



ORIGIN

SYMBOLS AND SIGNS

WORKSHEET AND ACTIVITIES

READ THIS SCENARIO AND RESPOND TO THE QUESTIONS:

SCENARIO

You were just hired for your dream job!

At your new company, your team members use a text-based project management tool that allows you to communicate quickly on a variety of topics without opening your email.

Immediately you see emojis and acronyms being used in the official communications between co-workers.

You use emojis sometimes in personal conversations and text messages, but you've never seen them used in the workplace. Several times during your first week on the job you have to search online to understand and interpret some of the conversations. While most of the communications are professional, a few are questionable.

A fellow employee in the office next to yours admits that they feel left out, due to their older age, as they are not familiar with the meanings behind certain emojis and how to use them in their appropriate context.

It's time for you to meet with your new supervisor to set goals and discuss policies. Should you bring up this issue?

QUESTIONS

Is this simply “the new way” of communicating; should you accept it and move on?

How might the company address this generational gap to ensure clear communication across all age groups?

What are some ideas you might suggest to prevent the alienation of a certain group?

Is there such a thing as neutral default emojis? Should company policy include refraining from using symbols to communicate?

Could communicating via emojis lead to misunderstandings? If yes, what types?

Want to take this activity a step further? Let's act it out!

Form small groups and act out this scenario, with each person taking on one of the following roles: the new employee, the confused coworker, the trendy texter. Act out your response and let's get some award-winning performances!

ACTIVITY:

CREATE NEW EMOJIS

IDENTIFY an emotion, idea or action that you want to convey with an emoji. Is it a new emotion? A cultural symbol? A universally experienced situation?

Use the space below to brainstorm:

WATCH these two TEDx Talks:



Emoji: The Language of the Future | Tracey Pickett | TEDxGreenville



From cave drawings to emojis: Communication comes full circle | Marcel Danesi | TEDxToronto

CONSIDER any new learning or insights you have after viewing these clips

READ The invention of emojis: A brief history

[Blog](#) /

The invention of emojis: A brief history

📅 September 30, 2022 🏷️ The Tech Industry

CONSIDER any new learning or insights you now have after reading this article.

BRAINSTORM and CREATE two or three new emojis. Remember that your problem-solving task is to design emojis that highlight inclusivity and remove caste biases as you consider and use all you have learned about hierarchies and emojis.

SHARE your new emojis with a team of people; include your rationale for creating each emoji and collect their feedback.



Emoji Name:

Rationale:

Feedback:



Emoji Name:

Rationale:

Feedback:



Emoji Name:

Rationale:

Feedback:

ACTIVITY:

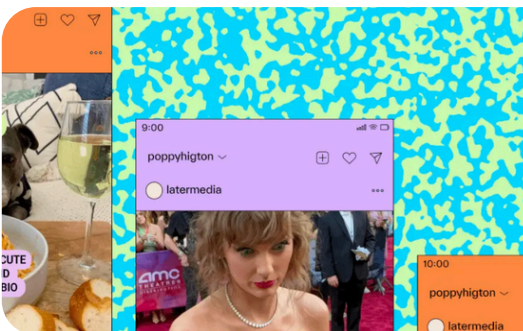
YOU MEME WHAT YOU SAY: EXPLORING, ANALYZING AND (RE)CONSTRUCTING MEMES

Similar to emojis, memes are more than just pictures; they grow, spread and mutate to send powerful messages through humor, in the forms of visual puns and wordplay. Visual puns are a type of humorous or clever representation that uses visual elements to create a double meaning or unexpected connection between images, relying on the viewer's ability to perceive both the literal and figurative interpretations simultaneously.

On the other hand, wordplay refers to the clever manipulation of words, phrases or sounds to create humor or a play on meaning. This can involve puns, anagrams, homophones or other linguistic devices that exploit the multiple meanings or sounds of words for comedic effect. Wordplay often requires the audience to engage with language in a creative and unexpected way. Beyond their humor elements, the power of a good meme lies “in its transmissibility and unique knack for being cross-cultural.” Memes should encapsulate culturally relevant content while being digestible and entertaining to various cultures.

PROCEDURE

SEARCH Later.com's “Trending: The Biggest Memes on Social Media Right Now” blog for memes that are currently trending on the internet.



Social Media Marketing Blog

Trending: The Biggest Memes on Social Media Right Now

SELECT two memes to analyze and deconstruct.

ANALYZE each chosen meme, asking: What humorous elements are being used? What kind of wordplay is being used? What visual puns appear in the meme?

Meme 1:

Analysis:

Meme 2:

Analysis:

ANALYZE the underlying message and cause of each chosen meme: Is each meme social commentary, relatability, parody or something else? Why is the message of each meme relatable to the audience during this time?

Meme 1:

Analysis:

Meme 2:

Analysis:

WATCH these two short videos:



I Accidentally Became A Meme:
Hide The Pain Harold



I Accidentally Became A Meme:
Disaster Girl

(RE)CONSTRUCT a meme by taking an existing negative meme and changing it to be positive and uplifting OR by creating a new meme.

SHARE your meme with a team of people and ask for their feedback.

Feedback:

QUESTIONS

How does the humor in the meme connect with audiences? How do different generations or cultures interpret the same meme differently?

How might humor transcend cultural, generational or language barriers in memes?

How can memes—with their wide reach and engagement—be used as tools for activism? How might humor help draw attention to important social issues?

How can humor in memes address serious issues while still respecting cultural diversity and sensitivities?
