

## TELE SHOPPING *worksheet*

### 1/WARMING UP

Do you sometime watch teleshopping programs? How would you describe the program ?  
(presenters/setting/selling techniques...)

### 2/ VIDEO WATCH

<http://www.protectthehuman.com/teleshop/guns/>

#### A/ Your reaction?

#### B/ Detailed comprehension

a/ What was sold before? .....  
What is the next program about? *Gardening/ Modeling clothes/ Cooking*

b/ Complete the selling card

<b>Item for sale</b>	
<b>Description</b>	
<b>Availability</b>	
<b>Practicality</b>	☆☆☆☆
<b>Efficiency</b>	☆☆☆☆
<b>Legal aspect</b>	
<b>Price</b>	
<b>Special offer condition</b>	
<b>Type of payment accepted</b>	

What they say about it:

**In group :**

1. Did you laugh? When? Why?

Humour techniques :
irony/parody/ play on words/stereotyping/slapstick humour/practical joke/inflicting pain/form versus content/exaggeration/ absurdity or context inappropriateness ...

2. What serious topics are dealt with?
3. What is the aim of this spoof?  
Who is this spoof aimed at?  
Which charity or NGO (Non Governmental Organization) could be at the origin of this video?

**Read an article about it and check your answers:**

<http://news.bbc.co.uk/1/hi/uk/4645610.stm>

**Design a leaflet**

This spoof ad was shown in cinemas all over the UK .

Design a leaflet that could be handed to the people as they come out of the cinema.

The leaflets must be imaginative and instructive...

- **Design a leaflet to stop the arms trade**

useful links :

<http://www.intermonoxfam.org/page.asp?id=2134&idioma=1> (click on video)

<http://www.controlarms.org/>

\*\*\*\*\*

- **Design a spoof ad for the AK-47**

useful links :

<http://news.bbc.co.uk/2/hi/europe/4380348.stm>

<http://en.wikipedia.org/wiki/AK-47>

[http://www.unicef.org/emerg/index\\_smallarms.html](http://www.unicef.org/emerg/index_smallarms.html)

\*\*\*\*\*

- **Arm trade control**

Design an informative leaflet concentrating on the cost of arms trade

Some statistics and prices

<http://news.bbc.co.uk/2/hi/business/4238644.stm>

[http://www.controlarms.org/documents/guns\\_or\\_growth.pdf](http://www.controlarms.org/documents/guns_or_growth.pdf)

\*\*\*\*\*

- **Child soldiers design an informative leaflet**

who they are, how many they are, why they become soldiers...

<http://www.humanrightswatch.org/campaigns/crp/facts.htm>

[http://www.unicef.org/emerg/index\\_childsoldiers.html](http://www.unicef.org/emerg/index_childsoldiers.html)