

The man who unwittingly became a meme

Level 2: Intermediate – Teacher's notes

Article summary: The article describes how a photo of a Spanish man became an internet meme with over two billion views.

Time: 60 minutes

Skills: Reading, Speaking, Writing

Language focus: Vocabulary

Materials needed: One copy of the worksheet per student

Key:

1. *False. It was taken in 2014.*
2. *False. His brother-in-law is a professional photographer.*
3. *True*
4. *False. Few people there knew about it.*
5. *True*
6. *True*
7. *True*
8. *True*
9. *False. He prefers to stay out of the spotlight.*
10. *False. Some people are surprised that it doesn't disturb him.*

1. Warmer

- a. The purpose of this activity is to introduce the topic and the idea of the enormous numbers of people who visit websites, including social media websites. The order given is taken from monthly statistics at the beginning of 2021. Google is way out ahead with over 90 billion hits a month, YouTube has around 35 billion and Facebook 25 billion, while Twitter, Wikipedia, and Instagram all have around six billion.

Key:

- | | |
|--------------------|---------------------|
| 1. <i>Google</i> | 4. <i>Twitter</i> |
| 2. <i>YouTube</i> | 5. <i>Wikipedia</i> |
| 3. <i>Facebook</i> | 6. <i>Instagram</i> |

2. Key words

- a. Ask students to do the exercise individually and then compare their answers in pairs or small groups.

Key:

- | | |
|-----------------------|---------------------|
| 1. <i>stand in</i> | 6. <i>shrug off</i> |
| 2. <i>satirical</i> | 7. <i>celebrity</i> |
| 3. <i>unwittingly</i> | 8. <i>spotlight</i> |
| 4. <i>meme</i> | 9. <i>brush off</i> |
| 5. <i>obnoxious</i> | 10. <i>depict</i> |

3. Comprehension check

- a. The answers given are only suggested answers and students may correctly answer the questions in different ways, e.g., in item 4 they may say 'Not many knew about it' or similar.

4. Key language

- a. Students could be asked to do this exercise individually and then compare their answers in pairs. Encourage them to check their answers in the text. You can also *take* a telephone call but *receive* doesn't work with *no notice*, so there is only one solution that uses all the words.

Key:

- | | |
|-------------|-------------|
| 1. <i>c</i> | 4. <i>e</i> |
| 2. <i>f</i> | 5. <i>b</i> |
| 3. <i>a</i> | 6. <i>d</i> |

5. Discussion

- a. Allow students time to note down their ideas about each statement and encourage them to say why they agree or disagree with each one.

6. In your own words

- a. The task could also be done as homework and students could then present their reports to the class.