



- >> 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.”

0
“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 are withdrawn.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=HKMcHRm61Y>





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.