

# Games

## Overview

1. a. Type of document:  product ad.  **fundraising ad.**  political ad.  
 b. Justify your answer. **They ask people to donate money.**
2. The organisation.
  - a. Name: **Save the Children**
  - b. Type: **charity**
  - c. Goal: **help children in need (of food, water, and shelter) in developing countries**
3. Briefly explain the difference between the two parts of this ad.  
**The first part shows children who need help, while the other part shows mostly children who have been helped.**

## Zoom in

### Whole document (MUTE)

4. The games' names. Write the captions opposite their French equivalents.

<i>Le papa et la maman</i>	<b>Mummies and daddies</b>
<i>Les petits soldats</i>	<b>Toy soldier(s)</b>
<i>La course au trésor</i>	<b>Treasure hunt</b>
<i>Le docteur</i>	<b>Doctors and nurses</b>
<i>Cache-cache</i>	<b>Hide and seek</b>

5. Are the children playing these games here?  Yes.  **No.**
6. What are the children actually doing? You can use the following words to finish the sentences below.  
 afraid • injured • suffer from • orphan • gunshots
  - a. These children should be playing hide and seek, but here they are **trying to escape from gunshots.**
  - b. Instead of going on a real treasure hunt, they have to **forage for food through trash** because **they are hungry.**
  - c. Children from developed countries play mummies and daddies with dolls, but **children from developing countries have to take care of their little brothers and sisters.**
  - d. The children we see here don't use toys to play doctors and nurses. They use actual bandages because **some of them are wounded and their families cannot afford to pay for medical care.**

e. **Many children in developed countries like playing toy soldiers, but the children we can see here are actual soldiers. This is not a game for them.**

7. Compare the children from the beginning with the children you see at the end. Give details about what has changed.

**The children we see at the end look happier and more joyful than the ones at the beginning: they can eat, play, and learn things at school. That is probably because they got help from the charity.**

8. What is the main type of shots used to show these children?

Long shots (*plans d'ensemble*).  **Close-up shots** (*gros plans*).

→ General effect: **It creates an impression of proximity / closeness to the children. We feel closer to them as we can share their feelings and their thoughts. So we want to help them even more.**

9. Why is “0800 093 13 13” written at the bottom of the screen for so long?

**It is written for a long time because they want viewers to remember the phone number and to call the charity as soon as possible.**

### Whole document

10. a. What do we learn about the children we see at the beginning? Underline the words you can hear.  
**fun • fear • games • anger • pain • happiness • poverty • love • hunger**

b. Fill in the blanks with the right words from the list above.

“For these children there are no **fun** and **games**, just **fear**, **hunger**, **pain** and endless **poverty**.”

11. What type of music is used? Say what it evokes.

**The background music evokes childhood and innocence.**

12. How much money do they ask people to pledge (*promettre*)? What do you think about it?

**£3 a month. This is quite affordable.**

13. What can they offer the children? Underline the words you can hear.

happiness • love • **water** • **food** • protection • **shelter** (*abri*)

### Look back

14. Do you think this ad is effective? Explain your answer.

**This ad is incredibly effective. It catches your attention from the beginning with these children who are playing innocently in the streets and have to hide because of the gunshots.**

**What is striking too is the use of close-up shots: we can share the children's emotions and feel pity and compassion for them. So we want to donate money to the charity so that those children can live normal lives.**

**Last but not least, the repetition of “3 pounds a month” is a good point because £3 is an amount that many people can afford to donate.**