



The ***Against Racism*** logo featured in the film joins the NCCRI (National Consultative Committee on Racism and Interculturalism) and the flag of the European Union. www.nccri.ie and www.europa.eu/index_en.htm

Fairtrade is an organisation that advocates fairer prices and improved social and environmental standards for workers around the world, especially in developing countries. Fairtrade strives to alleviate global poverty and promote sustainability. www.fairtrade.ie

Sport Against Racism Ireland (SARI) supports and promotes cultural integration and social inclusion through sport. SARI is a not-for-profit organisation with charitable status that was set up in July 1997 as a direct response to the growth of racist attacks from a small but vocal section of people in Ireland. www.sari.ie/sarisite/Who_We_are.html

TEAM SPIRIT

IDEAS AND ISSUES TO EXPLORE WITH YOUR CLASS

LOGOS

Use the scenes in *Team Spirit*, where the scoreboard is shown and the Against Racism, SARI and Fairtrade logos are in the background.

CLASS PROJECT

Your class might explore some of the following:

- What is a logo? What is the purpose of a logo? (to inspire product recognition, admiration, loyalty)
- Where do we see logos? (products, sports clubs, organisations, restaurants)
- How many logos can the children think of?
- Are there any similar qualities that logos often have? (design/size/colour)
- What is the difference between a logo and an ideogram? (a logo is a graphical element whereas an ideogram is a graphical symbol or pictorial representation)
- What is the difference between a logo/slogan/motto? (a logo is a graphical element, a slogan is a verbal/written phrase and a motto is a saying used to convey the ideals/objectives of a group)
- Design a logo/motto for a school kit.
- Design a logo/motto for anti-racism/integration.
- How many logos did the children notice in the film? Do the children know anything about the logos they saw?
- Explore other recognisable logos of organisations working to relieve hardship in Sudan:

–The World Food Programme www.wfp.org/english

–The United Nations www.un.org and the United Nations Refugee Agency www.unhcr.org

–The Irish Red Cross www.redcross.ie and The International Committee of the Red Cross www.icrc.org. Children could read about the history of the emblems (red cross, red crescent and red crystal) here: www.icrc.org/Web/Eng/siteeng.nsf/htmlall/emblem-history

–UNICEF www.unicef.org. Here children could listen to Sudanese hip-hop artist (and former child soldier) Emmanuel Jal, talking about his experiences and rapping about reconciliation.



**Show
Racism
the
Red
Card**

- The logo on the Bashers' kit is reminiscent of a skeleton. Why might the team choose this image? Are they trying to instil fear into their opponents? See 'Feelings and Emotions' section for additional/subsequent lessons.
- The Rockets' logo is similar to one of the logos. Which one? (SARI) Why do the children think that they may have chosen this specific logo to base their kit on?

COMMERCIALISM IN SCHOOLS

It has become common practice in Irish commercial sectors to offer special 'schemes' for school communities, whether it is 'free' computers, 'free' posters or 'free' sports equipment. In many cases, children and schools become the advertising tool that businesses use to get consumers to become loyal to their brand name or product. Established in 2005, the Campaign for Commercial Free Education (CCFE) is an Irish organisation opposing commercial marketing strategies that target children or schools. The association aims to raise awareness about product placement in schools. The CCFE argue that commercial schemes represent 'exploitative advertising, pressure on parents and a distortion of schools' educational mission' and they have evaluated a number of prominent schemes. Research has shown that in order to receive a 'free' football in one such scheme, consumers must spend €3,950 on shopping, whereas the average retail price for the ball is approximately €18. September 2008 saw thirteen schools awarded by CCFE and the INTO for their efforts to become commercial-free schools.

Get involved or find out more information about the organisation and other commercial schemes by accessing their website

www.commercialfreeeducation.com

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