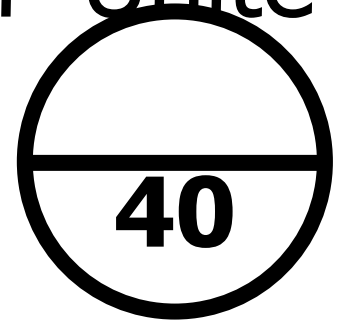


# Symbols Which Unite

## - Flags



First Name Surname  
Admin number  
8 A B C J L M  
Day Month Year

- What qualities / characteristics of the people, culture, religion, etc. are represented in the flag?
- Is the symbolism easy to interpret? Motivate your answer.
- Is the flag easily recognizable at a distance? (Evaluate the visual effect of the design: use of bold colours and simple / geometric shapes.)

### 1. UNITED KINGDOM \ GREAT BRITAIN



The **Union Jack** ✓ shows the flags of the four nations who make up the people in the country. ✓

Cross of St George = White & Red = + = England (white) ✓

Cross of St Andrew = White and Blue = X = Scotland (blue) ✓

Cross of St Patrick = Red = X = Ireland (red) ✓

Wales = Red Dragon ✓

No. ✓

Unless you know the history it is impossible to recognise the individual flags inside the design. ✓

Yes. ✓

The flag is so well-known and the lines so unique that it is difficult to see how it can be confused with any other flag. ✓

### 2. UNITED STATES OF AMERICA



The **Stars & Stripes** ✓ or **Star-Spangled Banner** show the history of the USA.

The 13 red and white stripes represent the original Founder Colonies ✓ while the 50 white stars symbolise the current 50 States ✓.

No. ✓

The red, white and blue stands for democracy, ✓ but the history must be learnt. ✓

Yes. ✓

The combination and position of the stars and stripes on the flag is easily visible, even if other flags resemble it. ✓

### 3. ISRAEL



The flag represents the Jewish faith. ✓

White & Blue are the colours of the Talmud (Holy Book), the blue stripes are from the Tallit (prayer shawls) Jewish men wear to the Synagogue and the Star of David is an ancient and uniquely Jewish religious symbol.

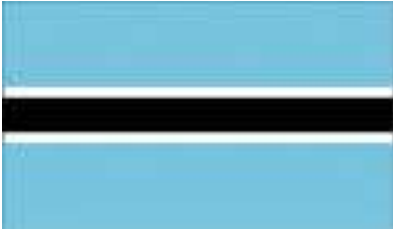
Yes, ✓

The Star of David is used by Jews to declare their religion. ✓

Yes. ✓

Not many flags have this colour combination and the star is unmistakable. ✓

#### 4. BOTSWANA



The flag shows the peaceful nature of the country and the racial harmony between its' people. ✓

Yes. ✓

The pale blue which is different from the deep blues used in other African flags, represents their dependence on rain water as the country is dry. ✓ It is the colour associated with

peace. ✓ The black & white stripes show the people living in harmony next to each other. This is also a slightly different use of the colours which usually represent the people and peace respectively. ✓

Yes. ✓

There is only one other African flag using pale blue, ✓ but Somalia's flag has a central white star. ✓

#### 5. TANZANIA



The flag is a combination of the flags of Zanzibar and Tanganyika. ✓

As with most African flags the symbolism is:

Black = People ✓

Blue = Indian Ocean ✓

Yellow = Gold Mines ✓

Green = Agriculture ✓

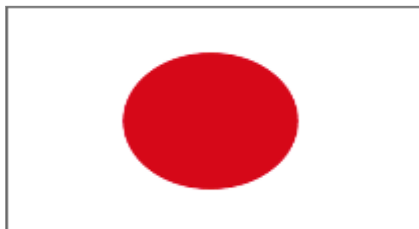
Yes. ✓

It is a typical African flag, so the meanings can be easily deduced. ✓

No. ✓

Because it uses a colour combination that is typical of so many other flags (including our own flag), it can be mistaken for another country's flag. ✓

#### 6. JAPAN



The flag is called **Nisshōki** ✓ (sun-mark flag) or more commonly **Hi no maru** ✓ (circle of the sun).

In the Shinto religion red means life, ✓ so the red disk represents the sun ✓ as our source of life. Japan is the **Land of the Rising Sun** ✓ because of the position of the international date line.

No. ✓

Unless you know what the WWII Naval Ensign looks like, the symbolism is very non-specific. ✓

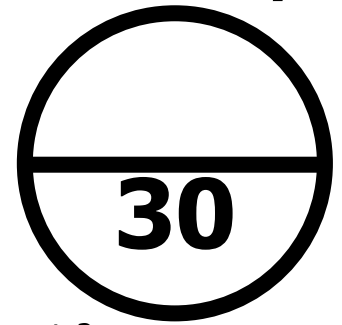
Yes. ✓

This is the only flag with the combination and ratio ✓ of colours and it has no lines to confuse you. ✓

# Symbols Which Identify

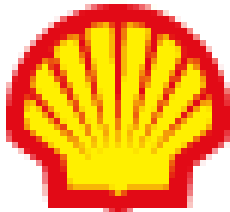
## - Logos

First Name Surname  
Admin number  
8 A B C J L M  
Day Month Year



- Name of the organisations/companies represented above.
- Identify the specific field of concern (work they do) of each.
- How is this image suitable/unsuitable for the product/service it represents?

1.



Shell ✓

They sell petrochemicals or petroleum products. ✓

It is suitable, ✓ because although fossil fuels are organic, the logo is a scallop shell ✓ called Pecten ✓ and shows the company history and the name. ✓

2.



Telkom South Africa ✓

They supply access to telecommunication like telephones, internet and faxes. ✓

It is suitable ✓ because the logo looks like a telephone keypad or cell phone. ✓

3.



Macdonald's Fast Food Restaurants ✓

They sell take-away burgers and milkshakes. ✓

It is not suitable ✓ because it shows the history and architecture ✓ of the chain and does not show the product, but is so widely known that we associate the logo with the product. ✓

4.



NIKE ✓

Very well-known suppliers of sports equipment and clothing.

It is suitable ✓ because the Swoosh is a tick which means approval ✓ and the slogan - **Just Do It** - inspires you to do your best. ✓ It is even more appropriate

when you add that the name comes from the Greek goddess of victory ✓.

5.



ESKOM ✓

The company provides electricity throughout southern Africa. ✓

It is suitable ✓ because the stylised lightning bolt ✓ reminds us of the way we draw electricity on warning signs.

6.



Coca-Cola ✓

Manufactures and distributes soft drinks. ✓

It is suitable ✓ because the Spencerian font and unique bottle shape can only be used by one company. It is known throughout the world ✓ to be a refreshing drink which is shown with the ice and condensation. ✓

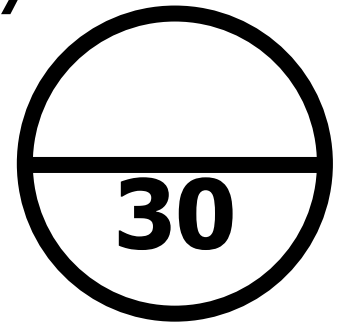
# Personal & Cultural Symbols

First Name Surname

Admin number

8 A B C J L M

Day Month Year



- Name of the religion/belief system represented by the symbol.
- Identify the key aspects of what the group stands for.
- Is the symbolism easy to interpret? Motivate your answer.



## 1. Yin Yang

Taoism ✓

The balance ✓ in the duality of everything in nature. Good & Bad, Masculine (YIN) & Feminine (YANG), Night & Day, Hot & Cold.

Yes. ✓

The two halves are equal. ✓



## 2. Star of David

Judaism ✓

Kosher Mark ✓ on food to show that it contains no pork. ✓

Yes. ✓

The symbol is uniquely Jewish and associated with religious traditions. ✓



## 3. Crescent Moon & Star

Islam ✓

Halaal Mark ✓ on food to show it was prepared according to the rituals and laws of the Muslim faith. ✓

Yes. ✓

The symbol is widely used (flags) and known to represent Islam. ✓



#### 4. Christian Cross

Christianity ✓

Symbol of eternal salvation through belief in the sacrifice of God's Son on the cross. ✓

Yes. ✓

The symbol is widely used and known to represent Christian religious beliefs. ✓



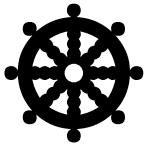
#### 5. Aum

Hinduism ✓

This symbol represents the most sacred Hindu sound ✓ (used in meditation) and includes the whole universe and all levels of being. ✓

No. ✓

The symbol is well-known, ✓ but the full meaning may not be clear to people unfamiliar with the practices of Hinduism. ✓



#### 6. Dharmachakra

Buddhism ✓

The symbol is an 8 spoke wheel ✓ which shows the paths of Buddhist enlightenment and re-incarnation. ✓

No. ✓

The symbol is less well-known ✓ and therefore could be mistaken ✓ for a ships' helm (steering wheel.)