

## The Bear and the Hare Teacher's Notes

**Videos**      [1. John Lewis Christmas Advert 2013](#)

**In Class**    [2. Tesco Christmas Advert 2013](#)

**Videos**      [The Keane song on lyricstraining](#)

**At Home**    [John Lewis: Behind the Scenes - the Bear and the Hare](#)

1. Divide the class into three groups - A, B and C - and give them the Bingo handout on page 3. Give them a minute to read it and then tell them that they are going to listen to a song. When they hear a word on the handout, they should cross it out. If they hear all the words, they shout Bingo.
2. Play Video 1 (**sound only**, no image). If nobody has called Bingo, students in the same group compare the words they crossed out and each group announces their collective total. Find out if anybody recognises the song (*Somewhere Only We Know*) and the singer (Lily Allen doing a cover version of the Keane song).
3. Now hand out the gapped lyrics (pages 4-6) to each group. Students complete the gaps using their twelve Bingo words (before hearing the song again). There are more than twelve gaps so they will need to use at least one word more than once.
4. Stop students after about six minutes and play the song (again with **sound only**, no image) so that they can check what they've written and complete empty gaps.
5. Regroup students so that there is an A, a B and a C in each group and they check their answers. Then get them to discuss the song: did they like it? What is it about? etc.
6. Say that the song appears in an advert. Tell students that they are going to see two adverts and they should decide which one they think it was used in. Play Videos 1 and 2 (**image only**, no sound), and give students a minute or so to decide which advert the song is used in and why. If they choose Video 1, do step 7 next. If they choose Video 2, do step 8.
7. Play Video 1 again with sound. Get students to summarise the story in pairs and give their opinion of it (the story, the animation, its effectiveness as a Christmas advert etc). Then ask them to choose a suitable song for Video 2 before they watch it again. The song used is *Forever Young* by Rod Stewart. Then students give their opinion and say which advert they preferred. Now go on to step 9.

8. Play Video 2 and ask if anyone recognises the singer and the song (*Forever Young* by Rod Stewart). Get students to give their opinion of its effectiveness as a Christmas advert. Then play Video 2. Students summarise the story in pairs and give their opinion of it (the story, the animation, its effectiveness as a Christmas advert etc), and say which advert they preferred.
9. Display the word cloud. Tell students that it contains vocabulary which has appeared in various newspaper and online articles about the adverts. They should match words / parts of words to make pairs. Give them an example - *eagerly awaited* - ask what it refers to and whether it has neutral, positive or negative connotations. (The original reference was to the John Lewis advert.)

Answers	Original reference
old-fashioned	the story of the bear and the hare
hotly anticipated	Lily Allen's comeback after a three-year break from music
heartwarming	the Tesco advert
hauntingly beautiful	Lily Allen's version of the song
overly sentimental	the Tesco advert
hand-drawn	animation
wishy-washy	Lily Allen's version of the song
beautifully crafted	the John Lewis advert
tear-jerking	the John Lewis advert
hugely popular	Somewhere Only We Know (both the original and the cover)
outrageously expensive	the John Lewis advert, which cost £ 7 million to make

10. For the final activity, tell students that they are going to use the vocabulary from the word cloud in a conversation. Give them a couple of minutes to think of films, series, plays, books etc that they can use this vocabulary to describe and divide the class into groups of three to have their conversations. Finish off with some whole-class feedback: which words did they use? What did they talk about?
11. For homework, send students to [lyricstraining](http://lyricstraining.com) to work on the original version of *Somewhere Only We Know* - tell them to set the difficulty level to *expert* - and send them the link to the making of the John Lewis Advert.

### Bingo Group A

complete	know	used to
fallen tree	came across	end
go	walked	simple
earth	rely on	everything

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### Bingo Group B

talk about it	used to	feet
empty land	dreaming of	love
everything	why	river
gone	knew	came across

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### Bingo Group C

dreaming of	came across	branches
the back of my hand	sat	looking at
complete	minute	somewhere
tired	rely on	felt

## Somewhere Only We Know

### Group A

I \_\_\_\_\_ across an empty land  
I knew the pathway like the back of my hand  
I felt the \_\_\_\_\_ beneath my feet  
Sat by the river and it made me \_\_\_\_\_

Oh \_\_\_\_\_ thing, where have you gone?  
I'm getting tired and I need someone to \_\_\_\_\_

I \_\_\_\_\_ a \_\_\_\_\_  
I felt the branches of it looking at me  
Is this the place we \_\_\_\_\_ love?  
Is this the place that I've been dreaming of?

Oh \_\_\_\_\_ thing, where have you gone?  
I'm getting tired and I need someone to \_\_\_\_\_

And if you have a minute, why don't we \_\_\_\_\_  
Talk about it somewhere only we \_\_\_\_\_?  
This could be the \_\_\_\_\_ of \_\_\_\_\_  
So why don't we \_\_\_\_\_ somewhere only we  
\_\_\_\_\_?

## Somewhere Only We Know

### Group B

I walked across an \_\_\_\_\_  
I \_\_\_\_\_ the pathway like the back of my hand  
I felt the earth beneath my \_\_\_\_\_  
Sat by the \_\_\_\_\_ and it made me complete

Oh simple thing, where have you \_\_\_\_\_?  
I'm getting tired and I need someone to rely on

I \_\_\_\_\_ a fallen tree  
I felt the branches of it looking at me  
Is this the place we \_\_\_\_\_ ?  
Is this the place that I've been \_\_\_\_\_ ?

Oh simple thing, where have you \_\_\_\_\_?  
I'm getting tired and I need someone to rely on

And if you have a minute, \_\_\_\_\_ don't we go  
\_\_\_\_\_ somewhere only we know?  
This could be the end of \_\_\_\_\_  
So \_\_\_\_\_ don't we go somewhere only we know?

**Somewhere Only We Know**

**Group C**

I walked across an empty land  
I knew the pathway like \_\_\_\_\_  
I \_\_\_\_\_ the earth beneath my feet  
\_\_\_\_\_ by the river and it made me \_\_\_\_\_

Oh simple thing, where have you gone?  
I'm getting \_\_\_\_\_ and I need someone to  
\_\_\_\_\_

I \_\_\_\_\_ a fallen tree  
I felt the \_\_\_\_\_ of it \_\_\_\_\_ me  
Is this the place we used to love?  
Is this the place that I've been \_\_\_\_\_?

Oh simple thing, where have you gone?  
I'm getting \_\_\_\_\_ and I need someone to  
\_\_\_\_\_

And if you have a \_\_\_\_\_, why don't we go  
Talk about it \_\_\_\_\_ only we know?  
This could be the end of everything  
So why don't we go \_\_\_\_\_ only we know?

hugely  
warming  
expensive  
anticipated  
beautifully  
tear  
jerk  
pop  
hauntingly  
hotly  
sentimental  
heart  
hand  
wished  
crafted  
popular  
outrageously  
fashioned  
beautiful  
washy  
awaited  
overly