

Teaching Korea - The Hyundai Pony

Teaching Suggestions

Retrieval Practice

Why not create some short multi-choice quizzes to test what students can recall about the content they have just learned about? Create a quick test of 8, 10, 12 or 20 questions. Here are three examples:

1. When was the Hyundai Motor Company created?
 - a) 1965
 - b) 1967
 - c) 1969
2. The period in the 1960s and 1970s when South Korea made rapid economic advances is sometimes referred to by what name?
 - a) The Miracle on the Han
 - b) The Great Boom
 - c) The Korean Golden Age
3. The Hyundai Pony was launched at which motor show in October 1974?
 - a) The Birmingham Motor Show
 - b) The Frankfurt Motor Show
 - c) The Turin Motor Show

MASS-PRODUCED CARS

The Hyundai Pony, produced by the Hyundai Motor Company between 1975 and 1990, was South Korea's first mass produced car sold not only in South Korea, but across the world.

Ask pupils to research other well-known mass-produced cars from a variety of different companies. Perhaps set a target of 3, or 5, or 10. This could be an individual or group project.

Create fact files for each one:

- When was it first made? (and is it still made?)
- Who designed it?
- Why was it so popular?
- What impact did it make?
- Add pictures.

There are many examples, from all over the world. Get pupils to identify similarities and differences.

Examples that are easier to find information on include: The Ford Model T produced by the Ford Motor Company from 1908 to 1927; The Mini produced by the British Motor Corporation (BMC) and its successors, from 1959 until 2000; The Volkswagen Beetle (officially the Volkswagen Type 1) manufactured by Volkswagen (VW) from 1938 until 2003.

A TIMELINE

Hyundai has been a key business that has helped South Korean rapid economic development. The company has an interesting history, first working with the American car maker, Ford on the Cortina.

To provide your pupils with some context for this object you could ask them to create a timeline of some of the key events in the history of Hyundai.

Choose one (or perhaps all) of the following:

- Create a timeline (or fact file) of the whole company beginning in 1947. There might be several branches to your timeline because the Hyundai Group has expanded into various industries.
- Create a timeline (or fact file) for the Hyundai Motor Company, established in 1967.
- Create a timeline (or fact file) for Chung Ju-yung.

WHAT WAS GOING ON IN THE WORLD?

The Pony was first produced in 1975 in South Korea. To help place this object into context it's a good idea to ask your pupils to find out what else was going on in the world in that year.

They could work individually or in groups and investigate three, five or even seven different key events from 1975. Pupils could focus on what happened and the significance of the event. Some of the things that you could get them to focus on are:

- The Vietnam War ends
- Margaret Thatcher becomes British Prime Minister
- The Khmer Rouge carries out genocide in Cambodia killing 2 million people.
- Microsoft is founded.
- The IRA continues its bombing campaign on mainland Britain.

TRANSPORT OVER TIME

Why not get you pupils to look at the historical concept of change over time. You could investigate how transport has changed over time. They could find out when the following types of transport were most popular:

- Horse drawn power
- Wind power
- Steam power
- Motor power
- Electric powered vehicles.

You could then get your pupils to think about how they would describe the pace of change within this theme. Perhaps give them some key words that they can choose like glacial, progressive or slow, or get them to come up with their own.

SIMILARITY AND DIFFERENCE BETWEEN ELECTRIC CARS AND PETROL CARS

Hyundai has recently focused on building electric cars. Help your pupils understand why there has been such a push towards electric and away from petrol cars by asking them to research and find out the similarities and difference between the two types of car.

You could get them to focus on:

- Environmental impact
- Operating cost
- Fuel costs
- Accessibility to fuel
- Driving experience
- Price
- Maintenance



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