

American Icons



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Questions

1. At the feet of the Statue lie broken shackles of oppression and tyranny. Is it true?
2. In America, everyone wears jeans as **leisure wear**. What does it mean?
3. What logos of Coca Cola company do you know?



Plan

1. The Statue of Liberty.
2. Blue Jeans.
3. Coca Cola.

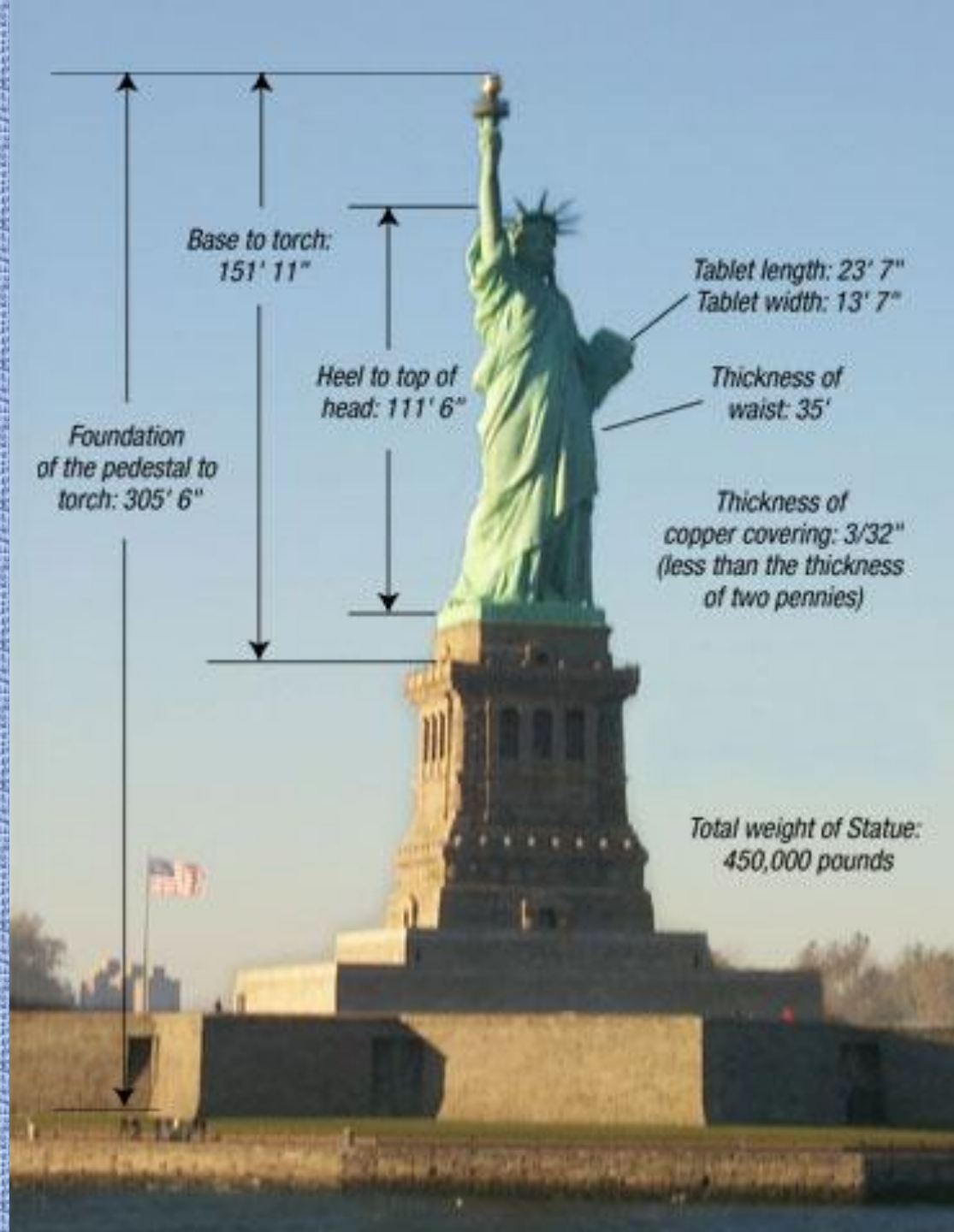


1. The Statue of Liberty



Characteristic of the Statue of Liberty

- **Total overall height** from the base of the pedestal foundation to the tip of the torch is 305 feet, 6 inches.
- **Height** of the Statue from her heel to the top of her head is 111 feet, 6 inches.
- The Statue has a 35-foot waistline.
- Total **weight** of the Statue of Liberty is 225 tons (or 450,000 pounds)



Torch

During the restoration completed in 1986, the new torch was carefully covered with thin sheets of 24k gold



Crown and face

- There are seven rays on her crown, one for each of the seven continents, each measuring up to 9 feet in length and weighing as much as 150 pounds.
- The face on the Statue of Liberty measures more than 8 feet tall.



Tablet and Dates

- A tablet held in her left hand measures 23' 7" tall and 13' 7" wide inscribed with the date JULY IV MDCCLXXVI (July 4, 1776).
- Official dedication ceremonies held on Thursday, October 28, 1886.



Chains

At the feet of the Statue lie broken shackles of oppression and tyranny.



Steps & Color

- There are 154 steps from the pedestal to the head of the Statue of Liberty
- The exterior copper covering of the Statue of Liberty is $\frac{3}{32}$ of an inch thick (less than the thickness of two pennies) and the light green color (called a patina) is the result of natural weathering of the copper

The Statue of Liberty is more than a monument. She is a beloved friend, a living symbol of freedom to millions around the world. These exhibits are a tribute to the people who created her, to those who built and paid for her, to the ideals she represents, and to the hopes she inspires.



2. Blue Jeans

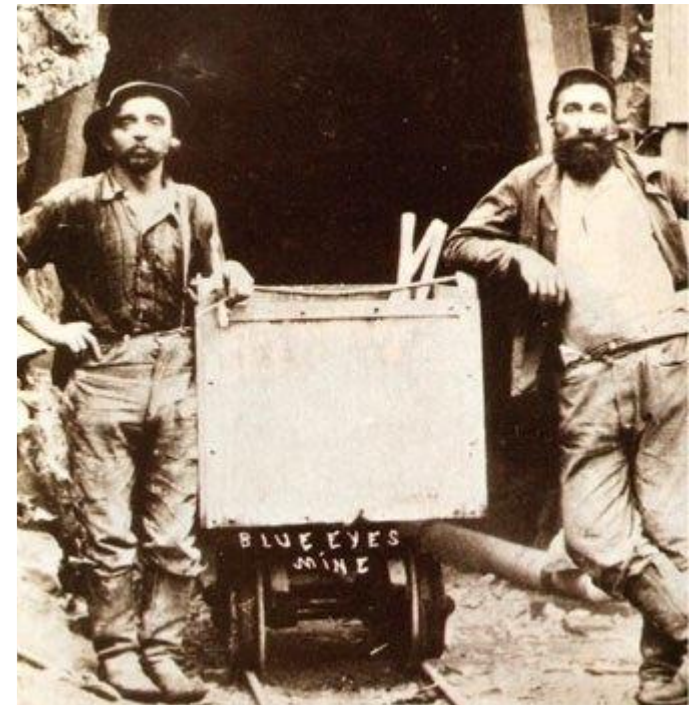
Blue jeans are the most popular type of clothing in the world; but they are not modern! In fact, jeans have existed for over 140 years.

The America blue jeans history



- ◆ Levi Strauss is the person who designed the first pair of blue jeans . He's from Germany.
- ◆ *Levi Strauss came to San Francisco 1853, at the age of 24 and started selling jeans to workers.*
- ◆ Blue jeans and tents were made from the same material.

(firstly as a workwear)

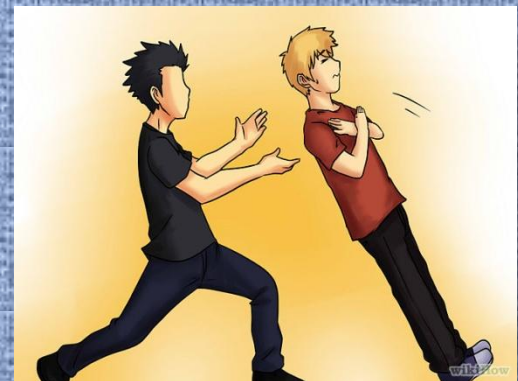


JEANS for EVERYONE ?

In America, everyone wears jeans as **leisure wear**. Some people wear jeans all the time, even for work. But Americans are perhaps less formal than other nations.

At the "G7" summit in Denver, in 1997, American President Bill Clinton gave all his visitors jeans, for a "Western evening". Tony Blair, the British Prime Minister, put them on, but other European leaders, including Chancellor Kohl of Germany and Jacques Chirac, the President of France, refused.

Some people still think
that jeans are not respectable clothes!



Not the young! Jeans are now the international uniform worn by young people. Why? That is a good question!



3. Coca cola



COMPANY OVERVIEW

- The Coca-Cola Company was originally established as the J. S. Pemberton Medicine Company, a co-partnership between Dr. John Stith Pemberton and Ed Holland.
- Dr. John Stith Pemberton for the first time produced the syrup for Coca-Cola on May 8, 1886.
- The company was formed to sell three main products:
 - Pemberton's French Wine of Cola
 - Pemberton's Indian Queen Hair Dye
 - Pemberton's Globe Flower Cough Syrup.



Success story of Coca Cola Company

○ HOW IT WORKS –

- For example, if a Coca-Cola advertising team is working on a new "holiday" campaign, a team member can search the Digital Archives for "holiday" or "Christmas" or "Santa Claus" ads, and pull up the entire spectrum of print and video advertisements created on the subject.
- The team member can search for many topics across different types of data sources simultaneously through a specific keyword, a year, a brand, an image, or even a specific string of text.

○ "More Than A Retrieval System"

- "It is one of the first corporations to move an entire advertising and brand history to an online Digital Media environment," said Dick Anderson, general manager, Digital Media Solutions, IBM.

The Coca-Cola Company



Evolution of the Coca Cola logo





1958-1969



1969-1987



1987-2000



1993-2000



1996-2000



1996-2003



1996-present



1999-2003



1999-2003



2002-2007



2002-present



2007-2009



2007-present



2007-2016



2009-present



2009-present



2015-present



2016-present

Sources

1. <http://www.slideshare.net/PreetiYadav1/coca-cola-knowledge-management>
2. <http://www.zoominfo.com/c/The-Coca-Cola-Company/36143134>
3. <http://logos.wikia.com/wiki/Coca-Cola>
4. <http://www.libertyellisfoundation.org/about-the-statue-of-liberty>
5. <http://www.libertyellisfoundation.org/statue-facts>
6. <http://linguapress.com/intermediate/blue-jeans.htm>