## 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?
  + Dad
  + Sister
  + 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)