

## **Lesson plan for exploring cultural differences**

### **Content Objectives**

1. SWBAT list in what ways people from one culture can be different from people from another culture.
2. SWAT identify the content and conflict in a piece of commercial ad and complete the relevant graphic organizer.
3. SWBAT describe and write down the possible impact of cultural differences on interpersonal communication.

### **Language Objectives**

1. SWBAT describe how they and their classmates are same or different in appearance, native country, and language spoken.
2. SWBAT describe which aspect of cultural differences is mentioned in the commercial ad.

### **Introductory Activity**

Each student has four stickers. Students write their names down on all four stickers. On each of the four stickers, students also write down their eye color, country where they come from, languages they can speak, and lucky numbers in their home culture. Students walk around, find out one classmate who has the same answer, and exchange the sticker with him or her. In whole class, students talk about:

1. Whose stickers they've got? In which aspects do both of them resemble?
2. How are they different from their shoulder partner or one specific classmate?
3. Besides the four aspects, how might people from one culture differ from people from another culture in terms of behaviors, beliefs, and values, etc.?
4. Does these differences facilitate communication or create misunderstanding?

### **Lesson Activities**

1. Teacher summarizes students' responses. Explain to students that in this lesson they will explore cultural differences and their impact on interpersonal communication.
2. Divide students into five groups. Pass out graphic organizers. One group has one graphic organizer to work on. Tell students to keep in mind what should be filled out in the graphic organizer as they watch a clip of video in their group.
3. Play the subway episode of the commercial ad "HSBC Funny Culture ads" (<https://www.youtube.com/watch?v=GOHvMz7dl2A>). Model how to fill out a graphic organizer based on this ad.

4. Each group watches one of the five episodes in the commercial ad “Series of HSBC Ads about Culture” (<https://www.youtube.com/watch?v=ALWwK7Vz4gY>).
5. Students in each group discuss the content of the ad they’ve watched, the problem mentioned, and the reason why the conflict occurs. Then, students fill out the graphic organizer.
6. Students in each group play the clip of video they watched and orally present their graphic organizer.
7. Bring class together. Students draw on the ad they watched, their personal experiences, books or articles they’ve read and discuss the role of cultural differences in communication.
8. Journal writing as assignment. Ask students to write how two cultures might differ from each other and the impact of cultural differences on communication.