

Suggested Answers for Teachers
Scene 5: Issue-based work with Object Theatre -
green shopping TV advertisement

1. Before watching List ways in which you can be an environmentally friendly shopper.	2. While watching Put a tick if this is included in the scene.
a. <i>bring your own bag</i>	
b. <i>buy produce without plastic packaging</i>	✓
c. <i>buy locally produced food</i>	✓
d. <i>don't buy environmentally unfriendly products like palm oil</i>	
e. <i>don't buy meat products</i>	

3. While watching (continued)

- How is the environmental issue shown with the Object Theatre puppets?
In the first part, the Object Theatre puppet is created with oranges and a broccoli floret wrapped in plastic, with a plastic bag for a mouth. Then the scene changes to 'Green Shopper' and the packaging is taken off the oranges and broccoli, and the mouth is created with a green recyclable bag.
- What is the slogan of the video?
Reduce, reuse, recycle and reshop!
- How does the slogan show that this is an advertisement?

They have added 'reshop' to the environmental slogan. 'Reshop' means they want people to come back to Green Shopper.

- Hong Kong Fresh Foods also buys its products from local farmers. What objects did they choose to create the character of the local farmer? Why did they choose them?

They use a trowel for the body, a branch with green leaves for an arm and two bull clips and coloured clips for the eyes. This is a good choice because a trowel is used for gardening and it is also a small tool which shows that he is a small, local farmer not a big company.

- What other objects could be chosen to make a local farmer?

There are many other objects that could be chosen for the local farmer, for example, a popular local vegetable like pak choi for the body of the farmer and a short bamboo stick for the arm.

4. After watching

- What did the puppeteers do to the objects to show that they are environmentally friendly?

The puppeteers took away the plastic bag on the pencil case and plastic wrapping on the oranges and broccoli when they introduced 'Hong Kong Fresh Foods'.

- Is it okay to see the puppeteers in Object Theatre?

Yes, it is okay. Seeing the puppeteers is part of the art form of Object Theatre. By seeing the puppeteers, the audience can share in the act of creativity and the amazing technique of the puppeteers. Of course, the puppeteers need to

be aware that they can always be seen by the audience and they should concentrate at all times.

- What can the puppeteers do to make the audience focus on the Object Theatre puppet?

The puppeteers can focus their eye contact on the Object Theatre puppets at all times.

- Watch the scene again and identify the techniques they use to persuade us to come to the Green Shopper store. Think about how the puppeteers have used the following:

Language:

Questions asked to audience to make them think: 'Ever go + gerund?' 'Ever wonder how much damage...?' 'Don't you wish there was a better way?'

Positive reaction words: 'Wow!', 'This is amazing!'

Adjectives, determiners and adverbs: 'all new' (concept)', 'all' (our products), 'even' (our bags), 'carefully' (sourced)

Contrasting: 'our carbon footprint is small and their profits are big'.

Voice:

Enthusiastic tone used throughout.

Heavy stress: 'You won't find plastic in our store'. '100% recycled and reusable cotton'.

The Green Shopper and the local farmer speak deliver the last line together.

Characters & Action (i.e. the things that happen)”

A consumer ready to be persuaded

The Object Theatre puppet has a ‘green transformation’ in the second half of the advertisement.

- Think of an environmentally-friendly product you could advertise with Object Theatre. Brainstorm some ideas for an advertisement using the following headings:

Language:

Voice:

Action (i.e. the things that happen):

Ideas for Object Theatre puppets to use in your advertisement: