

Meming for learning what?

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

Adapted from M^a del Mar Suárez



UNIVERSITAT DE
BARCELONA



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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



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all rights reserved

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[Search.creativecommons](#)



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flickr® from YAHOO!

[Everystockphoto](#)

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

old
information

new
information

Compositional meaning: informative value

Ideal world

General info

The essence

Real world

Specific info

Realistic, practical

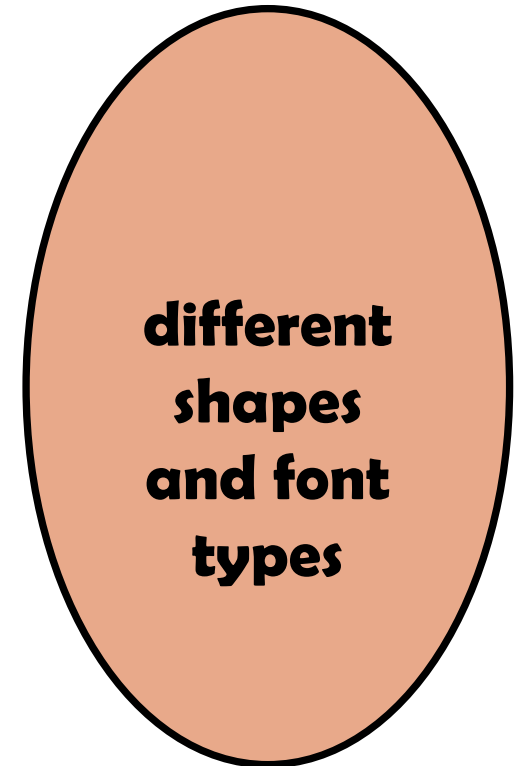
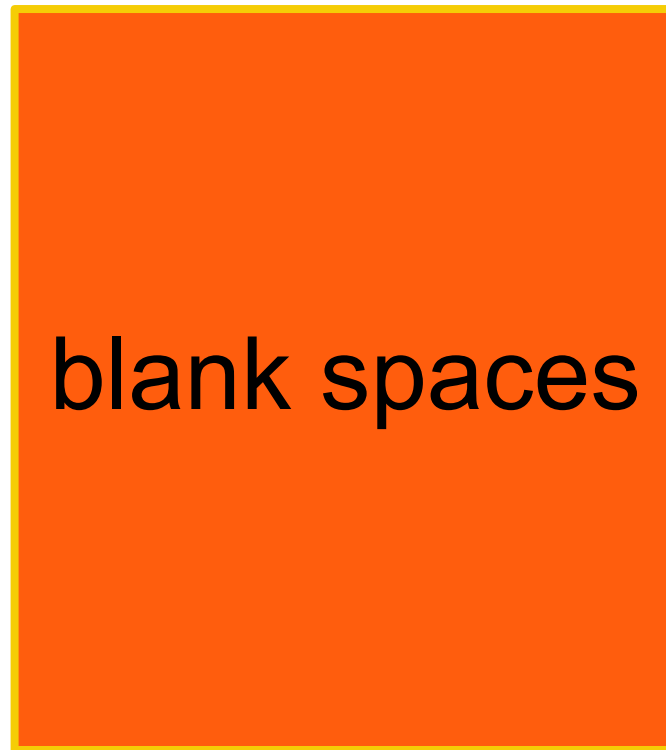
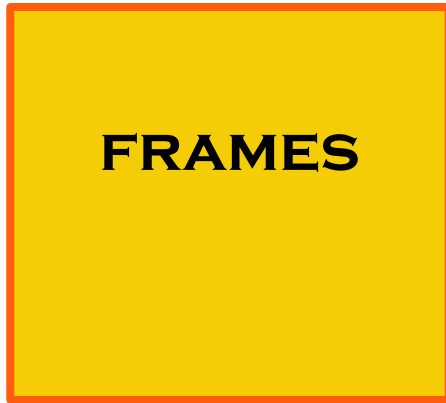
Compositional meaning: informative value

Secondary
info

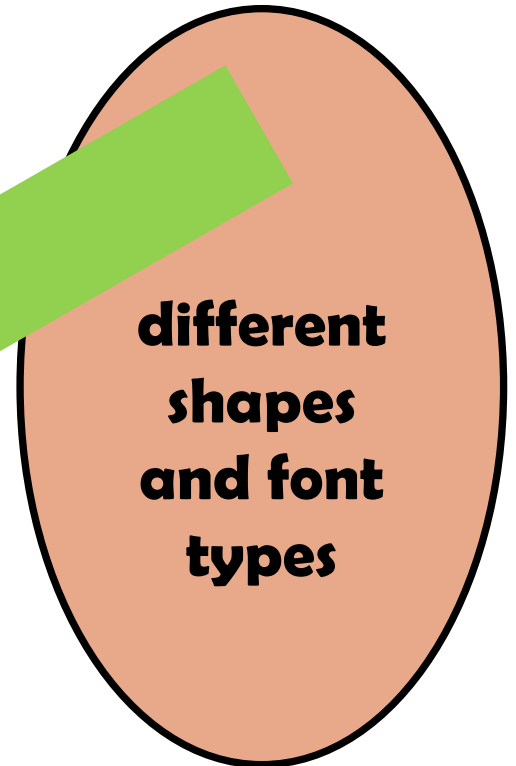
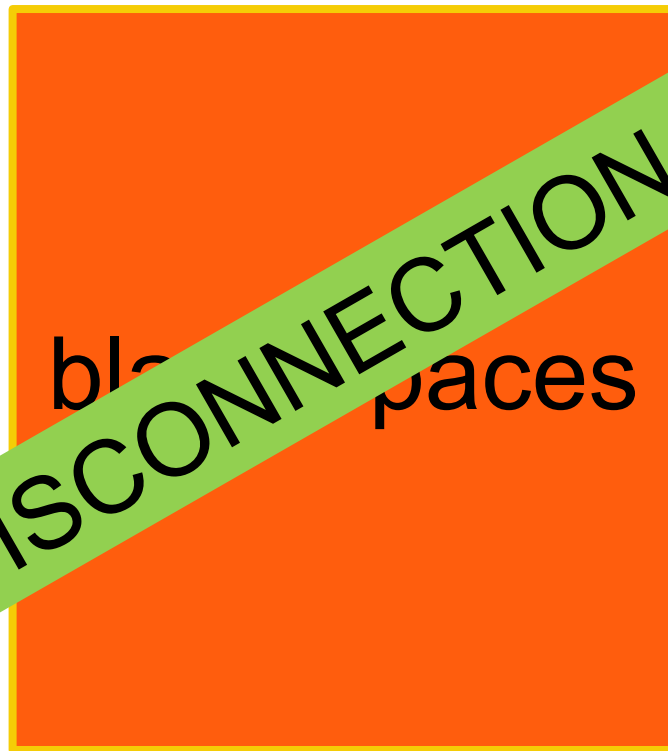
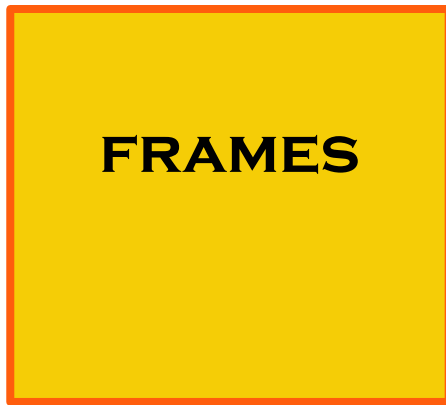
Core info

Secondary
info

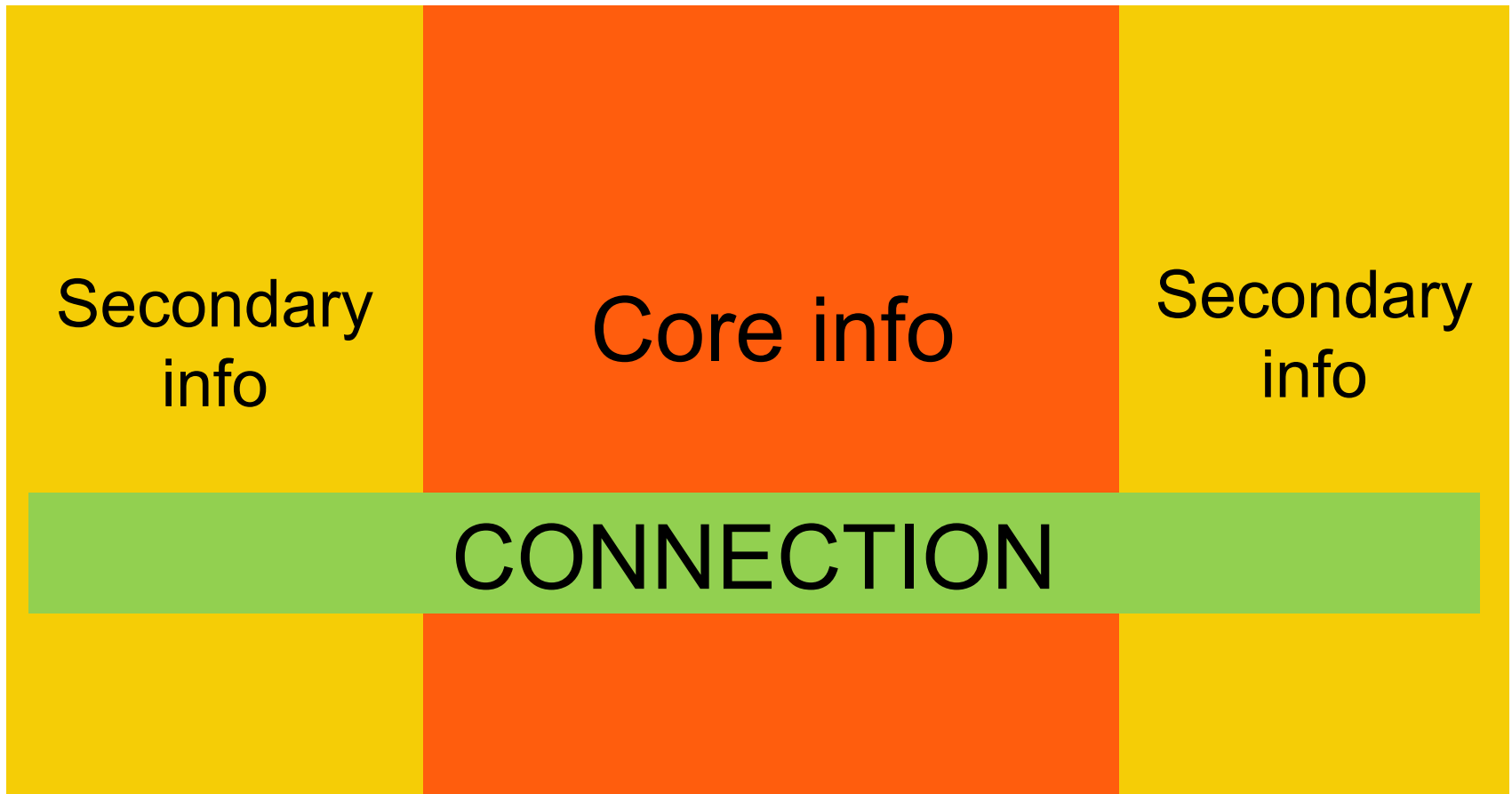
Compositional meaning: framing



Compositional meaning: framing



Compositional meaning: framing



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

CONNECTION

Real world

Specific info

Realistic, practical

Compositional meaning: salience

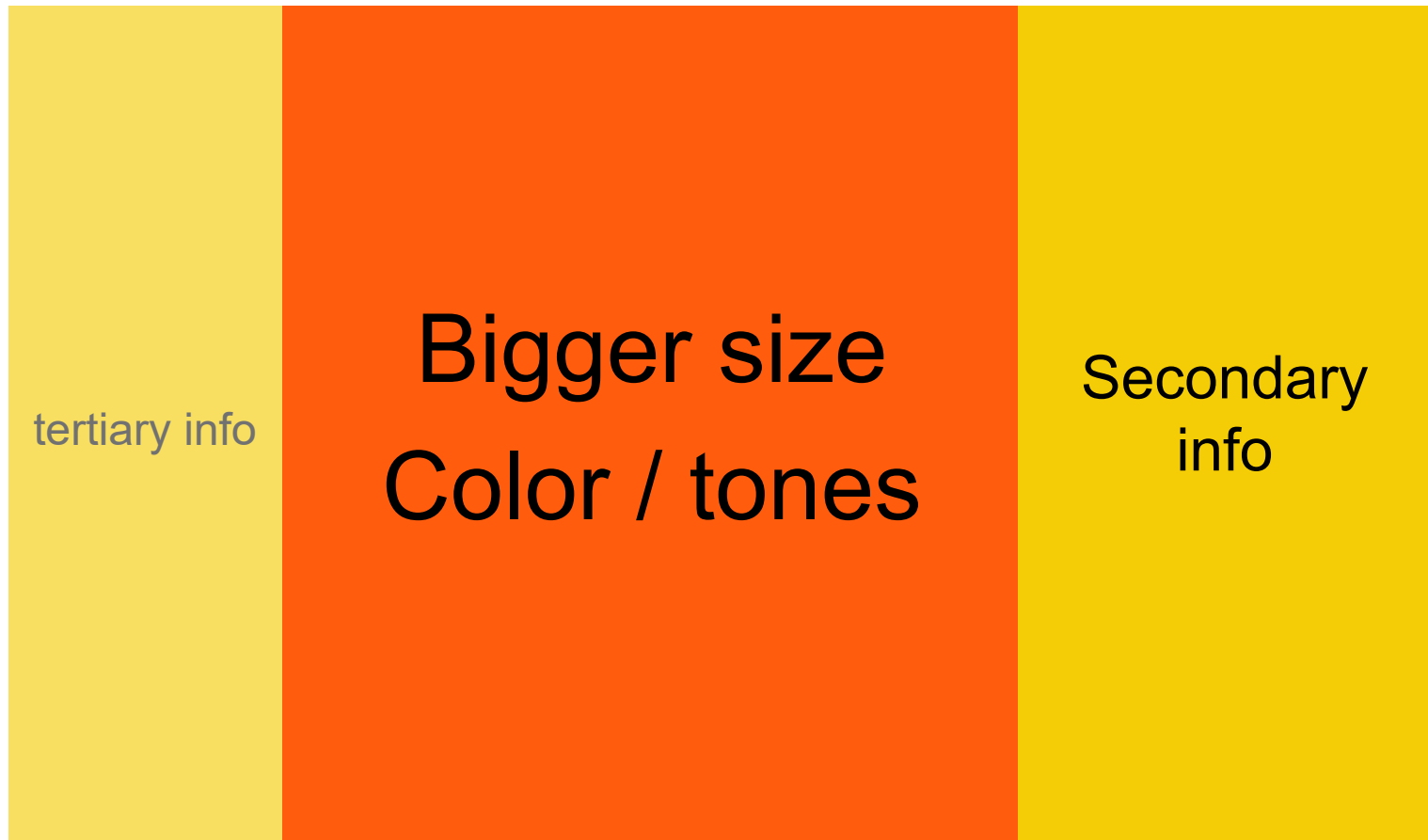


Compositional meaning: salience

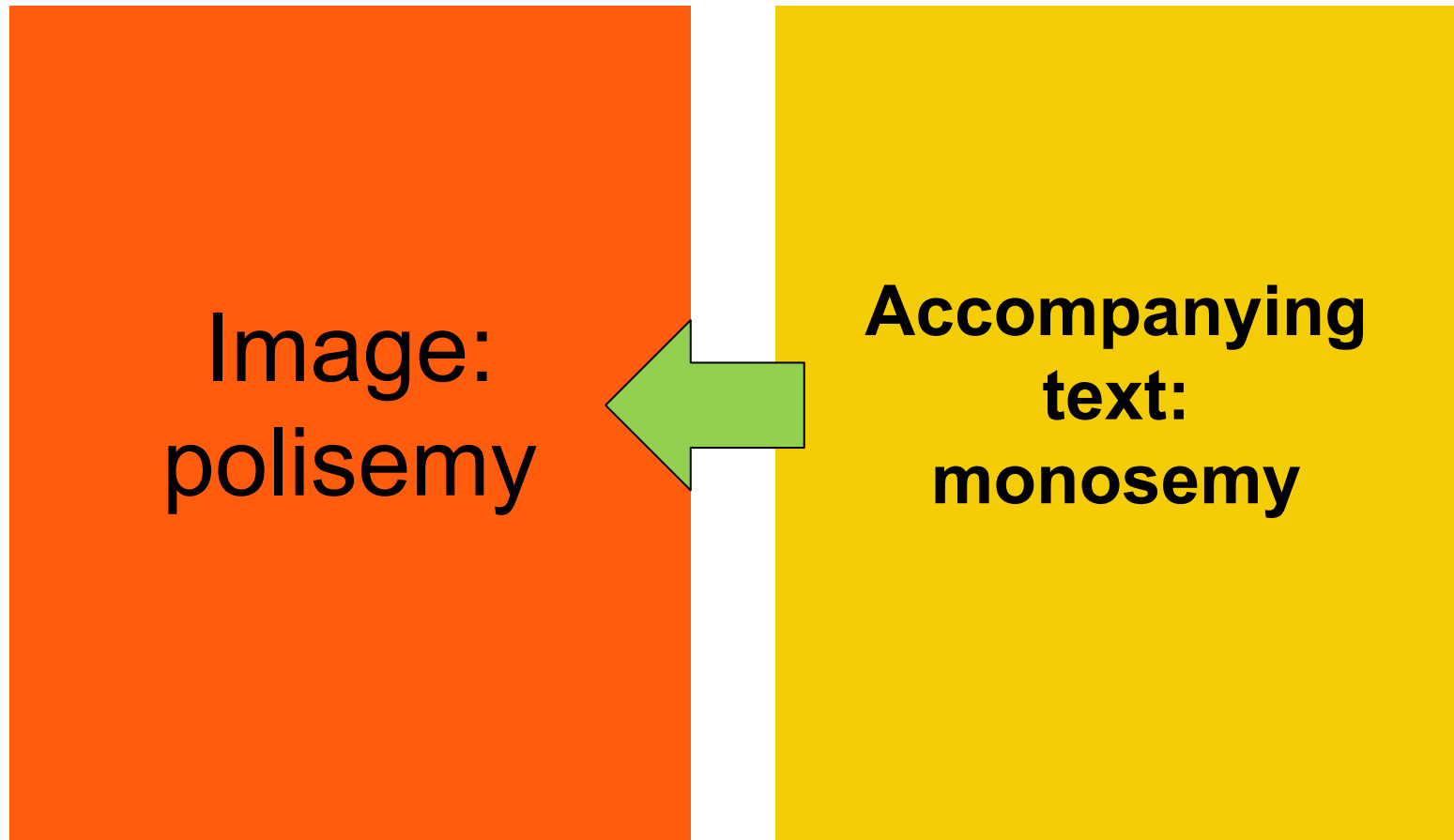


Compositional meaning:

salience



Interaction verbal and visual language: **anchoring**

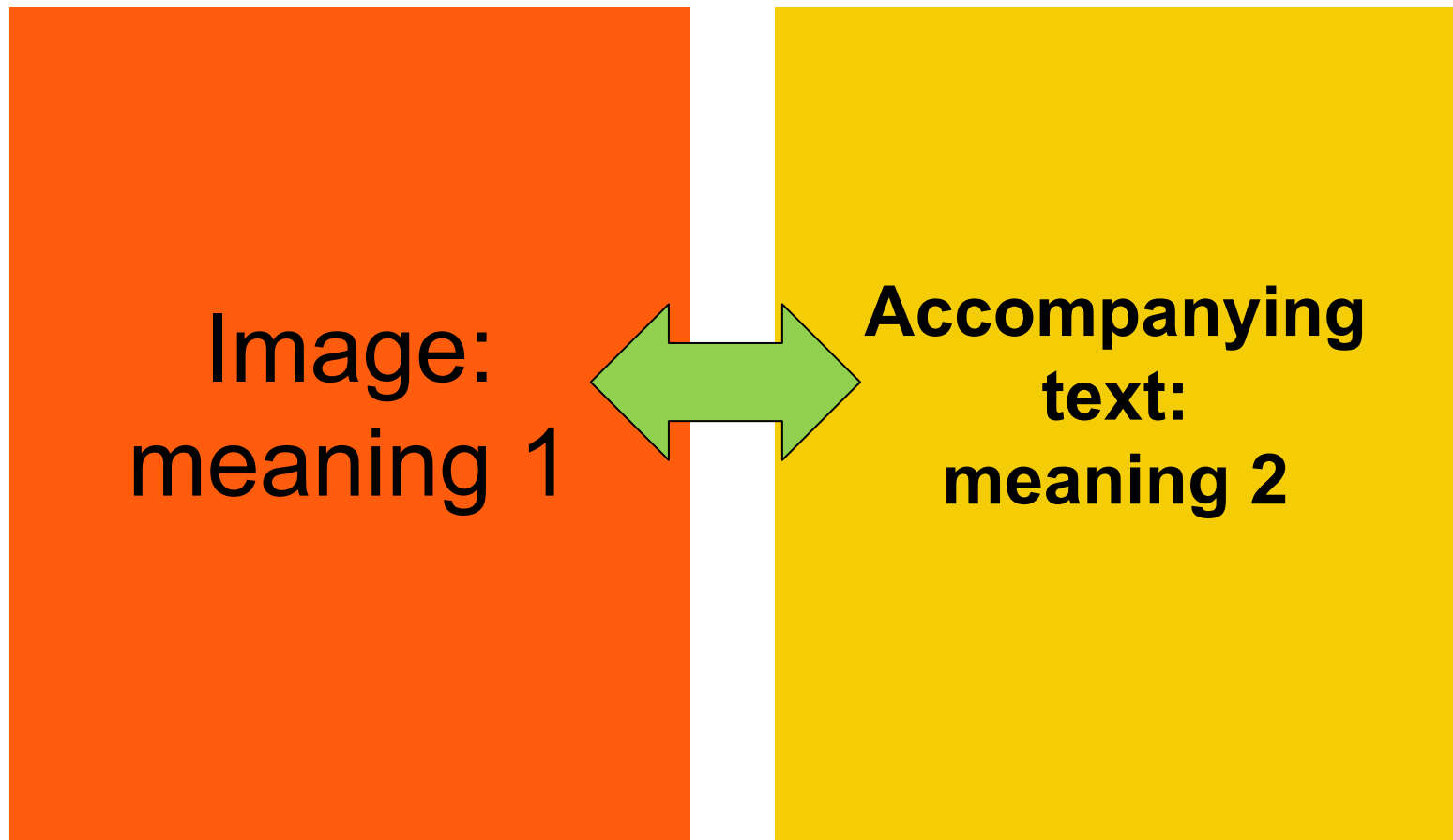






Anchorage reinforces the image with additional text or imagery

Interaction verbal and visual language: *relay*



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.



[RETORN A LA RAMBLA | L'ATEMPTAT DE BARCELONA, UN ANY DESPRÉS](#)

“El silenci era eixordador. Vaig plorar moltes vegades”

Ada Colau, alcaldessa de Barcelona, relata com va viure les primeres hores i dies després de l'atemptat

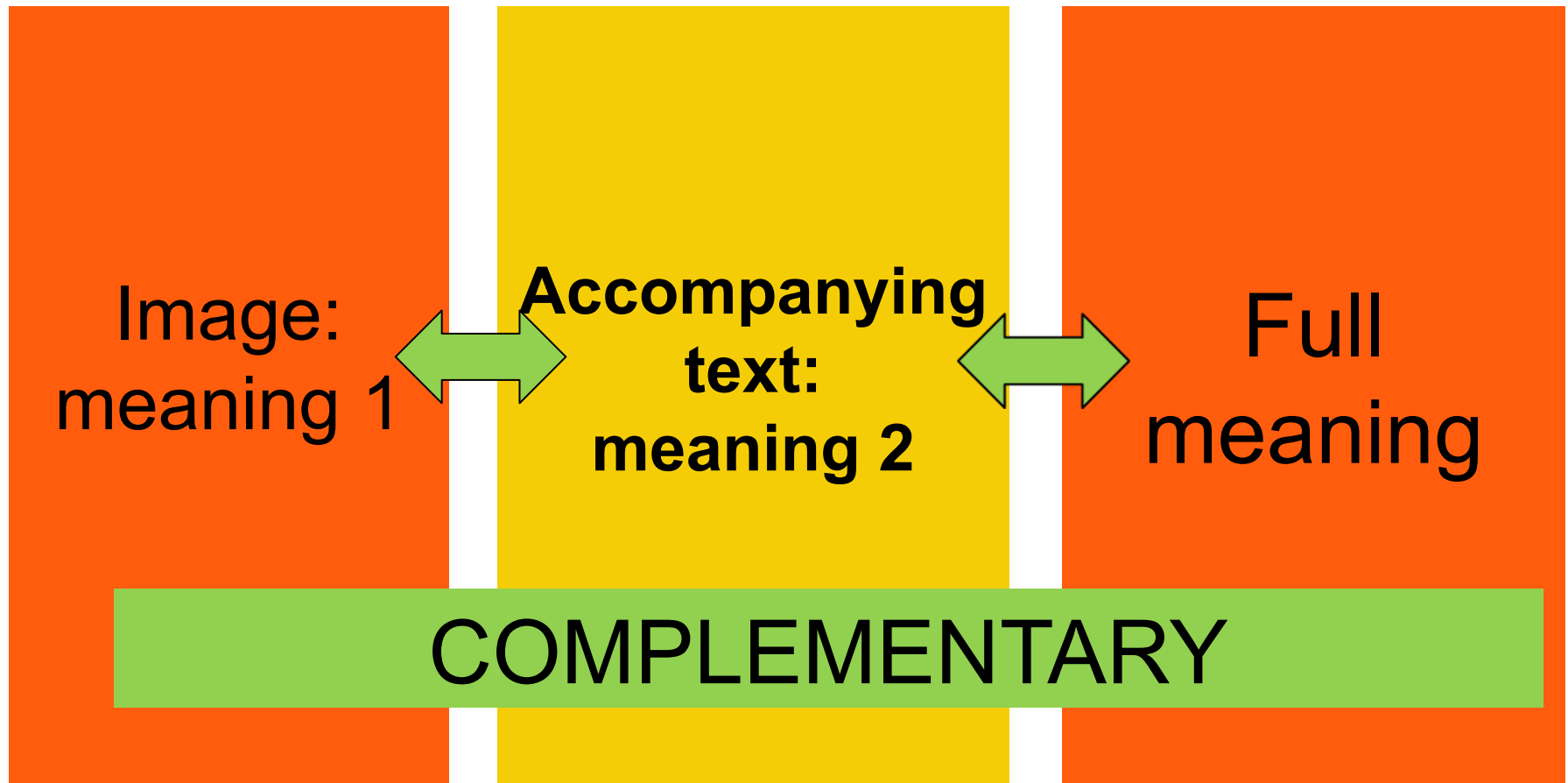


‘Silence was deafening. I cried many times.’



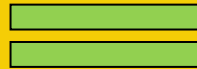
Relay alters the meaning. The text advances the image by supplying meanings not found in the image itself.

Interaction verbal and visual language: **intrigue**



Interaction verbal and visual language: **identification**

Image



Text

Interaction verbal and visual language: **narration**



Image

“3 days later”



OTHER
PAGES



MEME

ZONE

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

The past tense of William Shakespeare
would be Wouldiwas Shookspeared

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

The font size and type is
not as aggressive as
in most memes. It matches
the image of Shakespeare
instead.

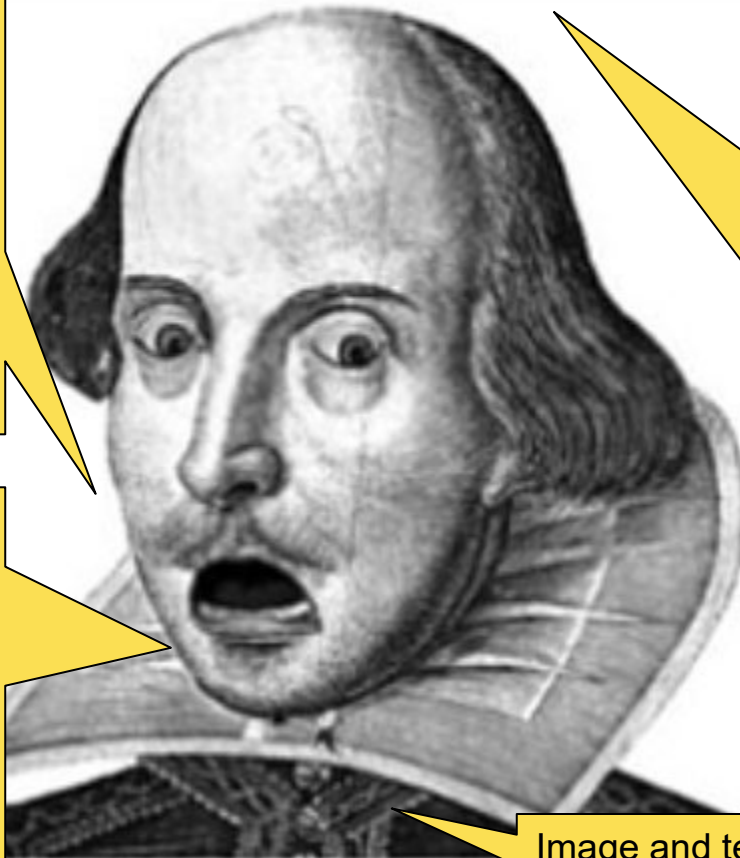
Caricature of
Shakespeare:
humorous
effect. He
himself is
surprised of the
text above
referring to his
own name.

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'

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



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.



gimmeamemeub2021 • Following ...



gimmeamemeub2021 U1 Teacher 1
Shakespeare: The best past comedian who made Hamlet wonder about grammar.

#gottaloveshakespeare
#tobeornottobe #thatisthequestion
#leplea2021

Source: <https://pics.me.me/the-past-tense-of-william-shakespeare-would-be-wouldiwas-shookspeared-33882732.png>

Explanation: The name and surname of the author is split and then, the resulting words are turned into the past: Will-I-Am Shake-Spear(e)



Liked by [_give_me_a_break_](#) and 2 others

OCTOBER 12

Add a comment...

Post

Exaggerated facial expressions. Exaggeration is a humor technique..

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

More meme-like aesthetics.

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

Use of exclamation marks to represent crying + shouting + annoyance

Displaying a pet, not a human being, also has a humorous intent. It shows how ridiculous the situation is.

Image – text → anchorage relation



gimmeamemeub2021 • Following ...
gimme
Admit it. Get over it. It's over.
#dramaqueen #moveon #leplea2021
STD
ports
e
thers
OCTOBER 12

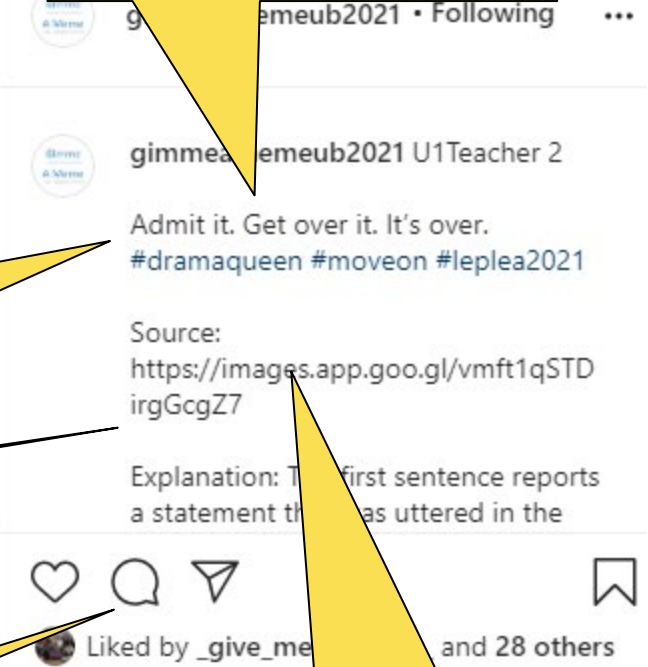


Source

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

Grammatical explanation for this project's purposes.

Imperative verb + pronoun.
Repeated structure.
Repetition of 'over'.



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

Text on top of the image to set the scene of the 'story'.

Typical meme-like font type and size.

The text resembles the typical structure of jokes '*Entra un catalán, un andaluz y un vasco...*' or 'The bad, the good and the ugly...'

**THE PAST, PRESENT, AND FUTURE
WALKED INTO THE PARTY.**



gimmeamemeub2021 U1 Teacher 3

And all hell broke loose.

#DisasterGirl #TenseVsTime
#leplea2021

Source:
<https://i.imgflip.com/28opeu.jpg>

Explanation:

The child is the protagonist of the image. That's why she appears in the forefront, while the house is in the background.

Text at the bottom → the main event in the story, what happened next.

Image – text → relay relation

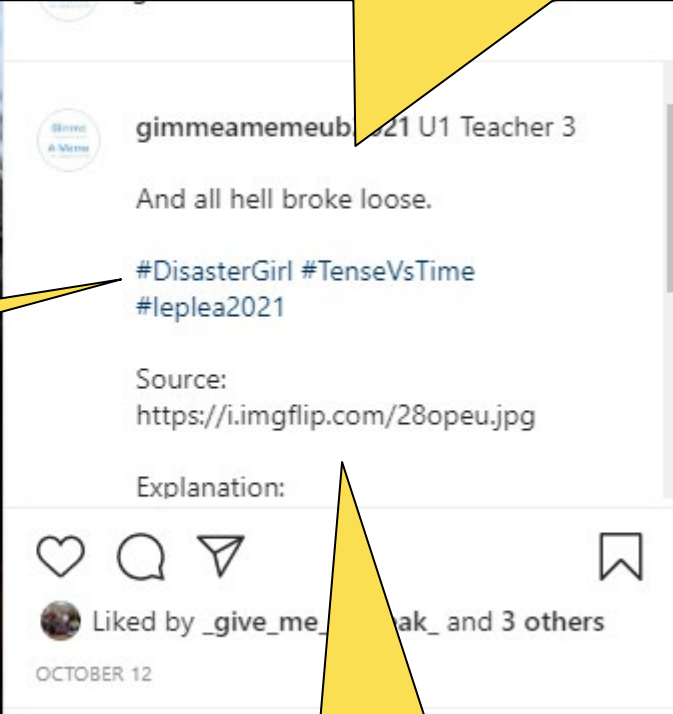
The child's face expression makes you think she likes the situation, even though it is tragic.
→ humorous intent



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).

#DisasterGirl → commonly used hashtag for this image

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



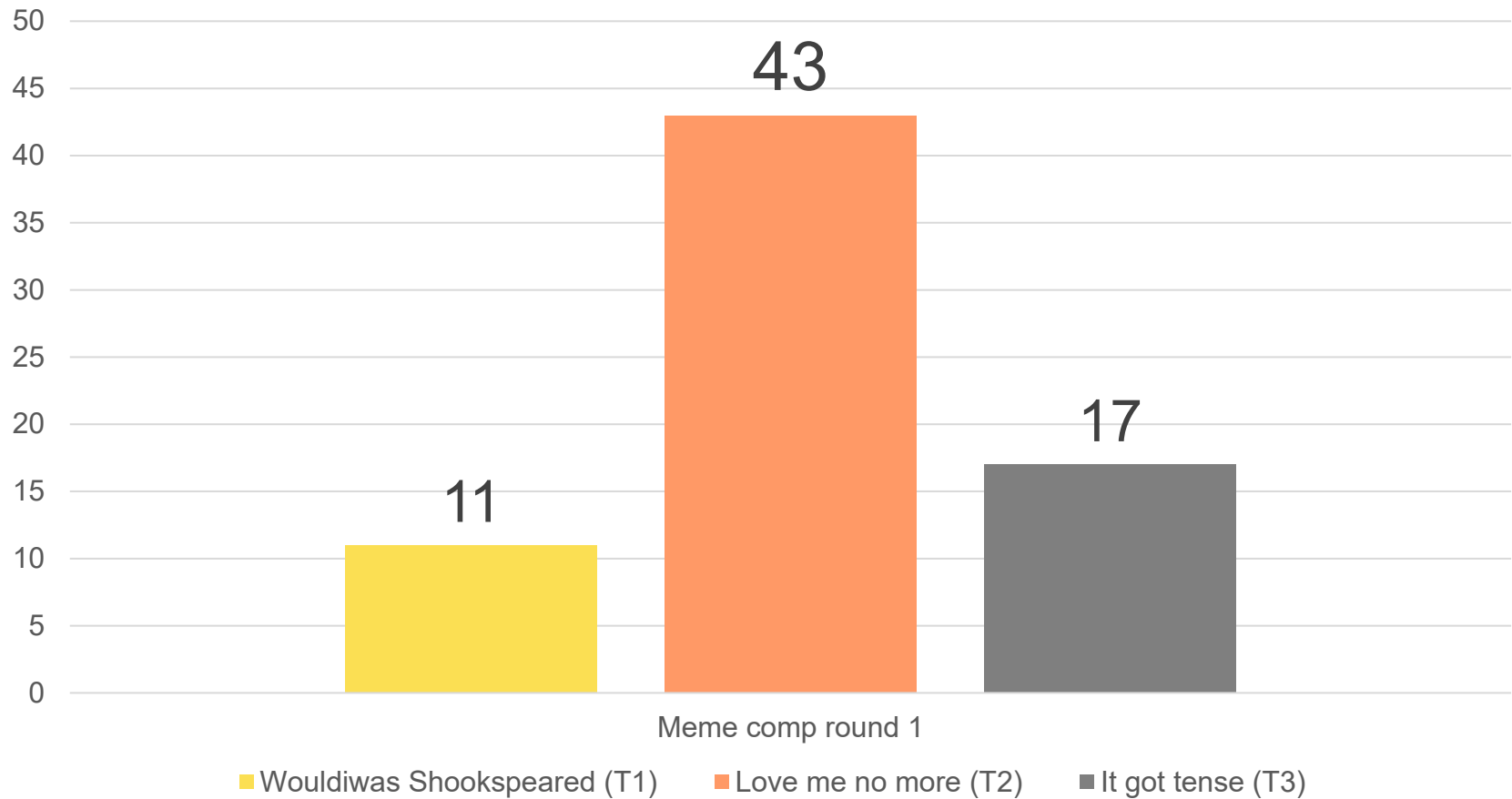
Source + explanation

You were asked to choose the best meme on the grounds of...

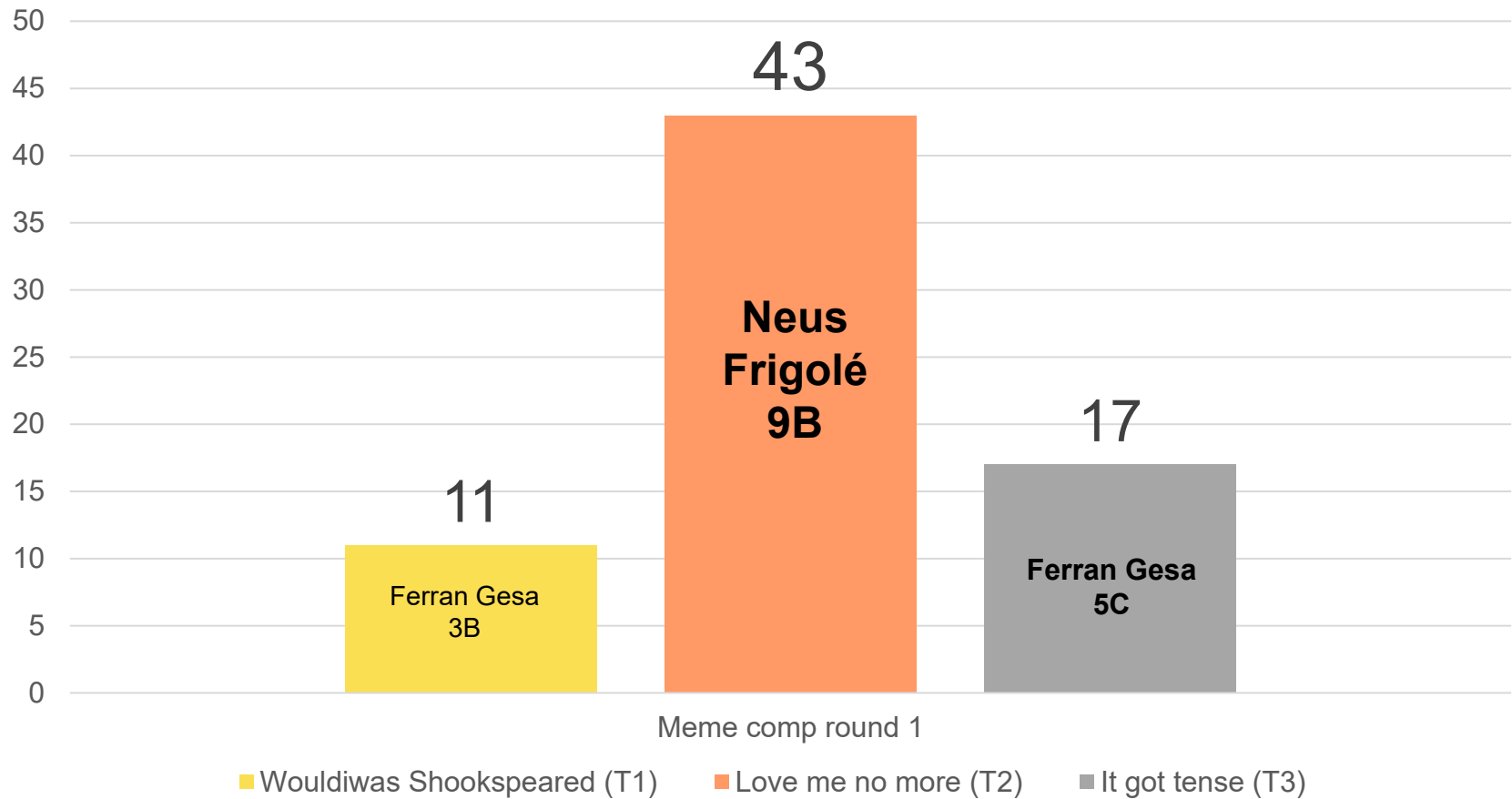
- visual impact of the image
- caption (text below the image)
- hashtags accompanying the image
- grammatical explanation

Now, having analyzed the memes, would you change your vote?

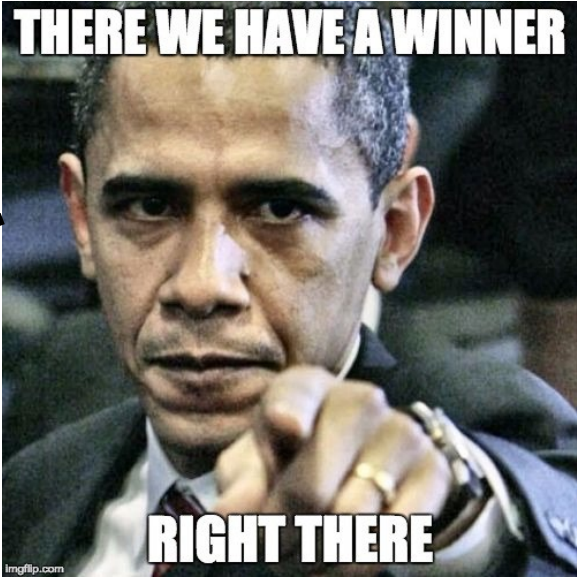
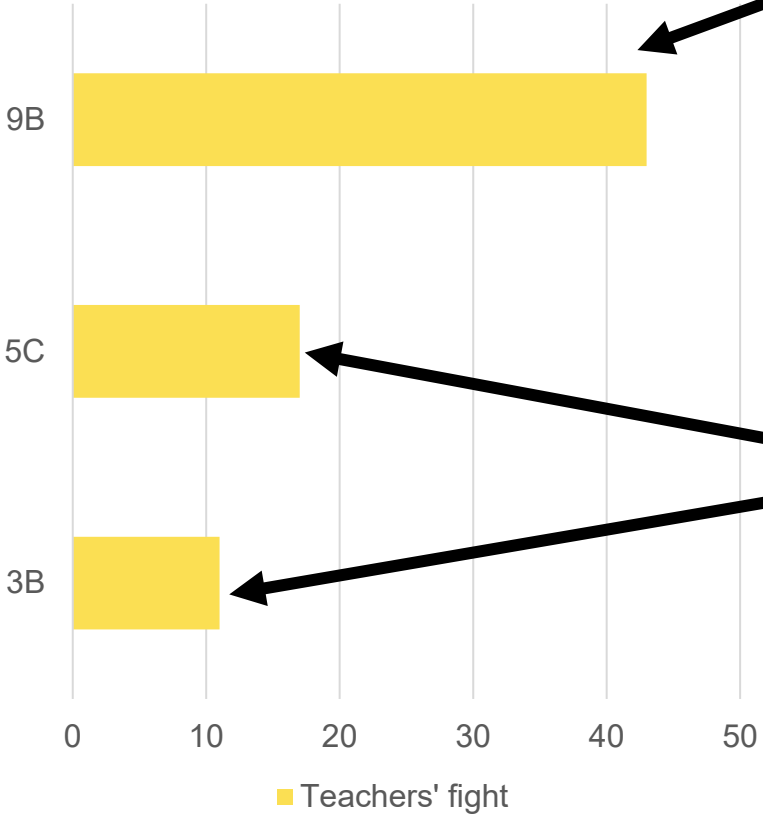
Round 1 results: Teachers' fight!



Round 1 results: Teachers' fight!



Rating so far (April 5th)



I'M NOT A LOSER

**I'M WINNINGLY
CHALLENGED**