

DEFINITIONS:

- A **fact** is verifiable. We can determine whether it is true by researching the evidence.
- An **opinion** is a judgment based on facts, an honest attempt to draw a reasonable conclusion from factual evidence.
- Unlike an opinion, a **belief** is a conviction based on cultural or personal faith, morality, or values.

- **Memes**—attention-grabbing images with clever captions that pepper social media feeds—permeate our cultural discourse. The word “meme” was first coined by Richard Dawkins in 1976; he believed that cultural ideas, like genes, can spread and mutate. Their magnetism is scientific: a surge of dopamine is released when we see or share them because of the emotional responses they provoke¹.

- **Assertions (A)** are statements about what is true or good or about what should be done or believed.
- Assertions are backed by **reasons (R)**
 - **Reasons (R)** are statements of support for assertions, making those claims something more than mere opinions. Reasons can be linked to assertions with the word *because*.
- Assertions and reasons are supported by **evidence (E)**
 - **Evidence (E)** supports the reasons offered and helps compel audiences to accept the assertion. Evidence answers challenge to the reasons given and can include examples, case studies, narratives, statistics, testimony, eyewitness accounts, and expert opinions².

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<https://www.theguardian.com/technology/2018/mar/04/has-dopamine-got-us-hooked-on-tech-facebook-apps-addiction>

² <https://www.comm.pitt.edu/argument-claims-reasons-evidence>

LESSON: Analyzing Memes

NAME: _____

STUDENT INTERACTIVE

INSTRUCTIONS: Look at your meme. Answer the questions in the chart below.

MEME ANALYSIS

WHAT IS THE ASSERTION?	
WHAT IS THE REASON FOR THE ASSERTION? (the <i>because</i>)	

WHAT EVIDENCE can you find to support the assertion?

The first piece of evidence is the VISUAL and the TEXT of the meme.

Who took the photo or created the image?	
What is in the photo/image? Can you verify the image is unaltered?	
What is missing from the photo/image?	

A GOOD ARGUMENT HAS AT LEAST THREE SOLID, VERIFIABLE PIECES OF EVIDENCE TO SUPPORT IT.

Research to find facts, narratives, statistics, and other types of evidence to support the assertion.

EVIDENCE #1

- Cite your source
- What type of evidence is this (fact, narrative, statistic, etc)?
- How can you verify its accuracy?

EVIDENCE #2

- Cite your source
- What type of evidence is this (fact, narrative, statistic, etc)?
- How can you verify its accuracy?

STUDENT INTERACTIVE

EVIDENCE #3

- Cite your source
- What type of evidence is this (fact, narrative, statistic, etc)?
- How can you verify its accuracy?

CONCLUSION

- Based on your analysis and research, is this meme accurately representing its assertion? Explain.

LESSON: Analyzing Memes

STUDENT INTERACTIVE

NAME: _____

- What is the opposite message of the assertion? Try to find evidence to support the opposite message of the original assertion. Can it be done?