



Short Syllabus



Course Title

Memes and Digital Culture

Lecturer

Dr. Inbar Kaminsky

Contact details

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Semester

Spring

Short Description

In his 1976 book, *The Selfish Gene*, evolutionary biologist Richard Dawkins coined the phrase *meme* as a replicator or a unit of imitation in order to explain how ideas, styles or behaviors spread from one person to the other within a single culture. However, the concept of meme has been reappropriated by the internet in order to define how image macros with a catchphrase spread virally, leaping from IP address to IP address (and from brain to brain) via a process that can generally be referred to as imitation. This course explores the growing significance of Internet memes and their influence on events in the physical world, from viral marketing to presidential elections, despite primarily operating within online spaces of social media.

Final grade components

Minor assignments:

4-5 short Moodle tasks in response to required readings (10% of final grade).

Midterm:

A 2-page essay (20% of final grade).

Final requirement:

A 5-6 page essay (60% of final grade)

Submission dates of final assignment are set by the university and the Liberal Arts program.

Extension requests can only be granted by the program's academic committee.

Participation:

Active participation in class is required (10% of final grade).

Attendance

Attendance is mandatory. Students are permitted a maximum of three unauthorized absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an



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exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.*

Final assignment

Exam dates and submission deadlines are published on the Liberal Arts website. Courses with a final exam also have a second make-up exam. Students requiring an extension for a final paper must submit an Academic Committee Request Form to the Liberal Arts office in advance of the deadline. Late papers will be subject to a point deduction.

Additional requirements

Please keep phones turned-off while in class.
