



Looking at Image and Logos

How well do you know the signs and logos around you? Have a look at these images and write next to them what they represent.



For this section find a partner or a group of three to work with.

Look carefully at each other's clothes and belongings, for example, pencil case, rucksack or lunchbox.

Write down all the different labels or logos you can see.

Write down as many different groups as you can think of who use logos. What motives (reasons) do they have for using them? Do you think logos and signs are important? Are they always a 'good thing'?

Unlike the Romans we live in an era of mass communication. What other ways do governments, companies and other groups of people get their message across or spread propaganda?