

Visual Analysis:

Analyze how football expresses identity and connection.

Project Task

Create a visual learning tool that explains how football connects people through music, art and cultural traditions.

As you work, consider how football helps people express identity, belonging and community.

Analysis

Read and Gather Evidence

Read the article and answer the following questions using evidence from the text.

Football as a Global Experience

What evidence supports that football has become a global sport shared by people around the world.¹

--

Music and Fan Participation

How do chants, songs and other musical traditions help fans participate in the football experience?²

Art and Identity

How do art, clothing and national traditions like fixing meals help football express identity and pride?³

Create

Design a Visual Learning Tool

Create one of the following:

- Poster.
- Brochure.
- Digital slide presentation.
- Website.

Include the following sections within your project:

Tifo Section

- Show an example of a football tifo.

- Explain the message or image it communicates.
- Create an original tifo inspired by your community, school or team.

Chant

- Provide an example of a football chant or song.
- Explain how chants help unite supporters.
- Write and perform an original team chant.

Jersey Design Section

- Show examples of football jerseys.
- Explain the meaning of colors, symbols or patterns.
- Design an original jersey, using symbols or colors that represent your community or culture.

Visual Design Guidelines

Include the following:

- Clear section headings.
- Images, drawings, symbols, flags or maps.
- Labels and captions.
- Team colors and visual elements.

Interactive Element

Include at least one of the following:

- Audio performance of your chant.
- Tifo display
- Digital slideshow, audio or video.

Reflect and Synthesize

This content downloaded from AramcoWorld.com
www.aramcoworld.com/learning-center/lessons/2026/how-football-connects-cultures-through-history-identity-and-shared-experiences

Guide's Reflection

Write a paragraph explaining how football helps people express identity and create connections across cultures.

Use evidence from the article and examples from your project.

Consider the following:

- How tifos, chants and jerseys communicate identity.
- How music, art and traditions bring fans together.
- Why football can feel like more than just a game.



Common Core Standard(s) Met:

CCRA.R.7 Integrate and evaluate content presented in diverse media and formats,

This content downloaded from AramcoWorld.com
www.aramcoworld.com/learning-center/lessons/2026/how-football-connects-cultures-through-history-identity-and-shared-experiences

including visually and quantitatively, as well as in words.

CCRA.W.6 Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

1 Answers will vary but may reflect examples showing how football spread to different countries; the ways national teams and communities have made football part of local culture; and discuss examples of football creating unity and pride.

2 Answers will vary but may cover descriptions of chants, drums, songs and crowd traditions that allow fans to appreciate and participate with the teams as well as generate the collective experience of all the celebratory aspects of a game.

3 Answers will vary but may cover the following:

- Murals, tifos, posters or creative fan displays allow fans to collectively express their support.
- Foods fans share while watching matches brings people together and connects people with their heritage.
- Clothing, colors, and symbols connected to teams or countries gives people a sense of connection with the players and teams.
- Tifo displays: giant fan-made stadium artwork allows thousands of fans to send messages of support.
- Football chants and songs: crowd traditions that unite fans allow fans to express support for the team and players
- Jersey design: colors, patterns, and cultural symbols worn by players and supporters help fans express identity and loyalty and feel part of a community of supporters.