Strange Fruit

Discipline and/or subject:
Information literacy, business, marketing, communication

Pedagogy:
Critical thinking, in-class exercise

Implementation:
Students can do this in class on their laptops, tablets, or smart phones.

In 2014 a food and entertainment public relations firm called Strange Fruit was the subject of a media backlash. Ask the students to Google the term strange fruit to see why.

Questions to ask:
- To what does the term refer?
- Where did the term originate and who has used it since then?
• What would you tell this firm if during the media firestorm they had come to you for advice?

Further Reading/Resources:

Learning Outcomes:
• Students will employ basic internet research skills.
• Students will recognize the importance of doing research when using unfamiliar terms.
• Students will discover the value of being culturally competent.

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