

Landesmuseum Zürich. SCHWEIZERI
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ALE SVIZZERO. MUSEUM NAZIUNA
L SVIZZER.

Swissness – Tradition and Innovation

School
materials
for digital
teaching



Landesmuseum Zürich.

“Swissness – Tradition and Innovation”

Worksheets | Secondary Level I

Contents

WS 1: Identity
WS 2: Products
WS 3: People and mythological characters
WS 4: Tourism
WS 5: Values

Solutions



Credits

Concept and content

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Title image: Poster. Swiss National Exhibition, Zurich, May to October. Wolfsberg

Good to know

Worksheets

The school level for the worksheet (WS) is given purely as a suggestion. The degree of competence of an individual class determines whether worksheets can actually be offered. The introductory paragraphs in boldface give a brief summary of each worksheet's contents.

WS	Title			
		Int.	Sec. I	Sec. II
1	Identity		X	
2	Products		X	
3	People and mythological characters		X	
4	Tourism		X	
5	Values		X	

Legend

Int. intermediate, years 4–6
Sec. I secondary I, years 7–9
Sec. II secondary II, years 10–13

Guided Tour

Intermediate level | secondary levels I and II



Swissness – Tradition and innovation

Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. Which products and symbols help to shape Switzerland's image? The tour focuses on selected objects illustrating Swiss myths, Switzerland's image abroad, and the Swiss self-image.

Duration: 1 hour

Tours for Swiss schools are free of charge but should be booked in advance.

Information & registration

Landesmuseum Zürich

Mo–Fr 09.00–12.30 | +41 44 218 66 00 | reservationen@nationalmuseum.ch

- » Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. But what does “Swissness” actually mean? And what do all Swiss have in common?

Origins of a common identity

Switzerland is a small country with four national languages. Its people have different religions, ways of living, aspirations, and worries. Immigration and emigration are constantly changing the population's composition – as does migration from town to country and vice versa. Switzerland has always been defined by these differences within a greater common whole. Briefly, this is how Switzerland came into being: In 1848, cantons that had previously been independent came together to create a federal state. New nation states were being formed beyond the borders of Switzerland as well. The modern federal state standardised certain aspects like the postal system, customs, revenue, and law. However, the individual regions of Switzerland still differ in many ways. What unifies them all is their longing for a shared history.¹

The democratic system that came into being through the Swiss Constitution of 1848 is based on various different models. There are conspicuous parallels with the constitution of the USA, which is another country that was formed by independent states coming together to form a federal state.²

- ① Barack Obama was president of the USA from 2009 to 2017. In an interview he said that globalisation, technology, and migration were causing a clash of cultures and that the important thing in such a situation was to unite society rather than divide it.

a) Read this related quote by Barack Obama.



“We are a species that tells one another stories.
I think it is one of the tasks of our political leaders to tell a better story about all the things that hold us together as nations. And America is unique in that respect because it has to bring together all these completely different elements – we are not a homogeneous people, a uniform tribe. People didn't arrive here all at the same time. What holds us together is an idea, and that's a story about who we are and what we care about. And I want to ensure that it stays that way.”³

1) School materials “Ideen Schweiz”, Swiss National Museum, 2016, p. 3: <https://www.landesmuseum.ch/landesmuseum/schulmaterial/ideen-schweiz/ideen-schweiz-unterlagen-fuer-schulen.pdf>

2) Hediger, S. (...) & Widmer, G. (2017). Gesellschaften im Wandel: Geschichte und Politik, Sekundarstufe I. (1st ed.). Zurich, Switzerland: Lehrmittelverlag Zürich

3) Translated from www.piqd.de/reportagen/literatur-als-argument-gegen-eine-zynische-weltsicht-barack-obama-als-leser

- b) According to Barack Obama, what holds a highly heterogeneous society together? Explain in your own words.

- c) Your class is also made up of a wide variety of different people. All of you have a different past. Some of you might come from different countries of the world and you have different native languages and probably very different interests too. What holds you together despite these differences? What shared story unites you as a class and perhaps bonds you together?

- d) Does Obama's quote apply to Switzerland too? Give your reasons.

Switzerland as a brand

Switzerland on the label, Switzerland inside?

The story of “Swiss Label” begins in the economic crisis of the period between the two world wars. The crossbow was chosen as the official seal of quality in 1983 and became popular with the public. As the symbol denoting “Made in Switzerland”, it became firmly entrenched in the Swiss self-image in the twentieth century. In the early twenty-first century, many Swiss companies used the concept of “Swissness” to advertise their products with allusions to national symbols.⁴

Meaning

Although Switzerland has four official languages of its own, “Swissness” was taken from English. However, it is a faux Anglicism. In other words, although it sounds like an English word, it doesn’t really exist in English. Other examples of such words are beamer (for a video projector) and handy (meaning a mobile phone). People in western Switzerland also use the word “suissitude”. The purpose of the term is to advertise Switzerland as a brand and associate it with desirable properties which claim to be typical of Switzerland and which are effective abroad as well.

Definition

When is a cheese a Swiss cheese? It wouldn’t be Switzerland if the country hadn’t established very detailed rules for allowing the “Swissness” label to be used in advertising. The Swissness Regulation about the use of labels claiming Swiss origin went into force in 2017. The following criteria have to be met in order to claim a product is Swiss in origin:

- Natural products: Must be harvested in Switzerland
- Food products: At least 80% of ingredients by weight must come from Switzerland. In the case of milk and dairy products it must be 100% of the milk.
- Manufactured goods: At least 60% of production costs (including research and development costs) must accrue in Switzerland.
- Services: The company must have its headquarters and its true administration in Switzerland.

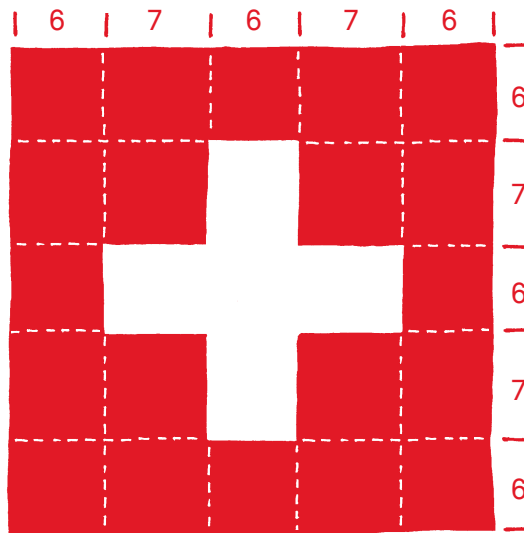


4) “Schweizerisches Ursprungszeichen” (Swiss Label), in: Historisches Lexikon der Schweiz: <https://hls-dhs-dss.ch/de/articles/048949/2019-10-28/>

5) www.blw.admin.ch/blw/de/home/instrumente/swissness.html

Criss cross

Even the shape of the Swiss cross is precisely defined. The vertical arms of the cross are one-sixth longer than the horizontal ones – a 7:6 ratio. The Swiss flag has a special shape: Unlike the flags of other countries, it is square rather than rectangular.



By the way, the red colour of the coat of arms and logo was not defined until 2008. Before that, there was no uniform colour.⁶

e.g. on coins, locomotives, and car number plates

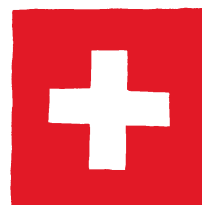


Swiss coat of arms

The coat of arms of the Swiss Confederation is a symbol of the power and dignity of the state.

It is a protected trademark.

Private companies are not allowed to use it.⁷



Swiss cross

The Swiss cross may be used only for products and services that fulfil the criteria for claiming Switzerland as their place of origin. It may not be used for products and services from abroad.⁷

6) www.eda.admin.ch/eda/de/home/das-eda/umsetzung-aussenpolitik/landeskommunikation/corporate-design-landeskommunikation/geschuetzter-bereich-cd-prs/willkommen/corporate-design-der-landeskommunikation.html

7) Source: www.markenrechte.ch/swissness



- ② a) How much “Swissness” is in your home? What food packaging, clothing labels, or toys can you find in your home with the Swiss cross or some other kind of “Swiss Label”?

- b) Some companies, brands, and musicians use the word “Swiss” or variants of it in their names (for example, the watch brand Swatch is a combination of Swiss and watch). Do you know any more examples?

- c) Why is it necessary to define “Swissness” so precisely?

>> Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. Which products and symbols help to shape Switzerland's image? And why are they so popular?

- ① For many people, the terms "Swiss made" and "Made in Switzerland" are a reason to buy a particular product.

a) Which Swiss products are known outside Switzerland? Name at least five products.

b) Why is it in the interest of companies to label and advertise their products as "Swiss made"?

c) In the case of which products do you personally think it's important that they come from Switzerland? Give your reasons.

d) What arguments can you find in favour of buying Swiss products? What arguments can you find against? Make a list of the pros and cons.

Pro

Con

2 Products



- ② In this section you will find three products that are frequently associated with Switzerland. How well do you know them? Test your knowledge.

Cheese

Cheese is a food consisting of protein, fat, water, and salts. For a long time, dishes made with cheese or milk were staple foods only in the Alpine regions of Switzerland. Not until the nineteenth century did cheese find its way onto the menu in all parts of the country. Swiss cheese is also popular abroad. Today, Emmental and Gruyère cheese are the most popular Swiss cheeses on the export market.

How many kilograms of cheese do you think each person consumes per year in Switzerland?

How many kinds of Swiss cheese do you know? List them.

What typical Swiss cheese dishes do you know?

Why is cheese typical for Switzerland?

Watches

Every hour has 60 minutes and every minute has 60 seconds. We have to be able to rely on watches so that everyone has the same notion of time. This is why watches are symbols of reliability, punctuality, and consistency.

Who brought the watch industry to prominence in Switzerland?

- ☐ General Guillaume Henri Guisan in the nineteenth century
- ☐ Catholic priests from the Vatican
- ☐ The astronaut Buzz Aldrin
- ☐ Protestant religious refugees from France

2 Products



Which Swiss watch brands do you know? Do you also know where they are made?

What do you use to keep track of time?

- ☐ I wear a wrist watch.
- ☐ I have an alarm clock.
- ☐ I use the clock on my smartphone.
- ☐ Other:

The Swiss franc

After the founding of the federal state, Swiss franc coins were introduced in May 1850. Before that, there had been several hundred different coins in circulation that had to be exchanged at the borders to each canton. The appearance of the coins has barely changed since their introduction. They, too, stand for consistency and stability to some extent.

The history of the bank notes is very different. The series that was introduced in 2019 was the ninth. Swiss francs are not in circulation in any other country in the world, which makes the currency especially Swiss.



Coin. Swiss Franc, 2 CHF, obverse and reverse. 1860. Wikimedia Commons.



Coin. Swiss Franc, 2 CHF, obverse and reverse. 1995. Wikimedia Commons.

2 Products



What criteria (types of presentation / figures / elements) do you think a currency has to meet in order to be a good fit for the country? What are the most important things that should be shown on notes and coins?

Choose a country, list the criteria, and give your reasons.

Country:

Criteria:

Design a new currency (coins, bank notes, or something completely different) according to your own ideas. What identity or nation does it represent? Share the result with your class.

- ③ Advertising uses ingenious strategies for marketing products. Advertisements for “typically Swiss” products are no exception. The principle of storytelling comes into play here. In other words, advertisements often tell the story behind the product. In this way, they try to link the product with Swiss identity and tradition.

a) Watch the following commercial for Appenzell cheese.

<https://youtu.be/9HFW5kQQhm0>

b) The commercial uses various elements that can be associated with Swiss identity and the traditions of Appenzell: Hammered dulcimer, traditional dress, and the actions of the three men... What do these elements allude to? Can you find additional elements?

Example

Elements

Hammered dulcimer music

Meaning

The sound of the instrument, which is popular in Appenzell, creates a sense of home.

c) What does the commercial try to convey to viewers?

- >> **Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. Why do these figures stand for Switzerland? What makes them special?**

Symbols and myths help us to talk about Switzerland and its role in the world: Who are we? Who do we want to be? How do we interact with one another? People are especially effective as means of getting abstract ideas across. Whether or not they ever actually lived is not always important.

Mythological characters

For a long time, William Tell was a legendary figure whose impact did not end at the Swiss borders. He embodied ideals like sturdiness, health, strength, bravery, and courage.

Helvetia can be regarded as the female counterpart to William Tell. Helvetia is especially adaptable and has been portrayed with different appearances and roles. Unlike William Tell, there is no biography of her – only the story of the many different ways in which she has been represented.²

- ① Select two of the portrayals on the following two pages.

a) What role is Helvetia playing in the images you chose?

Selection 1:

Selection 2:

b) What characteristics does she have in the pictures?

b) Compare the two portrayals and find similarities and differences.

Similarities

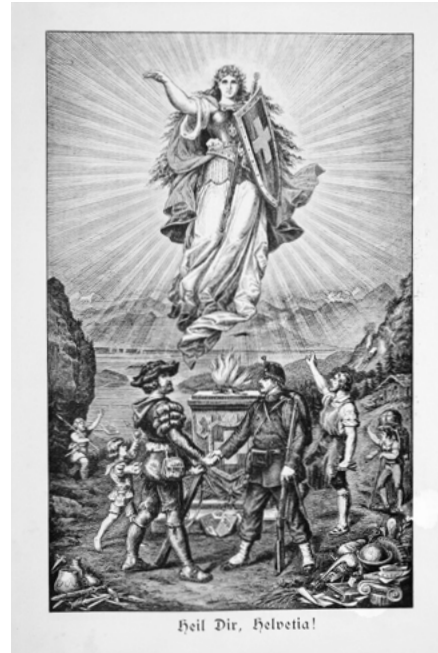
Differences

1) School materials "Ideen Schweiz", Swiss National Museum, 2016, p. 11 www.landesmuseum.ch/landesmuseum/schulmaterial/ideen-schweiz/ideen-schweiz-unterlagen-fuer-schulen.pdf
2) "Helvetia (Allegorie)", in: Historisches Lexikon der Schweiz: <https://hls-dhs-dss.ch/de/articles/016440/2014-10-13/>

3 People and mythological characters



Photograph. Helvetia with lance, flowers in her hair, and shield bearing the Swiss coat of arms. Johannes Meiner. 1896.



Graphic print. "Hail, Helvetia!" William Tell and a boy greeting an 1889 territorial soldier in front of the Altar of the Fatherland at Vitznau on Lake Lucerne. Appearing in the bottom corners are items representing early Switzerland and the nineteenth century. Helvetia floats above the scene as the protectress of Switzerland. 1889.

Graphic print. Motif appearing on the National Festival postcard from 1915: Helvetia leads a group of refugees through the snow while soldiers look on. Charles Henri van Muyden. 1915.



Postcard. Helpful Helvetia. Scene with soldiers on active service 1914–1918. Richard Salomon Weiss. 1915.



3 People and mythological characters



Lithograph. Print commemorating the occupation of the border, 1914/15. Swiss General Staff at a fortified section of the Jura border below the armed Helvetia in an aureole. 1915.



Postcard. Helvetia and girls in traditional Swiss cantonal dress walking along an S-shaped path. 1930–1965.



Left: Colour print. Woman in a trouser suit holding a cross-bow and a naked baby. Grundflum. 2004.



Right: Women federal councillors with Helvetia. Photographed on the occasion of the regular extra muros session of the Federal Council in the Zurich National Museum, 15 May 2019.



3 People and mythological characters



- ② What does it take for figures such as Helvetia or William Tell to be acknowledged as national symbols? What are the features that make them recognisable? What features could be replaced by modern-day objects?

Choose a method. Tick the one you have selected.

- ☐ Draw, paste, or design a Helvetia or a William Tell. Share a photo with your class or your teacher.
- ☐ Dress up as Helvetia or William Tell. What kind of clothing do you need? What props do you need? Share a photo of yourself in costume with your class or your teacher.

Historical personalities

- ③ Choose one of the historical personalities you saw in the video tour. Create a profile of him or her. If you need more information, research him or her on the Internet. You may also choose a different historical personality whom you consider typical of Swiss values or achievements.

What is the person's name?

How is the person described?

When did the person live?

What did the person do?

What goals and values did the person stand up for?

What did he or she achieve? How did he or she influence Switzerland? Explain.

Why did the person become a symbol of Switzerland? Give your reasons.

Why do you find this person remarkable? Give your views.

What questions would you ask this person if you could meet him or her?

Contemporary personalities

- ④ Choose a person from our own time who you think represents Switzerland or Swiss values.



A friend?



A relative?



A professional athlete?



A musician?



An influencer?

What is the person's name?

What does the person do?

What goals and values does the person stand up for?

What has he or she achieved so far? How has he or she influenced Switzerland so far? Explain.

Will the person remain important for Switzerland in the future? Give your views.

Why do you find this person remarkable? Give your views.

What questions would you ask this person if you could meet him or her?

Mister and Miss Swissness

Let's move away from historical personalities and modern-day heroes and create an entirely new symbolic figure that we could use on coins, billboards, or the national flag.

⑤ Choose a method. Tick the one you have selected.

- ☐ Create a collage.
- ☐ Create a drawing.
- ☐ Dress up or use make-up or props. Choose an appropriate background. Pose as Mr or Miss Swissness and create a selfie or a social media story about yourself.

Start by making a design before you create your project. Think about the following points:

- What message do you want to get across?
- What should your figure look like to qualify as a figure symbolic of Switzerland?
- What clothes should your figure wear?
- What props could enhance your figure's impact?

- » Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. And so are the Swiss mountains, which are popular as a holiday destination. Why do people travel to Switzerland? What are the main attractions?

Switzerland as a holiday destination

In 2018, over ten million international tourist arrivals were registered in hotels and similar facilities.¹

- ① Have you ever spent your holidays in Switzerland? How is holidaying here different from holidaying in other countries?

a) Fill in the table and compare the two destinations.

	Holidays in Switzerland	Holidays in
What do I eat?	<div style="background-color: #cccccc; height: 25px;"></div>	<div style="background-color: #cccccc; height: 25px;"></div>
Where do I sleep?	<div style="background-color: #cccccc; height: 25px;"></div>	<div style="background-color: #cccccc; height: 25px;"></div>
What do I see?	<div style="background-color: #cccccc; height: 25px;"></div>	<div style="background-color: #cccccc; height: 25px;"></div>
How do I travel?	<div style="background-color: #cccccc; height: 25px;"></div>	<div style="background-color: #cccccc; height: 25px;"></div>

- b) Imagine an exchange student coming to Switzerland for the first time. What are your favourite Swiss places that you would like to show him or her? Plan a personal tour with your favourite locations. Is there something special you would eat or do there?

You can use the following tools for this task:

- Google Tour Creator
- Book Creator or PowerPoint with hyperlinks
- Map function of Padlet
- Google Earth



- c) Write down the stops on your tour.

1) Swiss Federal Statistical Office, Touristische Beherbergung im Jahr 2019, p. 6 www.bfs.admin.ch/bfsstatic/dam/assets/11987373/master
(English version: www.bfs.admin.ch/bfs/en/home/statistics/tourism/tourist-accommodation.html)

4 Tourism



- ② Choose one of these advertising campaigns. Analyse it using the questions on the next page.



Top: Poster. Lithograph. Palace Hotel, St Moritz, Switzerland. Emil Cardinaux. 1920.

Bottom: Poster. Greetings from Switzerland. Schweizerische Verkehrszentrale. Schweizerische Bundesbahnen. Alois Carigiet. 1937.



Top: Poster. Vacanze d'inverno: Energia vitale. Wolfsberg-Druck, Zurich. Alois Carigiet. 1941.

Bottom: Colour print on paper. Advertising poster for St Moritz. Paul Hilber. c. 1940.



Top: Poster. Davos. Schweiz, Suisse, Switzerland, Svizzera. Donald Brun. 1957.

Bottom: Poster. Advertisement for Montreux. Pin-up girl in bathing costume; casino pool and view of the lake in the background. Pierre Laurent Brenot. 1959.

Which poster did you choose? Describe what it shows.

Do you like this advertisement? Why? Give your reasons.

What is the poster's message? What is it trying to tell you?

What atmosphere does it convey?

What values (e.g. punctuality, liberty, friendliness) does the advertisement show?
Do they correspond to your idea of Swiss values?

What target group is this campaign probably directed at?

- ③ Create your own advertising poster or a short clip promoting a product which, in your opinion, stands for Switzerland. You can also advertise a service (an immaterial good, not a physical object).

Pay attention to the following points:

- Who is your target audience? Who will buy the product or service?
- What are the special properties and advantages of the thing you are advertising?
- How is your product or service supposed to make the consumer feel?



④ How do these two findings fit together? What's behind it? Explain your thoughts in half a page of writing.



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Morbus helveticus

Homesickness is the feeling of missing your home and familiar people and places when you are far away. For a long time, homesickness was regarded as a “Swiss disease” and was also called “mal du Suisse” in French, “Schweizer Heimweh” in German, and “morbus helveticus” in Latin.⁴

In the eighteenth century, it was said that singing shepherd’s songs known as “Ranz des Vaches” or “Kuhreihen” could trigger homesickness. Swiss mercenaries, many of whom were poor peasants’ sons, would sing the song in foreign parts to raise their spirits. The story went that, for this reason, Swiss in the service of foreign rulers were forbidden on pain of death from singing or playing the “Ranz des Vaches”. Whether this was really the case is a matter of debate.⁵

- ⑤ a) Have you ever felt homesick? Whom or what did you miss?

- b) If so: How did it feel? What did you miss the most?

- c) Do you know a cure for it that helps you?

- ⑥ Here you can find two different versions of the “Ranz des Vaches”. Listen to them with your eyes closed.



- ☐ Bernard Romanens sings “Le Ranz des Vaches” (1977):
<https://youtu.be/e0xAw2oXhJY>

- ☐ Bastian Baker sings “Le Ranz des Vaches” (2014):
https://youtu.be/2rInxwe_C40?t=56

- a) Which version do you like best? Tick the box.

- b) What does the song make you feel? Describe your feelings.

4) <https://hls-dhs-dss.ch/de/articles/017439/2010-03-31/>

5) “Heimweh nach den Bergen”, in: SNM-Blog: <https://blog.nationalmuseum.ch/2019/09/heimweh/>
“Heimweh”, in: Historisches Lexikon der Schweiz: <https://hls-dhs-dss.ch/de/articles/017439/2010-03-31/>



“When the morning skies grow red...”

Another song that is associated with Switzerland is the national anthem. National anthems express a country's sense of cohesion. The Swiss anthem regularly causes debate, for example when Swiss football players are reluctant to sing it or forget the words at the soccer world championships.

In 1981, the Federal Council officially declared the Swiss Psalm the official anthem of Switzerland. It was written in 1841 and had been provisionally in use since 1961.⁶ As the example of the football players shows, not everyone can identify with the national anthem. In 2015, the Schweizerische Gemeinnützige Gesellschaft (SGG) launched a competition to choose a new national anthem.

7 a) Read the two versions.

Swiss Psalm, 1841

When the morning skies grow red
And over us their radiance shed
Thou, O Lord, appearest in their light!
When the Alps glow bright with splendour,
Pray to God, to Him surrender!
For you feel and understand
That God dwelleth in this land.
That God, the Lord, dwelleth in this land.

In the sunset Thou art nigh
And beyond the starry sky
Thou, O loving father, ever near!
When to Heaven we are departing
Joy and bliss Thou'lt be imparting!
For we feel and understand
That God dwelleth in this land.
That God, the Lord, dwelleth in this land..

When dark clouds enshroud the hills
And grey mist the valley fills
Yet Thou art not hidden from thy sons!
Pierce the gloom in which we cower
With Thy sunshine's cleansing power
Then we'll feel and understand
That God dwelleth in this land.
That God, the Lord, dwelleth in this land..

Towards us in the wild storm coming,
You yourself give us resistance and strong-
hold,
You, almighty ruling, rescuing!
During horror and nights of thunderstorms
Let us childlike trust Him!
Yes, we feel and understand,
That God dwelleth in this land.
That God, the Lord, dwelleth in this land.⁷

Swiss Verse, 2015

White cross on a shining red,
woven by a common thread:
freedom, independence, equality.
Open to the world in solidarity,
Swiss are one in peace and diversity.
Free are we who freely speak,
strong as we protect the weak.
White cross on a shining red,
sign of Switzerland, the path we tread.⁸

6) “Landeshymne”, in: Historisches Lexikon der Schweiz:
<https://hls-dhs-dss.ch/de/articles/010103/2007-11-13/>

7) Source: www.about.ch/culture/anthem.html

For the German text, see www.admin.ch/gov/de/start/bundesrat/geschichte-des-bundesrats/schweizer-landeshymne.html

8) Source: <https://sgg-ssup.ch/de/news-detail/neuer-text-fuer-nationalhymne-white-cross-on-a-shining-red.html>
For the German text, see www.sgg-ssup.ch/de/der-hymne-text.html



b) Imagine you are a member of the competition jury to decide the official Swiss national anthem. What properties do you think are particularly important?

☐ *religious*
☐ **cheerful**

☐ classical
 ☐ easy to understand

☐ **TRENDY**
☐ SAD

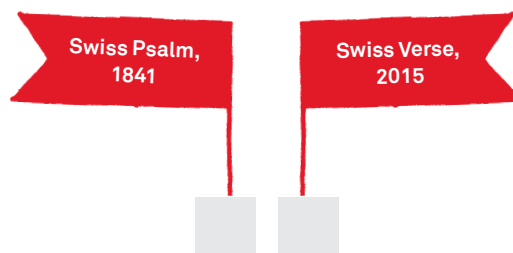
☐ TRADITIONAL

☐ contemporary
 ☐ **diverse**

c) Write these adjectives in the table and then evaluate whether they apply to each of the two anthems. You can also choose your own adjectives.

Property	Swiss Psalm, 1841		Swiss Verse, 2015	
	applies	does not apply	applies	does not apply
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

d) Which version would you choose? Tick your choice and explain your reasons in two or three sentences.



e) On what occasions should national anthems be sung?

- >> Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. What does the world think about Switzerland? What characteristics are ascribed to Swiss people?

How the Swiss see themselves

Values give an indication of who – and what kind of person – one wants to be. They unite communities and give them a shared sense of meaning. Values are always desirable characteristics or qualities.

- ① a) Read the following list of terms. Are there any words you don't know? Research them on the Internet.

- Cleanliness • Competence • Creativity • Decency • Diligence •
- Discipline • Efficiency • Friendliness • Generosity • Harmony •
- Honesty • Humour • Independence • Innovation • Liberty •
- Loyalty • Mindfulness • Modesty • Neutrality • Openness • Peace •
- Precision • Punctuality • Reliability • Reputation • Respect •
- Responsibility • Quietness • Safety • Solidarity • Stability • Success •
- Thriftiness • Tolerance • Traditionalism • Valour • Watchfulness •

- b) Which of these values apply to Switzerland? Choose six terms.

- c) Which of these values are especially important to you personally? Choose six terms.

- d) Are there any values that don't apply to Switzerland at all? Give your reasons.

How others see Switzerland – stereotypically Swiss!

What do we look like to the outside world? What characteristics are ascribed to Swiss people? In everyday life, the characteristics of people we meet often cause us to assign them to a group that has specific traits. When we do this, we are applying stereotypes – assumptions that we make about certain groups of people.

When stereotypes are true, they can be helpful and allow us to quickly assess something that is unfamiliar. The problem is that personal differences are lost within the group.

Stereotypes can be positive, negative, or neutral:


“Italians are
fun-loving.”


“French people like
eating baguettes.”


“Scottish people
are stingy.”

Stereotypes are generally used without thinking. They pigeonhole people, but sometimes they do contain a grain of truth.

② Read the statements below.

Swiss people ...


- ...can't speak proper High German.
- ... love chocolate and cheese.
- ... always carry a pocket knife.
- ... are tidy.
- ... are neutral on every topic.
- ... are withdrawn.
- ... don't talk about money.
- ... are stingy.
- ... are always punctual.
- ... dress badly.
- ... are reliable.
- ... are rich.
- ... are strait-laced and nit-picky.¹


You can choose between two different options for the rest of your work on stereotypes. Tick the one you have selected.

- ☐ **A** Stereotype check > continue to Page 2.
- ☐ **B** Stereotype video > continue to Page 3



1) <https://suissebook.ch/de/11-vorurteile-die-deutsche-gegenueber-den-schweizern-haben-2/886953>, <https://www.youtube.com/watch?v=HKMcHtHRm61Y>

A a) To what extent do the following statements ...



 ... apply to you personally?

 ... apply to the majority of Swiss people?



**“People in Switzerland
can’t speak proper High
German.”**

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	-	0	+

**“People in Switzerland
are tidy.”**



	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	-	0	+



**“People in Switzerland
don’t talk about money.”**



	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	-	0	+

Explanation:
- does not apply
0 no opinion
+ applies

b) Examine additional stereotypes. You can select them from the list on the previous page or use your own examples of stereotypes you have come across in the past.

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	-	0	+

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	-	0	+

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	-	0	+

c) Are there stereotypes that you have applied in the past? About Swiss people or other groups? Give examples.

d) Think about why and how stereotypes can come into being. Do they have a historical background? To what extent are they influenced by tolerance, individual personalities, or personal experience? What else influences the formation of stereotypes?

B a) Select two statements and write them down.

“ ”

“ ”

b) Give your opinion about them in a video message. State reasons for your opinion based on the following points:

Jot down
notes here for
your video.

Who might say something like this, and why?

Do you think it applies to the majority of Swiss people?

Does it apply to you?

Talk about any stereotypes that you have applied in the past.

c) Send your video message to your teacher or share it with your class.

WS 1: Identity

- ① b) The USA is a union of independent states that form a federal republic. This means that every state has its own unique features. The shared identity of the federal state is born of its common history.
- d) In a sense, comparison is possible. Switzerland is also a union of independent territories that formed a federal republic. What unifies the individual regions is their longing for a shared history. This poses the question of what traditions are significant for a nation: On the one hand, events that actually happened; on the other hand, stories that are handed down from one generation to the next. Myths, legends, and sagas can also be identity-builders. In this sense, Obama's quote about a shared story within heterogeneity also applies to Switzerland.

WS 2: Products

- ① d) Suggested solutions, in no particular order:
- Price
 - Season / Availability in Switzerland
 - Quality
 - Supporting local business
 - Design
 - ...
- ② **Cheese**
In 2019, the Swiss consumed a total of 189,310 tons of cheese. Thus per-capita consumption was 21,99 kg. (Source: www.bauernzeitung.ch/artikel/schweizer-essen-immer-mehr-schweizer-kaese)
- Watches**
Who brought the watch industry to prominence in Switzerland?
Answer: Protestant religious refugees from France
- ③ b) The story exhibits various different elements. A selection:
- Three men: Possible allusion to the swearing of the Rütli oath / cohesion / the men look like Alpine herdsmen
- Traditional dress: Allusion to traditional, regional costume
- Sawdust: Idealised peasant life / being down-to-earth
- c) The advertisement promotes the authentic, original Appenzell cheese made according to a traditional recipe.

WP 3: People and mythological characters

- ③ **Historical personalities**
The video tour presents the following personalities: Guillaume Henri Dufour, Henri Dunant, Johanna Spyri, Alfred Escher