

# DESCRIBE THE HERITAGE



Module II



Course  
Photo-video  
concept



Topic 2  
Sound and  
Script



Lesson 1

## Activity

- **Short Description:** In this activity, students will create a SWOT matrix for a selected cultural or natural asset, to see the strengths and opportunities that can be obtained from weaknesses or threats. In this way, it will be easier to organize the information that should be included in the script.
- **Methodology:** Collaborative learning.
- **Duration:** 2 hours
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Individual, but group discussion.
- **Classroom / House:** House, but classroom discussion.
- **What do we need to do this activity?**
  - **Hardware:** Laptop
  - **Software:** Web browser
  - **Other resources:** Paper and pen

## Description

- **Text description:** This activity aims to search for information about the heritage asset on the internet to discover what to tell and how to tell it.



- **Illustration:**



Source: Wikipedia. [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis)

### Instructions

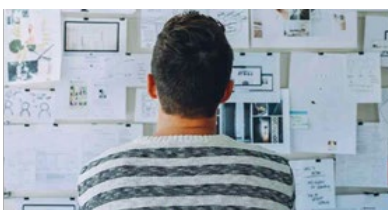
1. Choosing a heritage item
2. Search for information on the internet about the cultural or natural asset
3. Identify if this information represents advantages or disadvantages to communicate the values of the heritage
4. Dump that information in the matrix to be able to later write the script

### Expected outcomes

- Learn to identify the positive and negative characteristics of heritage
- Write a first draft version of the descriptive script of the heritage element

### This activity can be used in other (module, course, topic, lesson):

- **Module I, Course Video, Topic Cultural and Natural Heritage, Lesson 2**



**DIGICOMP (Competences developed):** *Evaluating data, information and digital content; Interacting through digital technologies.*

**ENTRECOMP (Competences developed):** *Taking the initiative.*

Example:



**Local SWOT analysis: External factors**

positive factors	negative factors
Opportunities/O	Threats/T
<ul style="list-style-type: none"> <li>•Investment in real estate heritage conservation and enhancement of historical and architectural urban center;</li> <li>•Investments and local budget allocations for the development of sport, recreation and leisure;</li> <li>•Supporting the public-private partnerships in areas of public investment (overground and underground garages, residential and business buildings, etc.);</li> </ul>	<ul style="list-style-type: none"> <li>•In the absence of a clear-cut strategy on cross border tourism may decrease the attractiveness and the European future of the city;</li> <li>•In the absence of recreation development projects of Crisul Repede river alignment and of forest sub-zones at the confluence of some neighboring communes, could lose the possibility of obtaining the status of a major tourist city;</li> </ul>

