

# Exploring Jamaican Identity: From Music to Marketing

This lesson delves into the vibrant culture of Jamaica, starting with music and expanding into personal history, art, and research.

## Materials Needed:

- Device with internet access
- Audio playback for Buju Banton's "I Am A Jamaican"
- Paper and pen/pencil or word processing software
- Interview recording device (optional, phone or audio recorder)
- Magazines, newspapers, craft paper, glue, scissors (for collage)
- Poster board or large drawing paper
- Colored pencils, markers, or paint
- Access to online resources (encyclopedias, travel websites, government sites) or library books about Jamaica
- Scratch paper

## Lesson Activities:

### Activity 1: Musical Roots & Lyric Transcription (Music, English)

1. Listen carefully to Buju Banton's song "I Am A Jamaican" multiple times.
2. As you listen, try to transcribe the lyrics. Write down the words you hear as accurately as possible. Focus on capturing the rhythm, message, and any specific Jamaican Patois phrases you notice (you can look these up later if needed).
3. Review your transcription for accuracy. Check spelling and punctuation.
4. Discuss or write a short reflection: What is the main message of the song? How does Buju Banton express his Jamaican identity? What feelings does the song evoke?

### Activity 2: Connecting Generations - Elder Interview (History, Social Studies, English)

1. Identify an elder (grandparent, family friend, community member) who grew up in Jamaica or is part of the Jamaican diaspora.
2. Prepare interview questions focusing on their childhood, upbringing, memories of Jamaica, cultural traditions, and what being Jamaican means to them. Examples: "What was school like?" "What games did you play?" "What holidays were important?" "What foods remind you of home?"
3. Arrange a time to interview the elder. Be respectful and listen attentively. You may record the interview (with permission) or take detailed notes.
4. After the interview, write a summary of what you learned. Reflect on the similarities and differences between their experiences and your own understanding of Jamaican culture.

### Activity 3: Visualizing Identity - Cultural Collage (Art, Social Studies)

1. Gather materials like old magazines, newspapers, printouts, fabric scraps, colored paper, etc.
2. Think about symbols, images, words, colors, and textures that represent Jamaican culture to you (inspired by the song, the interview, and your own knowledge). This could include the flag, national symbols, fruits, music genres (like reggae), food, landscapes, famous Jamaicans, or words representing Jamaican values.
3. Cut out or create these elements and arrange them on a piece of paper or cardstock to create a "Cultural Identity Collage."
4. Glue the pieces down to create your final artwork. Be ready to explain the meaning behind the

items you chose.

#### **Activity 4: Jamaica Beckons - Tourism Poster (Social Studies, Science, English, Art)**

1. Imagine you work for the Jamaica Tourist Board. Your task is to create an eye-catching poster encouraging people to visit Jamaica.
2. Research the following information about Jamaica using reliable online sources (like official tourism sites, encyclopedias, National Geographic) or books:
  - **a. Facts about the island:** Location, size, population, language, currency.
  - **b. Landmarks, monuments, etc.:** Dunn's River Falls, Blue Mountains, Bob Marley Museum, Port Royal, historical sites.
  - **c. Climate, temperature, etc.:** Typical weather patterns, best times to visit, average temperatures.
  - **d. Food, music, art, culture:** Jerk chicken, ackee and saltfish, reggae music, dancehall, local crafts, festivals.
  - **e. Wildlife:** Doctor bird (national bird), unique plants, marine life.
  - **f. Other interesting facts:** Anything else that makes Jamaica special (e.g., birthplace of reggae, famous athletes).
3. Plan your poster layout on scratch paper first. Think about images (you can draw them or find copyright-free images online to print/reference), text, colors, and overall design.
4. Create a catchy title or slogan for your poster (e.g., "Jamaica: Feel the Vibe!" or "Discover Paradise in Jamaica").
5. Design your final poster on poster board or large paper. Ensure all text uses proper punctuation, spelling, and grammar. Make it visually appealing and informative.
6. Your goal is to persuade tourists to visit or even live in Jamaica.

#### **Lesson Closure:**

Review the completed activities: the song transcription, interview summary, cultural collage, and tourism poster. Discuss how each activity provided a different perspective on Jamaican identity and culture. Reflect on what was most interesting or surprising to learn.