

## Listening – Listen and fill in the gaps

Memes (1) \_\_\_\_\_ part of our life and popular culture, especially online. We know (2) \_\_\_\_\_ pictures that go viral on social media sites. People use them to make (3) \_\_\_\_\_ social and political comments. However, author Richard Dawkins, the originator of the word 'meme', is unhappy with the Internet defining (4) \_\_\_\_\_ "picture with words". Mr Dawkins coined the term 'meme' in his book 'The Selfish Gene'. He said (5) \_\_\_\_\_ that replicate and spread from brain to brain, much like genes. He never uses the word 'meme' to refer (6) \_\_\_\_\_ writing on it.

Universities (7) \_\_\_\_\_ courses on memes. Northwestern University started its Meme Studies course in 2011. Britain's Sky News says memes (8) \_\_\_\_\_ politics easier for young people. A Twitter user said: "Memes helped people understand (9) \_\_\_\_\_, and that having politics framed (10) \_\_\_\_\_ way makes it more [understandable]." Memes (11) \_\_\_\_\_ way for people to express their views during the 2016 U.S. presidential election. The vice.com website said: "Memes now (12) \_\_\_\_\_ power, influence and reach as the propaganda posters of yesteryear."

### USE THIS PHRASES TO COMPLETE

memes as - jokes or make - memes are ideas - were an important - to a picture with - in a different - help to make  
now offer degree - a meme as a - have as much - are a growing part - more complex ideas