

## 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 \_\_\_\_\_