



The Branding of Culture

Lesson plan

Starter activity	Learning objectives
<p>Word association:</p> <p>Begin with a few names of countries (that are likely to be well known to students) on the board. Ask students to list what each country makes them think of – this could include ideas, products, food, stereotypes, etc.</p>	<ul style="list-style-type: none"> To identify some common ‘brands’ and stereotypes associated with nations. To analyse the ways in which nations and cultures are branded. To reflect on the branding of your own culture or country.
Main activities	Resources required
<p>As a class, watch the video in Step 1.9 (Case study: Branding Thailand) and take notes. Then watch the Thailand campaign video linked in the ‘See Also’ section.</p> <p>Divide the class into small groups. Each group will perform research and develop a case study of another country of their choice which each group will present to the class. Each presentation should include either a tourism video or advert, and answer these questions:</p> <ul style="list-style-type: none"> What is the message that the marketing is attempting to create about the location? Who is the marketing aimed at? To what extent does the marketing reflect the reality of the location? <p>Each group then presents their tourism video/advert/images to the class and explains how the specific nation is branded to the class.</p>	<ol style="list-style-type: none"> Devices for watching videos and performing research. Pens, paper and materials for presentations. <p>Assessment for Learning Group presentations and reflective paragraphs.</p> <p>Differentiation SEND: Videos have subtitles. Low ability: Peer-learning. Gifted and Talented: Peer-teaching.</p> <p>Plenary Students write a short reflective paragraph answering the following questions:</p> <ul style="list-style-type: none"> How do you view the products of your own culture or country? Consider what products you either take with you when you go abroad, or products you miss when you are away from home. Why do you feel this way and what associations do you have with these products?