

AXE 4

UNIT 11

SHORT CUT

#SPREADTHEWORD

How have citizens used hashtags to make social and political change?



RISE UP!

YOUR PROJECT

You are the community manager for a non-profit organisation in the US. Start a digital campaign to defend your cause.



BEFORE CLASS!

Flash to watch!

Watch the video and be ready to talk about it in class!



VIDEO N°24



Au menu de cette unité :

DÉCOUVERTES CULTURELLES

- # Le « Hashtag activism » aux États-Unis
- # L'utilisation des réseaux sociaux pour promouvoir l'art
- # L'utilisation de Twitter

OUTILS LINGUISTIQUES

- # Les subordonnées de but (*in order to, so as to...*)
- # Les quantificateurs

1 Social Media, Social Changes

How have social media changed social relations?

1 #WhatLiftsyou

- A. Look at the picture and describe it. What do you think the artist's goal is?
B. Listen to [MP3 n°62](#) and take notes about the artist, her artwork and her main goal.
C. Why has the artist chosen to do street art and share it online?
D. **Have your say.** What do you think of this initiative?



@KelseyMontagueArt
#WhatLiftsYou

2 #Neveragain

- A. Listen to [MP3 n°63](#) and take notes about what happened in Parkland (date / place / people / actions / consequences).
B. Why did the students choose to use social media to organise the protest? What are the advantages compared to traditional forms of media?
C. **Have your say.** Do you think social media can help to bring change? Use the cartoon on the left to develop your answer.



HELP!

Nouns

- activism
- criticism
- determination
- pressure group
- walkout = strike

Adjective

- effective ≠ useless

Verbs & expressions

- campaign for/ against
- demand action
- regulate
- rise up = stand up / rise up against sth
- spread awareness

3 New ways to rally people

- A. Before reading, find general information about the document: type of text / topic / people.
B. Read the text. Explain what differences there are between protests today and in the past.
C. **Have your say.** Look at the cartoon (by British cartoonist Tom Gauld) on the left. What kind of activism is more efficient according to you?

From the Boston Tea Party, to the civil rights movement and Arab Spring, to Black Lives Matter and the North Dakota access pipeline, protests have shaped people's lives.

[Brendan] Dunn [a local activist] began participating in protests in 2003, before social media took over. He was bothered by how the world was evolving around him and wanted to do something about it. [...] Dunn said the biggest difference he sees today from protests 15-plus years ago is that there are more demonstrations, social movements and protests today than at any given time in history. The way they are organized has been ¹⁰ changed greatly by social media, but an entire movement no longer is headed by one person – such as the civil rights movement with Martin Luther King Jr. – being seen as the voice of everyone, he said. "There is this sense of direct democracy – decisions are made in a more democratic fashion," he said. "It's not the same as the older organizations, ¹⁵ where things were just decided from the top down or there's a hierarchy in place. There is more of a networking model of organizing. It's not just one leader, it's not just Martin Luther King coming as a savior. People, I think, are finally realizing that as great as Martin Luther King was, we are the change that we've been looking for."

Observer-Dispatch, 10 January 2017

2 Tweeting out Loud

How do citizens use Twitter?

1 What is Twitter for?

A. **Groupwork.** Each group member focuses on one hashtag and finds information about it (origin, goal, actions taken, etc.).

B. Tell your group members about what you have found. Get ready to report back to the class.

[Adbusters](#) @Adbusters · 30 Nov 2018

#BuyNothingXmas, the season-long continuation of #BuyNothingDay, is launching next week! Get ready to participate by not participating, to celebrate by rejecting the celebrations, and free yourself and your friends from the mass accumulation of garbage island.

1

 Mike Cool @Mcool86 · 12 Sept 2018

A visit to San Francisco is not complete without a trek to Mitchell's Ice Cream on San Jose & 29th!

2 #BestIceCream

 Alyssa Milano
@Alyssa_Milano

Follow

If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

4



[Sam Andrews](#) @Samandrews · 2h

When your sibling yells at you so you yell back, and they tell on you and they smirk at you behind your parents who are yelling at you because you woke them up.

#GrowingUpWithSiblings

5 Bruce @Bruce92 · 6 Jan

Thoughts & prayers going out to the Clinton Fire Department during there tough times.

#firefighter #firefighterlodd #iowafirefighters #firefighterheros

V

6



[Maya](#) @MayaJohn · 26 Feb 2018

Trayvon would've celebrated his 23 birthday a few weeks ago if he hadn't been gunned down today six years ago. It's terrifying that a Black boy can be profiled, shot, and his gunman found not guilty. But not impossible. In fact, probable.

#BlackLivesMatter

 Neil deGrasse Tyson
@neiltyson

Following

400,000: Americans who have died fighting in World War II.

400,000: Americans who died by household Firearms since 2001

#guncontrol

7

[Schoolasaurus](#) @SchoolasaurusUK · 3h

We should all be encouraging world leaders to do more about our future. We need to be thinking about a long term sustainable plan of action not plough ahead until the fish stocks, fresh air and fossil fuels run out. #globalGoals

#ClimateChangeIsReal

8



[Paul McCartney](#) @PaulMcCartney

V

Let's all take a moment to give thanks for the beautiful life of Aretha Franklin, the Queen of our souls, who inspired us all for many many years. She will be missed but the memory of her greatness as a musician and a fine human being will live with us forever. Love Paul

Aug 16, 2018

9



[Justin Trudeau](#) @JustinTrudeau

Following

To those fleeing persecution, terror & war, Canadians will welcome you, regardless of your faith. Diversity is our strength #WelcomeToCanada

28 Jan 2017

10

Fossey Gorilla Fund @SavingGorillas · 14 Jan

As we look forward to another year of protecting gorillas, we want to thank all of our generous supporters. YOU are the reason that endangered gorillas remain protected every single day. And together, we'll help more people and save even more gorillas in 2019!

11

V

Social Compassion @SCIL2015 · 2 Jan

#California becomes first US state to sell only rescued #animals in #petshops!

[Independent.co.uk/news...](#)

[Follow](#)

12



Suraj @saltysuraj · 3 Jul 2016

22 official languages, 1,652 languages spoken in total.

"Do you speak indian?"

#GrowingUpIndian

13

V



Emma Watson
@EmWatson

[Following](#)

12

Wonderful men out there. I'm launching a campaign - **#heforshe**. Support the women in ur lives and sign up here now! ❤

[heforshe.org](#)

7:44 – 21 Sep 2014

E! News @enews

Leonardo DiCaprio donates \$1 million to support victims of Hurricane Harvey:
eonli.ne/ZeGF67o

15

V

Stanford University

Stanford Women's Soccer @StanfordWSoccer · 10 Jan.

For the 2nd straight season, a Stanford student-athlete is the #1 overall pick in the @NWSL Draft. @tierna_davidson is headed to the Chicago Red Stars!

#GoStanford

16



Harvard Medical School @harvardmed · 17 Jan.

Communication and intervention are the keys to a new tool designed to reduce bullying of LGBTQ students

17

V

SRS @_UCSD @SallyRideSci · 21 Jan.

WATCH: Peggy Whitson @AstroPeggy spent more time in space than any other American. In an interview with @NBCNews, she looks back on her career and how 10 years of rejection by #NASA made her a better astronaut.

[Nbcnews.to/2Hg3...](#)

18

YOUR TURN! 2 Historical Tweets ↗

Choose a historical figure from the English-speaking world. Imagine a tweet he/she would have written.

Here are a few examples: Rosa Parks,

Al Capone, William Shakespeare, Ada Lovelace,

Amelia Earhart, Mary Shelley, John F. Kennedy,

Mahatma Gandhi, etc.

@ShakespeareOfficial

So lazy today... to get up or not to get up?

#ThatIsTheQuestion

V

@RosaParks

So the guy was like "Get up" and I was like "No" and then the cops arrived!

#ISitWhereIWant

V

AXE 4

115

● The Limits of the Internet

What are the limits of digital activism?

1 Culture jamming

- A. Read the text. Find general information about it (author, source, date, topic).
- B. What was the initial goal of #MyNYPD? What happened?
- C. Who are Jackson and Welles? What did they show?
- D. How would you define "culture jamming"?

HELP!

Verbs & expressions

- backfire
- boycott
- disparage / speak badly of
- distort the truth / deceive
- harass
- influence
- oppress
- undermine /ʌndə'main/

Nouns

- clicktivism /'kliktrɪvɪzəm/
- grassroots movement: mouvement citoyen
- smear campaign: campagne de diffamation

In April 2014, the New York Police Department started a social media campaign, asking its Twitter followers to use the hashtag #MyNYPD and tweet photos of themselves with police officers. A few folks participated, snapping and sharing pictures with officers at a Yankees game or Central Park.

5 But in a New York minute¹, the hashtag was hijacked². Twitter users suddenly started sharing their stories of brutality, misconduct, and shootings by police officers, tweeting them in images and words accompanied by the hashtag #MyNYPD.

Two Northeastern professors, Brooke Foucault Welles, a computational social 10 scientist, and Sarah Jackson, a scholar of social movements, were watching this play out on Twitter in real time. [...] Together, they decided to investigate how the hashtag was spreading.

Jackson and Welles created a network from a sample of 13,631 tweets that included #MyNYPD. They assumed the network would show that popular 15 accounts with large followings – such as mainstream media outlets and celebrities – were responsible for making the hashtag go viral. But instead, they found something unexpected.

"We saw a bunch of people we'd never heard of before – local community organizers, online activism accounts with few followers," Welles said. In other 20 words, not established social influencers with clout³, but regular people with a story they wanted to share. And these people were largely women and people of color.

In total, more than 100,000 messages with the hashtag #MyNYPD were posted to Twitter. The vast majority of these tweets were critical of the police – a complete reversal of the original intent of the campaign.

This is a type of media activism called "culture jamming," [...]. And Twitter was providing the perfect platform for people to engage in this tactic.

1 very quickly • 2 détourné • 3 influence

Allie Nicodemo,

, 9 May 2018

2 Everybody can have their say

- A. Look at the cartoon below and read the *Cultural fact*. Describe the cartoon and explain what it is about.
- B. What does the cartoonist want to show?

Cultural fact

On April 14, 2014, 276 schoolgirls were kidnapped from Government Secondary School Chibok by Boko Haram terrorists in Nigeria.



Matt Bors, American cartoonist, 2014

YOUR PROJECT

You are the community manager for a non-profit organisation in the US. Start a digital campaign to defend your cause. ↗

LANGUAGE LAB



- Unit's vocabulary
- Audio words
- MP3
- Interactive Test

- ★ 1. Fill in the blanks with *little, much, many or few*.**
- A. He's busy campaigning and he has ... time to update his Internet page.
 B. She has ... more followers than last week.
 C. There seems to be ... media activism these days.
 D. ... people can do a lot of damage.
 E. There is ... interest in his disparaging comments.
 F. ... Twitter followers are also media activists.
 G. His actions were supported by ... nonprofit organisations.
 H. There are ... people motivated by his actions.

★★ 2. Match these 5 idioms with their definitions. Then use them in a sentence.

- | | |
|--------------------------|--------------------------------|
| A. Make your voice heard | 1. = make a choice |
| B. Make up your mind | 2. = have a significant impact |
| C. Make waves | 3. = express your opinions |
| D. Make a difference | 4. = to be very active |

★★ 3. Read the following adjectives and classify them.

sorrowful • determined • dejected • outraged •
 strong-minded • downhearted • indignant • resolute •
 vocal • shocked • outspoken • frank • grim • furious

Sadness	Strength of will	Honesty	Anger
...

★★★ 4. Transform the following sentences as shown in the example.

She studied at MIT in order to become more competent.
 → She studied at MIT so that she might become more competent.

- A. They called the community manager in order to ask him to publish their pictures.
 B. They created this hashtag in order to defend women's rights.
 C. He exposed the fake news in order to let people know the truth.
 D. She told Franck in order for him to be aware of the problem.

★★★ 5. Fill in the blanks with these words.

subject • social networking • content • trending • users • expanded

The hashtag has become a key part of ..., allowing ... to access the latest ... about one key ... at the tap of a button. It has ... onto Facebook, Instagram and Tumblr, been featured in songs and has allowed a much greater analysis of ... subjects.

6. Interactive test! What is your score?

OPEN YOUR EARS!



PHONOLOGY

• La prononciation du -ed

- Écoutez et classez les mots suivants dans le tableau. **MP3 n°64**

pitched • dejected • asked • recorded • tried • added • turned (out) • wanted • used • launched • tagged • adopted.

/t/	/d/	/ɪd/
...

• Déduisez les règles de prononciation du -ed.

- Quand -ed suit une consonne sourde (pas de vibration des cordes vocales), on utilise sa forme sourde ...
- Quand -ed suit une consonne sonore (vibration des cordes vocales) ou une voyelle, on utilise sa forme sonore ...
- Quand -ed quit un [t] ou un [d], on utilise la prononciation ...

AUDIO MYSTERY

- Listen and follow the instructions. What is the keyword? **MP3 n°65**



Picture challenge

★ 3 sentences

★★ 4 to 6 sentences

★★★ 7 sentences and +

How many sentences can you write about this picture using what you've learnt? Collect as many stars as possible!

