Section information
Fall 2017, Section 003
MWF 11:00am–12:00pm, WH 420
No final exam
University of North Texas
College of Liberal Arts and Social Sciences
Department of Memeology

Instructor information
• Name: Emily Huang

Course description
3 hours. Survey course of the study of memes: how memes are created, how memes spread, what makes memes viral and relatable, case studies of historically significant memes, and introduction to internet phenomena.

Prerequisite(s): None. Recommended next class on the memeology track: MEME 2300 – History of Memes to 2012 and MEME 2310 – History of Memes since 2012.

However, the Department of Memeology strongly suggests that you take our meme placement test to place out of MEME 1010 if this material is too simple for you. Contact Dr. Leroy Jenkins (Leroy.Jenkins@unt.edu), the Department of Memeology chair, if you are interested, or visit our website at https://meme.unt.edu/placement-test.

Required materials
• The World of Memes eText (2017) by Leroy Jenkins
• A computer and mobile device with which to meme – BRING TO CLASS
• Accounts on the following social media platforms: Facebook, Twitter, Snapchat, Instagram, Pinterest

About this course’s lecture
The Department of Memeology does not require attendance in any of its courses, but reserves the right to reward students that attend. All lectures will be recorded and uploaded onto Blackboard Learn. It is your responsibility to watch them as needed. All class-based discussion is considered extra credit; participation in them is required to earn the respective extra credit.

For MWF courses, Mondays will be used for lectures and Wednesdays will be used for social media meme chat sessions. There will not be class on Fridays.

For TR courses, the first 50 minutes of Tuesdays will be used for lectures and after that, class is dismissed. The first 50 minutes of Thursdays will be used for social media meme chat sessions.
**About this course’s projects**
Projects will be assigned on the very first day of class and are due at the last day of normal class (i.e. last day of class on dead week). As not every project is required to be completed, it is up to you to decide which projects you wish to complete, if any. You may conference with your instructor about the progress of your project, either after class or during their office hours. Your instructor will provide earnest feedback about your project so you can succeed. There is no reason you should receive less than a perfect score if you listen to the advice of your instructor. (This is a departmental policy and may be appealed to the department chair, Leroy Jenkins, if you believe your instructor has violated this policy.)

**Grading policy**
This class does not have a final exam.
- Online memeing session participation: **500 pts** maximum
- Memes That You Like Questionnaire: **200 pts** maximum
- Create A Meme Project: **300 pts** maximum
- Meme Compare and Contrast Project: **200 pts** maximum

Total points able to be earned: **1200 pts**

Points needed to earn a certain grade:
- **A** = >600 pts
- **B** = 500-599 pts
- **C** = 400-499 pts
- **D** = 300-399 pts
- **F** = 0-299 pts

Plagiarism isn’t hard to detect. English teachers use Turnitin, but we use Google. So just don’t.

**Schedule of lectures**
Remember that each Wednesday, you will be having meme sessions on social media. If a class is canceled Monday, there will also not be any class on Wednesday, except for Labor Day. Additionally, during project conferences periods, there will not be any discussions or lectures.
- **M 8/28**: Syllabus day (no meme session Wednesday – create your social media accounts)
- **W 9/6**: Ch. 1: Creation of memes — meme session on Friday
- **M 9/11**: Ch. 1: Creation of memes
- **M 9/18**: Ch. 2: Spread of memes
- **M 9/25**: Ch. 2: Spread of memes
- **M 10/2**: Ch. 3: Virality of memes
- **M 10/9**: Ch. 3: Virality of memes
- **M 10/16**: Ch. 4: Survey of all-time great memes
- **M 10/23**: Ch. 4: Survey of all-time great memes
- **M 10/30**: No class this week — Happy Halloween
- **M 11/6**: Ch. 5: Internet phenomena – Memes That You Like Questionnaire due
- **M 11/13**: Ch. 5: Internet phenomena
- **M 11/20**: No class this week — Happy Thanksgiving
- **M 11/27**: No lecture: Project conferences
- **M 12/4**: No lecture; Project conferences
Disruptive behavior
UNT is a smoke-free campus. As such, you are prohibited from vaping or smoking in class.

In addition, offensive memeing will result in a referral to the Dean of Students, possibly resulting in disciplinary action. Disruption of lectures will result in your ejection from that lecture, and any future disruptions will result in you being dropped from the course, with a referral to the Dean of Students, possibly resulting in disciplinary action.

Accommodation for students with disabilities
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Code of Student Conduct & Sexual Discrimination, Harassment, & Assault
The Code of Student Conduct can be found at www.deanofstudents.unt.edu. Renee LeClaire McNamara is UNT’s Student Advocate: e-mail SurvivorAdvocate@unt.edu or call the Dean of Students’ office at 940-565-2648. UNT’s Dean of Students offers a range of on-and off-campus resources: http://deanofstudents.unt.edu/resources_0.

Plagiarism and Academic Honesty
Writing assignments containing plagiarized material may be given 0 points and may lead to failure in the course and/or to disciplinary procedures established by the Vice President of the Student Development Office. Plagiarism and cheating are “categories of misconduct subject to discipline”: http://www.unt.edu/catalog/undergrad/policies.htm.

Campus Carry: Senate Bill 11 & Active Shooter Situations
UNT Campus Carry Policy: http://campuscarry.unt.edu/untpolicy. Questions about the policy, contact Ed Reynolds, UNT Chief of Police (Ed.Reynolds@unt.edu or 940-565-3010). All students should be aware of UNT’s guidelines for responding to “active shooter situations”.