

Mememes motivate people to engage and act

Level: Intermediate (B1-B2)

Time: Approximately 90 minutes

Business topic: Finance and investment; communication and technology; popular culture; social media

Business language: Words for news and building stories; words and phrases for investment

Activities: Key words, understanding the text, business language, script reading, discussion, roleplay

Groups: One-to-one, pairs, whole class

Overview: This lesson is based on an article from a business news source. The article discusses how mememes have been influencing different markets and how they have had a particular impact on the financial industry, encouraging investors to use social media as a tool to inform on which shares to buy.

1. Warmer

- a. Put students in pairs and ask them to discuss the questions. Prompt if necessary: which types of content have they responded to and which tend to work best at capturing people's attention? How do the types of content on a personal and business account relate and differ to each other? Other types of media could include images and animations. Types of content might include personal stories; achievement of business and personal goals; and product and services promotions.

2. Key words

Key:

- | | |
|--------------|------------------|
| 1. evolving | 7. highlighted |
| 2. layout | 8. traders |
| 3. plot | 9. combined |
| 4. capture | 10. modest |
| 5. prominent | 11. fade |
| 6. followers | 12. appreciation |

3. Understanding the article

- a. Students decide if the sentences are true or false.

Key:

- | | |
|----------|----------|
| 1. False | 6. False |
| 2. True | 7. True |
| 3. True | 8. True |
| 4. False | 9. False |
| 5. True | 10. True |

4. Business Language

- a. Students complete the text with the words from the wordpool.

Key:

- | | |
|--------------|----------------|
| 1. layout | 4. perceptions |
| 2. evolved | 5. plot |
| 3. depicting | 6. shape |

5. Business Language

- a. Students match the words and phrases with their meanings.

Key:

- | | |
|------|------|
| 1. e | 4. c |
| 2. d | 5. a |
| 3. b | |

- b. Put the students in pairs, giving one the role of **Constance** and the other the role of **Acuzio**. Explain that students will be reading the conversation and completing the gaps with the words and phrases for investment. Read the scenario description and then invite the students to begin reading the conversation together.

Key:

- | | |
|-----------------|----------------|
| 1. acquisition | 4. share price |
| 2. market value | 5. trading |
| 3. investors | |

6. Discussion Questions

- a. Ask students to consider the questions and then ask for class feedback. Continue the discussion and ask students if they have seen a particularly successful meme or other types of online media that circulated

on the internet for a long time. What type of content was included? Why do they think it was so popular? Was it saying something about popular culture or current issues?

7. Wider business theme – Influential media

- a. Put the students into pairs, with one taking the role of **A** and the other the role of **B**. Explain that the students will be doing a roleplay involving a natural foods company (**A**) and a media services organisation (**B**). **A** wants to increase the company's number of social network followers and **B** has been hired to manage a communications campaign to help achieve that aim. Tell the students to read their role descriptions and to begin a discussion. Provide prompts if necessary: what is the key market likely to be and how might this influence content? Could the website and social networks be used together to create a great communications campaign? When students have reached an agreement, ask each pair to feed back to the group. Ask them to explain how they plan to approach the communications campaign and to give reasons for their choices.

Engage in further discussion with the class. Ask them if they follow any companies and if they enjoy seeing their content. What type of content do they see? Do they think they would do anything differently to improve the content? What type of media might they use instead? Does it prompt you to buy their product or services?