

Teaching Korea - The Samsung SH-100

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. What was the name of Samsung's first portable (or mobile) phone?
 - a) SH-100
 - b) SP-100
 - c) SCH-6200
2. In what year did Samsung's first portable (or mobile) phone go on sale?
 - a) 1979
 - b) 1989
 - c) 1999
3. What was the name of the successful entrepreneur, whose various business interests merged to form the Samsung corporation?
 - a) Kim Sung Kon
 - b) Lee Byung-chull
 - c) The Turin Motor Show

TELEPHONE HISTORY

Give students a basic introduction to telephones. For example: "Telephones are used for communicating over a distance. Lots of telephones are linked to each other by wires, whilst others (such as cell phones or mobiles) are portable and connected by radio waves via cell towers".

Ask students to research the history of telephones. This could be an individual or group project. It could be presented as a fact-file or PowerPoint presentation.

Perhaps give students this structure:

- Who is credited as the inventor of the telephone?
- How does a traditional telephone work?
- Facts about traditional phones

- How does a mobile/cell phone work?
- Facts about mobile/cell phones

TELEPHONE TIMELINE

Create a presentation on the History of the Telephone and Telecommunications. Ask students to look for key dates in the history of telephone and telecommunications. Then create a timeline that records what happens on each of the dates.

A few early key dates in telephone history might include:

1672: The first “acoustic telephone” is made by Robert Hooke. He found that sound could travel along a wire or string.

1838: Morse code is invented by Samuel B Morse. He found that you could send messages by pressing and releasing a button in intervals. This transmitted a pattern of sounds.

1858: The first transatlantic telephone cable was laid. This connected the US and Britain by telegraph.

1876: Alexander Graham Bell invents the telephone.

1927: The first transatlantic phone call is made from the USA to Britain. These were radio phones.

WHAT WAS GOING ON IN THE WORLD?

The Samsung SH-100 was first produced in 1989 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. It could be argued that 1989 was a particularly significant year in world history.

Therefore, the SH-100 could be used as a window looking into these wider events. Pupils could work individually or in groups and investigate three, five, or even seven different key events from 1989.

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 Tiananmen Square Protests and Massacre in China
- The Hillsborough Disaster in England
- Nintendo release the Game Boy in Japan and the USA
- The Berlin Wall comes down ending the split between East and West Germany
- The Velvet Revolution in Czechoslovakia

A SAMSUNG FACT FILE

The history of Samsung tracks the “economic miracle of the Han River” which saw South Korea’s rapid economic growth following the end of the Korean War. It is interesting to note that Samsung started out as company exporting fruit, vegetables and dried fish to China and Manchuria and then its founder, Lee realised that diversification was the route to success and financial gain.

- Pupils could investigate the different stages of Samsung’s development under the title ‘from fruit and fish to electronics.’ Encourage them to consider several different industries that Lee invested in and how the labour force changed and became increasingly skilled.
- They could focus on Lee Byung-chull, the founder of Samsung and create a timeline of his life. You could get them to use the headings: Early Life, Career, Cultural Interests.

A HISTORY OF LOGOS

The Samsung Logo is now famous across the globe.

Logos in general are a powerful asset for any industry as they act as symbol that customers recognise and associate with a particular brand.

They also break across the language barrier and, if a company is really successful are recognisable across the globe. You only have to think of the Apple logo, the Nike Swoosh or the McDonald’s Golden Arches to recognise this.

But symbols or logos are not just modern inventions. They have a long and fascinating history going back to the ancient world and then through to the Medieval period and beyond.

You could get your pupils to investigate this topic. They could work in groups, pairs or individually looking at several areas including: the Ancient Foundations, Heraldic Symbolism, The influence of Printing, Creative Design and the Digital Age.



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