

# The mimetic landscape of social media

- 1 a Study the infographic on the world's top social media influencers.



## MATERIAL

Instagram's most followed

[q-r.to/bfiiAU](http://q-r.to/bfiiAU)

- b Choose two celebrities that you know. Use the information given in the infographic as well as your background knowledge to take down brief notes on what these influencers do and why they are so popular.

celebrity's name:	information on what they do:

- c IN PAIRS: Introduce your two chosen celebrities to a partner. Discuss what makes them special and why people admire them.

- 2 You will watch and listen to a video about the impact social media has on our brains and mental health.

- a Before listening, take two minutes to study the tasks below.

You do not have to write complete sentences. Unless otherwise specified, name one aspect for each question.

- b While listening, complete the table on page 55.

- c IN PAIRS: After listening to the video twice, compare your results with those of a partner.

I. What is mimetic desire?

II. What is “an external mediator or desire”?

*(Name two aspects.)*

1.

2.

III. What is “an internal mediator of desire”?

*(Name two aspects.)*

1.

2.

IV. What is said about the dangers of external mediators of desire?

V. What desires are modelled on social media?

*(Name two aspects.)*

1.

2.

**3 IN CLASS:** Explain and comment on Burgis' statement.

“We need to understand the mimetic landscape of social media or else we'll become totally controlled by it.”