

SAMPLE: CLUSTER LOG ENTRY

Date: February 5, 2008

People Present: Mike, Aaron, Nazmina, Jessica, Desh, Mara, Tasha

Topic: Branding the Nation

Discussion Question: Do you think it's a problem for a country to 'brand' itself? Who do these processes of branding include and exclude?

-Mike brought up Tim Horton's commercials and how they talk about Canada.

-Jess pointed out that Canada is always pictured covered in snow in them.

-Desh said that maybe there was something connected about coffee and this feeling of warmth or comfort in Tim Horton's coffee

-Mike said he was tired of Desh's propaganda theories.

-Mara agreed with Desh and said that, just as we read in class, Branding is all about emotions and getting us to feel stuff or tapping into our feelings.

-Mike said that it was ridiculous to think that coffee produces nationalism

-There was more discussion on feelings and branding.

-We all pretty much agreed that belonging and warmth were linked to coffee in Tim Horton's commercials. But some of us were more convinced than other people that this was linked to feeling like part of Canada.

Cluster Update: We are getting better and reaching a point of understanding and realizing we don't all have to agree. Tasha said she was still having trouble contributing because the conversations move too fast. We decided next time we would do a go around at first where everyone said what their first thoughts were about the question.