Integrating Visual Media Formats to Develop a Topic – Create a Meme

Grade Level: 6

Competency 2: Demonstrate the ability to obtain valid health information.

Competency 4: Analyze the influence of culture, media, technology, and other factors on health.

Objective: Students will create a meme to express and influence other drivers not to be a distracted driver.

Content Strand: PH and CH

Common Core:
6.RI.7 - Integrate information presented in different media or formats (e.g. visually, quantitatively) as well as in words to develop a coherent understanding of a topic.

Prerequisites: Students should be familiar with navigating around a website.

Materials: Computers with Internet access or student smart phones
Smart-board and/or projector
Printer

Description:
1. Teacher will direct students to go to MDOT's website and begin to gather information about distracted driving. When they have finished gathering information, have them answer the following questions:
   a) What is distracted driving?
   b) Provide 5 examples of distracted driving.
   c) How is it a social problem?
   d) What can you do to end this social problem?
2. Teacher will show appropriate meme to students to get their attention. Teacher may want to use Kids Raising Awareness With Memes   http://www.youtube.com/watch?v=_xZ8t3329Mc
3. Teacher will then ask the students to define what they think a 'meme' is.
4. Teacher will help guide in recognizing memes vs. truth. (See snopes.com)
5. Identify the audience of each meme example.
6. Discuss how they can be created and spread to impact others?
7. Teacher will explain to the students that they are to create a meme that can be used to influence other drivers not to drive with distractions. Once the lesson is completed, students will then be able to submit their memes to the MDOT Meme Contest via the MDOT website.
8. Students will download images from MDOT website (right mouse click, save as) to create their meme. Teacher will then have students use a program installed on their computers that will allow their students to apply words to the image. (For example: Photoshop or Paint)

Resources:
Mississippi Department of Transportation Website (MDOT)
www.gomdot.com

You tube on Kids Raising Awareness with Memes
http://www.youtube.com/watch?v=_xZ8t3329Mc

Prezi on Using Meme's in Education (Provides some examples)
http://prezi.com/armj3gi9kz0h/using-internet-memes-in-the-classroom/

You Tube on Using Photo Shop to Create a Meme – Teacher Resource
http://www.youtube.com/watch?v=ucHEpBwpAkY

You Tube on how to use Quickmeme.com
http://www.youtube.com/watch?v=xRK6As4QHQ0