Memes & Modalities: A Creative Approach to Scaffolding Assignments

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Course Description

“This course introduces students to writing processes and prose conventions common to many academic disciplines, and it provides opportunities for students to participate in one or more of the ongoing conversations in particular communities of writers. The course emphasizes analytic and persuasive writing based on critical reading of nonfiction prose from both primary sources (such as interviews, surveys, archival research, etc.) and secondary sources including articles/texts found in scholarly databases. In addition, non-print texts may be examined and/or composed. Two systems of formal documentation, MLA and APA, are covered. Grades assigned for this course include the 12-point grading scale and the additions of an "NC" and "P" grades. "NC" stands for no credit and doesn't affect the GPA. "P" stands for passing and is only given to qualifying non-native speakers.”
Objectives

- **Scaffolding for the Literature Review Essay**
  - 2nd of 3 major papers
  - Practicing summary, analysis, and synthesis skills
  - Engaging critically with a text

- **Practice multimodal writing and group writing**
  - Introduce multimodal writing in the first year writing course
  - Engaging and meaningful
Process

After deciding on topics, completing several earlier assignments students were asked to:

- Select groups of 3-5.
- Individually create 1 summary and 1 analysis meme.
- As a group create 1 group summary meme and 1 group analysis meme.
- Develop a presentation to show both the individual and group memes.
- Write a short explanatory essay to describe the rhetorical choices they made in their memes.
- Conducted a study
- Examined associations between social media use and symptoms of depression, conduct problems, and episodic heavy drinking
- Gained consent for participation
- Results matched thesis with strong support from study conducted

When the author conducts an ethical study with strong support to back up their thesis.
Meme - Summary

- 1st medication: Remicade
- 2nd medication: Stelara
- People with Crohn’s disease typically have issues with their gut and it is never something they would trust.
Group Meme - Analysis

- Pictured: A man trying to get a butterfly land on his hand
- Analysis Summary:
  - Authors/Sources in both articles:
    - Experts in their field
  - Articles cited:
    - Reliable
    - Informational
    - In medical journals

PROPERLY CITING CREDIBLE SOURCES AND PROVIDING STRONG SUPPORT

AUTHOR

PERFECT ETHOS AND LOGOS
The Importance of Theatre: Summary Meme

Theatre has been proven to:

- Improve student test scores
- Lower student drop out rate
- Increase the likeliness of finding a job
- Increase student’s social skills
- Improve one's self perception

So what do schools do?

Get rid of it!
The Importance of Theatre: Analysis Meme

The article had great points but they were overwhelming.

Reader’s get lost or confused when they cannot understand what is being said and because of that another vote to keep theatre in schools was lost.
Most of the articles were significantly longer than necessary and/or contained statistics that were overwhelming or unnecessary to the argument.
Group Memes

The first meme represents the frustration of expressing your topic to those who may not entirely support or understand it.

The second meme explains how people shouldn’t just dismiss these topics for convenience, and that the seriousness of them should not be downplayed.
Outcomes

● “Newness” of this modality was a struggle for some students, others excelled
● Awareness of rhetorical moves: both textual and visual
● Creativity
● Additional communication on topics
● Readiness for the LRE?
References

- ENGL 106 Course Information Packet
- Selfe, Cynthia and Pamela Takayoshi. “Chapter 1: Thinking About Multimodality.”