

GIFT Exchange Event - Fall 2021

Making Headlines & Memes

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To Instructors

- Assignment requires set-up time
- Students must submit in advance so instructors can choose how to re-present them
- At times, I use Microsoft Teams polling/quiz function for live in-class engagement – dependent on how much time can be used toward engagement

Assignment Purpose

1. Inspire active reading (and note-taking)
2. Think, create, and write using higher level concepts/themes
3. Inspires in-class engagement and discussion
4. Plus, discourse analysis
5. Conscious digital citizen

ASSIGNMENT

Making Headlines, Memes, & GIFs

This flexible assignment invites you to be creative by developing a headline or meme based on the assigned reading(s). Choose whichever creative format you want to represent your synopsis of the readings. Once Headline/Meme is created, develop one written paragraph to expand on it. The accompanying paragraph should be closely tie to the assigned reading(s), and in-text citations for specific and/or broad concepts are great illustrations of your reading. **HINT:** take notes on the main themes of each article and consider the common threads across the readings.

In total, create and submit **six**. Each submission should be of only **one headline or meme based on** the readings highlighted yellow. Submit **in canvas** by **11:59 p.m. (MST) on Sundays**.

What to submit?

Headline/Meme plus and paragraph that expands on it. Students are welcome to submit in one document or one document and JPEG file.

What to Expect?

At times, learning community may anonymously choose the headlines and memes to discuss—in class. The students whose Headline/Meme is selected must be prepared to present and discuss it with our learning community. **Overall**, students present “the what” of the message they intend/ed to convey.

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What is a Headline?

According to [Miriam Webster](#), “words set at the head of a passage or page to introduce or categorize.”

What is a Meme?

According to the [Miriam Webster](#), “a meme is an idea, behavior, style or usage that spreads from person to person within a culture; an amusing or interesting item or genre of items that is spread widely online through social media.”

- [Canva](#) – free online software if students want to create their own meme(s)

Assignment RUBRIC

(25 Points Possible)

Criteria	Exceeds/Meets ALL Criteria	Proficient, Meets Most Criteria	Missing Criteria or Requirements
Format (5 points maximum)	Proper use of syllabus guidelines including 1” margins, 12 font, double spacing, citation formatting, etc. (5 to 4.5)	Consistent use of guidelines w/some format criteria errors (4.5 to 3.75)	Incomplete format; inconsistent or incorrect use of guidelines (3.75 to 0)
Headline/Meme (15 points maximum)	Headline/Meme/GIF demonstrates an emergent theme; paragraph expands on headline/meme; and incorporates specific connections to reading(s) (15 to 13.75)	Headline/Meme/GIF demonstrates some element of emergent theme; paragraph expands somewhat on headline/meme; minimal connection to reading(s) (13.75 to 11.25)	Headline/Meme/GIF demonstrates minimal understanding of emergent theme; no paragraph and/or does expand on headline/meme; insufficient connection to reading(s) (11.25 to 0)
Writing Mechanics (5 points maximum)	College level, standard English writing with virtually no errors in grammar, syntax and/or mechanics (i.e., spelling, proper word usage, punctuation, sentence coherence, typos, etc.) (5 to 4.5)	Coherent, with minimal errors in grammar, syntax and/or mechanics (4.5 to 3.75)	Many errors in grammar, syntax mechanics, which affect writing and coherence (3.75 to 0)