

Moz the Monster – John Lewis Advert 2017

Pause the film at 11 seconds.

- What do you think the boy was thinking? (I)
- How is the boy feeling? (I)

Pause the film at 20 seconds.

- What is the boy thinking now? (I)
- What do you think he will write on the poster? (P)
- Use a thesaurus to find words to describe a fierce monster. (V)

Pause the film at 50 seconds.

- Explain what has changed. (E)
- Would the language used to describe the monster change? (V) (E)
- Why is the boy so tired? (E) (R)
- What do you think will happen next? (P)

Pause the film at 1 min 20 seconds.

- What do these people think about Joe falling asleep?
 - o Dad
 - o Sister
 - o Moz the monster

Pause the film at 1 min 25 seconds.

- What do you think will happen next? (P)

Pause the film at 1 minute 38 seconds.

- Who do you think sent the gift? (P) (I)
- What makes you think this? (E)
- Does Joe's Mum know who sent the gift? (I) Explain why you think this. (E)

At the end of the film.

- Why do you think Joe was given the star light? (E) (S)
- Do you think the monster was real? Why do you think this? (E) (S)
- Do you think 'For Gifts That Brighten Their World' is an effective title for this advertisement? Why? (S) (E) (V)