

NATION BRANDING

VOCABULARY: Complete the sentences with one of the words from the list.
Please note that some changes may be necessary and one word is extra

Regard / link / promote / enhance / concept / convey / pop

1. Rome is usually _____ as the origin of the Western Civilization
2. The _____ of nation branding is not very new.
3. Canada _____ itself as a green country
4. The country organized the Olympics to _____ its reputation
5. Advanced technology is what _____ into my mind when hearing the name of this country
6. This nation has always been _____ to its exquisite cuisine

GRAMMAR: Complete the questions with ARE/AM/IS or DO/DOES

1. _____ your country perceived as modern?
2. _____ beautiful beaches pop into your mind when you see this flag?
3. How _____ your country enhance its reputation?
4. _____ these concepts associated with chauvinism?
5. What image _____ the city want to convey?
6. _____ I regarded as a nationalist for promoting my country?



NATION BRANDING

VIDEO: Watch the video and complete the sentences

1. A country brand is the way a country _____ itself to the world
2. Nation branding _____ attract tourism, foreign investments, exports and _____ culture.
3. During the last years, Costa Rica has been regarded as a _____
4. Entrepreneurs move Costa Rica, so much that out of its export companies, more than _____ of the companies are small and medium companies
5. Historically, Costa Rica is perceived as a _____