Compositional meaning: salience
Compositional meaning: salience

- Tertiary info
- Bigger size
- Color / tones
- Secondary info
Interaction verbal and visual language: anchoring

Image: polisemey

Accompanying text: monosemey
Anchorage reinforces the image with additional text or imagery
Interaction verbal and visual language: relay

Image: meaning 1

Accompanying text: meaning 2
Interaction verbal and visual language: relay

Image: meaning 1

Accompanying text: meaning 2

COMPLEMENTARY
BREAKING NEWS:

Post on Facebook
BREAKING NEWS:

Today at the age of 96, actress, animal rights activist, author, comedian, radio host, singer and television personality Betty White is alive and well. You may carry on now. All is right with the world.
‘Silence was deafening. I cried many times.’
Relay alters the meaning. The text advances the image by supplying meanings not found in the image itself.
Interaction verbal and visual language: intrigue

Image: meaning 1

Accompanying text: meaning 2

COMPLEMENTARY
Interaction verbal and visual language: intrigue

Image: meaning 1

Accompanying text: meaning 2

Full meaning

COMPLEMENTARY
Interaction verbal and visual language: identification
Interaction verbal and visual language: **narration**

*Image*

“3 days later”
You were asked to choose the best meme on the grounds of...

- visual impact of the image
- caption (text below the image)
- hashtags accompanying the image
- grammatical explanation
Caricature of Shakespeare: humorous effect. He himself is surprised of the text above referring to his own name.

Everything appears in black and white → old times, sober, discrete, no loud colors → what matters is the shape/design and the content.

Image and text → relay relation

The caption appears above the image → more relevant than the image

The font size and type are not as aggressive as in most memes. They match the image of Shakespeare instead.

The caption consists of one full sentence (subject + verb + complement)

Humorous intent playing with past tenses combined by splitting words → metalinguistic analysis ‘would + I + was’ & ‘Shook + speared’
Caption with humorous intent → intertextual reference to *Hamlet* (‘to be or not to be, that is the question’). If you don’t share / grasp this intertextual reference, the joke will be missed.

Wordplay: Shakespeare didn’t make Hamlet wonder about grammar, but if you take the words in the quote literally, it could perfectly fit any grammar lesson or situation.

Hashtags
Hash = #
Tag = the word after the hash

They refer to the caption. Complementary humorous intent. Informal language used. (‘gotta’)
In this case, no capitals used. You might want to use them to help the reader split words.

As we didn’t create the meme ourselves, we added the source. Shame IG doesn’t hyperlink it automatically!

On IG or memes (or Twitter, or...), you wouldn’t find this kind of text; this is the metalinguistic-oriented part in this meme project.
Exaggerated facial expressions. Exaggeration is a humor technique..

The caption appears where it is convenient in relation to blank / empty / irrelevant spaces.

Use of exclamation marks to represent crying + shouting + annoyance

The exclamation marks in the second half could’ve been omitted. They then would actually reflect a higher communicative impact (more eloquence, assertiveness, strength).

Image – text → anchorage relation

More meme-like aesthetics.

Displaying a pet, not a human being, also has a humorous intent. It shows how ridiculous the situation is.
Imperative verb + pronoun.
Repeated structure.
Repetition of ‘over’.

The contents in the hashtags are probably familiar to you (drama queen, move on)

No capitals used in the hashtags. They are simple, familiar.

Grammatical explanation for this project purposes.
THE PAST, PRESENT, AND FUTURE WALKED INTO THE PARTY.

IT GOT TENSE.
THE PAST, PRESENT, AND FUTURE WALKED INTO THE PARTY.

IT GOT TENSE.

#DisasterGirl → commonly used hashtag for this image

#TenseVsTime → capitals used to make reading / interpretation easier.

Caption with a triple intent:
1. ‘hell’ → fire
2. ‘all hell broke loose’ → “se lió parda”
3. “And all…” → 3rd event, end of the story (conclusion).
Now, having analyzed the memes, would you change your vote?

- visual impact of the image
- caption (text below the image)
- hashtags accompanying the image
- grammatical explanation
Round 1 results: Teachers’ fight!

Meme comp round 1

- Wouldiwas Shookspeared (T1): 4
- Love me no more (T2): 28
- It got tense (T3): 8
Round 1 results: Teachers’ fight!

- Ferran Gesa 2D: 4
- Neus Frigolé 4B: 28
- Mª del Mar 2B: 8

Categories:
- Wouldiwas Shookspeared (T1)
- Love me no more (T2)
- It got tense (T3)
Rating so far (Oct. 27)

- 4B: Teachers' fight
- 2D
- 2B

Images:
- "There we have a winner" with Barack Obama gesture.
- "Loser" with a baby pointing finger.
- "Even the baby knows it."
I'M NOT A LOSER

I'M WINNINGLY CHALLENGED