

Read and Understand

How many different ways does the little girl try to contact the man on the moon?

Make a list of the ways she tries.

Which way is the most successful?

Infer What's Not There

How do you think Lily is feeling at the start of the advert?

How do you know?

What clues are there from the clip to show how she is feeling?

Big Talk

Why does the man have a tear in his eye nearer the end of the clip?

Reflect and Respond

Do you think this advert is effective in promoting the charity Age UK?

Explore Some More

Close your eyes and listen to the music of the advert.

Write a list of words and phrases that come to mind when you hear the lyrics and music.

Share and discuss your answers.

Reflective
★ Reading

Text: "Man on the Moon" – Primary 6

John Lewis Christmas Advert

<https://www.literacysshed.com/manonmoon.html>

Connect 4

The tagline at the end is "Show someone they are loved this Christmas".

Using your knowledge from the film, what do you think this might mean?

Do you think this is an effective tag line?

Discuss within your trio.

Create Something Great

Write a story to explain why the man has been left on the moon.

Is he there through choice or was he left behind on the Lunar missions?

Connect 4

John Lewis are supporting the charity Age UK this Christmas with their advert.

What do Age UK do? Use the Ipad's to research the work that they do.

Create Something Great

Imagine you are the man on the moon. What can you see? How do you feel? What do you do with your days?

Write a week-long diary entry to explain what life is like.