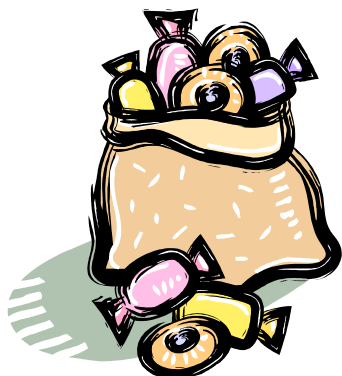


Write a TV advertisement



Willy Wonka needs you to produce a 20-second TV advert for some of the new sweets he has invented. In the advert you will need to let everyone know what the new sweet or chocolate is like and why he or she should try it.

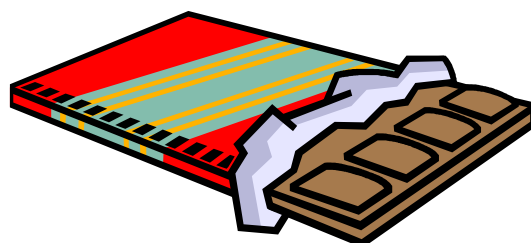
Watch some adverts for sweets and fill in this chart below.

(You can find some adverts on www.tellyads.com.)

How is the advert trying to persuade someone to eat that chocolate or those sweets? Place a tick in the appropriate box.

Name of advert	It will be fun	It tastes great	Everyone else is doing it	It's relaxing

In your group you will need to decide first of all **who** your advert is aimed at and **how** you are going to persuade them to buy your sweet.



Discussion sheet

In your group choose someone who will be the 'chair' of the meeting. Their job is to make sure everyone gets a chance to put across their ideas. Choose someone to be the 'scribe' so that any good ideas can be recorded.

Discuss these questions and make some decisions about your advert.

<p>What sweet will you be advertising? (you can choose from the list below)</p>	<p>Who will your advert be aimed at?</p>
<p>How will you persuade them to try your sweet? – what claims will you make?</p>	<p>What slogan will you use?</p>

Strawberry juice water pistols

Toffee apple trees

Wriggle sweets

Exploding sweets for your enemies

Invisible chocolate bars

Sugar-coated pencils

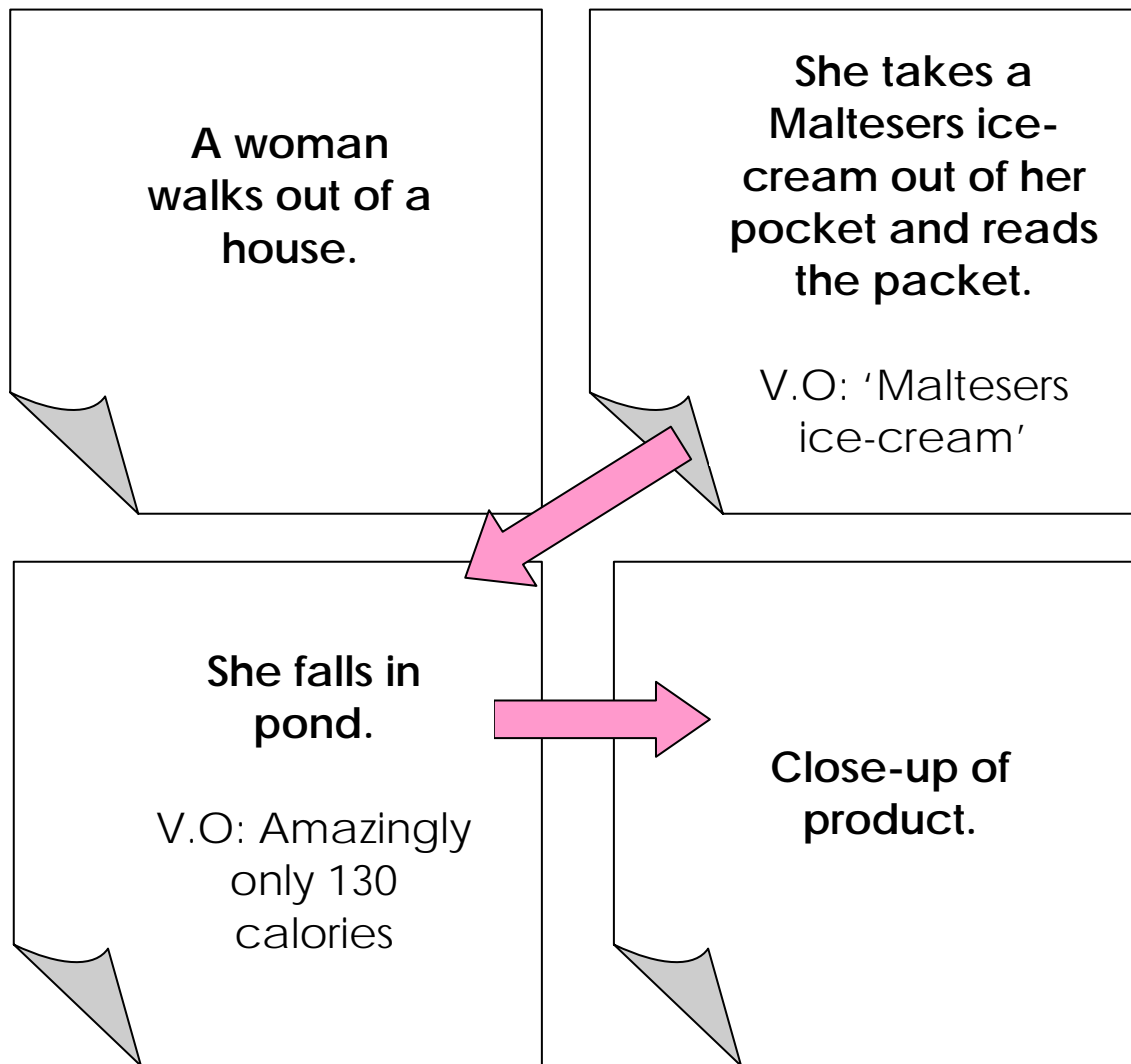
Luminous lollies

Edible marshmallow pillows

Story board

Next you need to make a storyboard showing how your advert will look.

Here is an idea for a 10-second advert for Maltesers ice-cream. 'V.O.' stands for Voice Over.



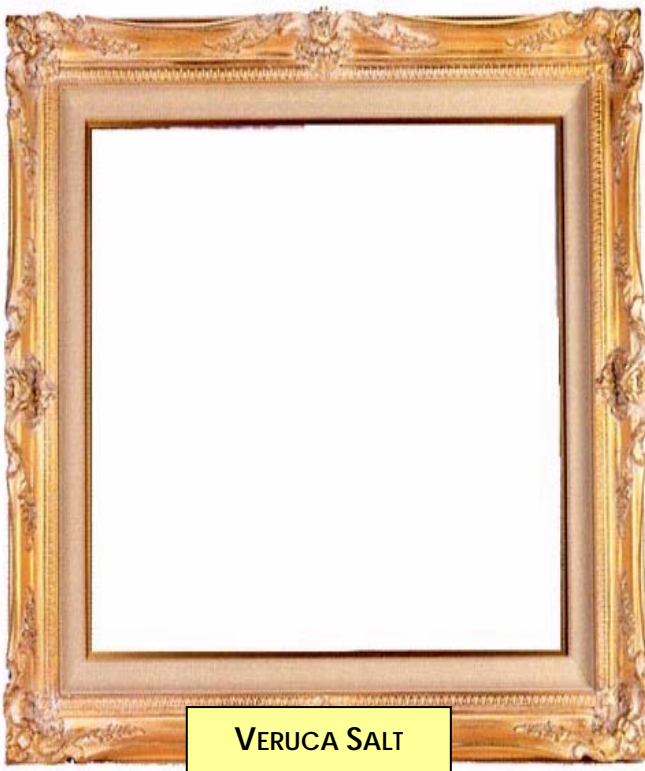
Try to keep your idea very simple as you only have 20 seconds. Write your ideas on post-it notes and arrange them as a storyboard. Think about the voice over, where there will be close-ups and where the long shots will be. When you have decided on your storyboard you are ready to practise and produce your commercial.

Character profiles

Mr Willy Wonka wants to make a picture gallery showing the five Golden Ticket winners who visited his factory. Help him out by drawing pictures of those children and writing some information about each one.

Likes:

What happened to him?



Likes:

What happened to her?

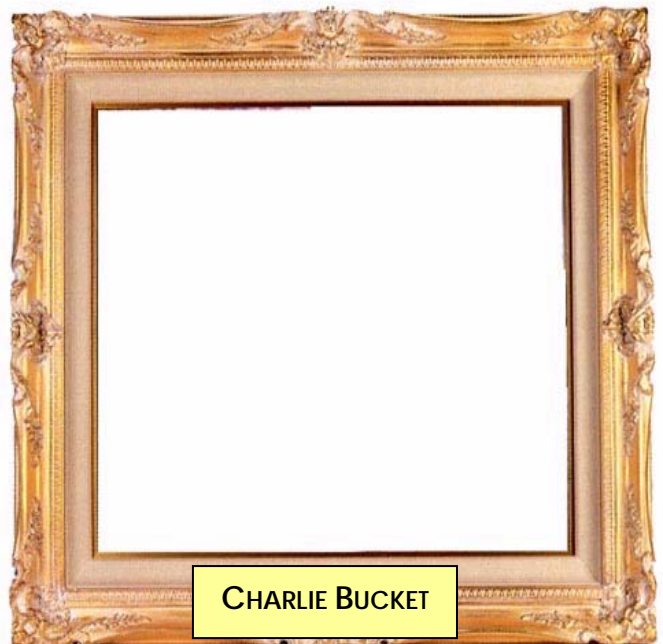
Likes:

What happened to her?



Likes:

What happened to him?



Likes:

What happened to him?

Invent a new sweet treat

You are going to write some instructions for a new sweet treat invented by Willy Wonka. Look at this recipe below which tells you how to make Peppermint Creams. Follow it carefully to make your own sweet treats!

How to make Peppermint Creams

These tasty treats will make a great party food or can be eaten after a meal for a delicious dessert.

You will need:

1 egg white

450g (1lb) icing sugar

Peppermint essence or oil of peppermint

Method:

1. Beat the egg white until frothy but not stiff.
2. Sieve the icing, adding enough to produce a fairly stiff mixture.
3. Add a few drops of the essence or oil.
4. Knead the mixture in to a firm paste and roll on surface dusted with sieved icing sugar.
5. Cut into rounds or form small balls and flatten.
6. Place the peppermint creams onto greaseproof paper, place in a warm place to dry for 24 hours.
7. Store in an airtight container.

Have a go at labelling all the main features of the instructions, writing the correct label in each box.

Write the correct label in each box.

List of ingredients	Measurements of how much is needed
Title	Verbs – telling you what to do
Instructions placed in order	

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7. Store in an airtight container.

[Empty box for labelling]

[Empty box for labelling]

[Empty box for labelling]

[Empty box for labelling]

[Empty box for labelling]

Now it's time to invent your own recipe!

Make some notes on this planning grid first of all.

What will your new invention be called?
What will be special about it?
What will you put in it?
How will it be made?

Matching adjectives

Match up the adjectives to the different characters. You may choose more than one adjective for each character and can use an adjective more than once. Also, you do not have to use all of the adjectives.

spoilt
noisy
rude
loving
naughty
kind
greedy
horrid
revolting
friendly
childish

AUGUSTUS

GLOOP

Veruca Salt

**Violet
Beauregarde**

Mike

Teavee

Charlie

Bucket

Now use information from the book to say why you have chosen those adjectives for each character. You can use this sentence to help.

I think _____ **is** _____
because _____
_____.

For example:

I think Violet Beauregarde **is** revolting **because** she chews chewing gum wherever she is.

I think _____ **is** _____
because _____
_____.

I think _____ **is** _____
because _____
_____.

I think _____ **is** _____
because _____
_____.

I think _____ **is** _____
because _____
_____.

Newspaper reports

Working in pairs, choose one of the four children who come to a sticky end in the Chocolate Factory. One of you will be the reporter and the other the child. Ask questions about their visit to the factory (remember, they may not be completely truthful). Then, using the information collected from the interview, write a newspaper article about the incident.

Some questions you may ask:

How did you find your Golden Ticket?

What were you most looking forward to?

What did you think of Mr Willy Wonka?

What was your favourite part of the factory tour?

What did you think of the other children?

How did you get into trouble?

What did you feel as it was happening?

What will you do with all that chocolate?

Do you feel you have learnt a lesson?

*Choose an interesting twist for your article,
e.g. they have decided to reform or they
think Mr Wonka is crazy!*

Questions for the children

Name of child: _____

How did you find your Golden Ticket?

Golden Ticket

What were you most looking forward to?

What did you think of Mr Willy Wonka?



What was your favourite part of the factory tour?

What did you think of the other children?

How did you get into trouble?



What did you feel as it was happening?

What will you do with all that chocolate?



Newspaper report planning sheet



Headline

Who, what, where, when

List the different things they said about the visit

What quotes would you put in the article?

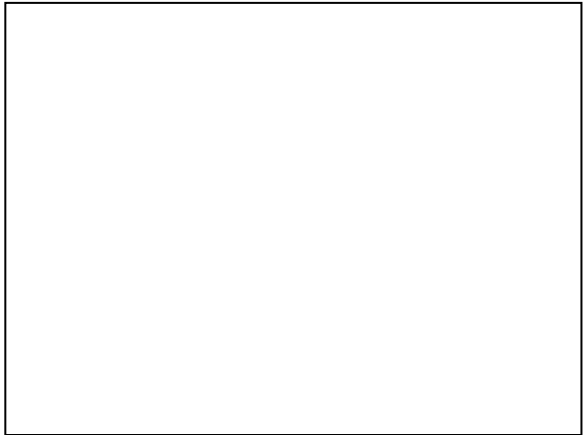
What will their parents say about Mr Wonka?

What words or phrases will you use to make it sound exciting?

FUDGE TIMES

Blank space for writing.

Lined writing area with 20 horizontal lines.

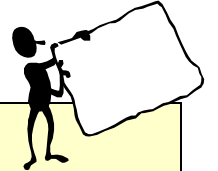


Lined writing area with 14 horizontal lines.

Persuasive leaflets

Mr Willy Wonka has decided to open up his factory to the public for guided tours. Your job is to produce the leaflet that will persuade people to come along and join the tours.

Remember some of the 'tricks' used in these leaflets to try and persuade people to come along.



- **Adjectives** – Use lots of interesting description to enable the reader to imagine what it would be like there.
'Taste delicious, creamy chocolate'
- **Exaggeration** – Make bold claims and statements to entice people to come along.
'The most fun you will have this year!'
- **Alliteration** – It sounds catchy and phrases are more likely to stay in the reader's mind.
'Taste terrific treats today'
- **Questions** – Engage the reader by posing questions so it sounds like they are being addressed personally.
'Do you enjoy exciting new experiences?'
- **Slogan** – You need to end with a statement that is enticing and easy for people to remember.
'Find out what fun tastes like'

You won't be able to mention everything that you can see in the factory. Choose three of the main attractions and describe them. Fill in your thoughts in the planning grid before drafting your leaflet.

Planning sheet

What three attractions will you mention in the leaflet?

-
-
-

What adjectives will you use to describe these attractions?

List some slogans you will use:

What questions will you pose to the reader?

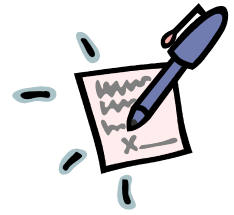
What alliteration will you use?

What additional information will you include in the leaflet? E.g. map, café, shop

Why would someone visit the factory after reading your leaflet?

Letters to a problem page

At the end of the book four of the characters find themselves in difficult situations. Read this letter to a problem page written by Augustus Gloop. Write a reply to him.



Dear Problem Pattie,

I have never written to a problem page before but after a traumatic event in my life things just haven't been the same and I don't know what to do.

My clothes have become so baggy that they hang off in great folds. I have suffered a few embarrassing situations where my trousers have fallen down when walking down the road.

However, my biggest problem is the fact that I've gone off the taste of chocolate. I used to love the stuff and regularly scoffed hundreds of chocolate bars. Now, even the smell of it makes me feel sick. To make matters worse, I have truckloads of it sitting on my drive way.

Will things ever get back to normal?

Yours longingly

Augustus Gloop

You could try and write letters to a problem page from Veruca, Violet and Mike. Read page 182 again to find out what was wrong with them at the end of the book.

Sequencing events

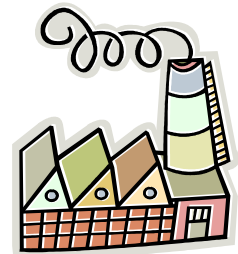
At the end of the story Willy Wonka, Charlie and Grandpa Joe crash through the roof of the house in the Glass Elevator. Everyone is understandably very frightened by this.

Page 260 – ‘It took quite a time for Grandpa Joe and Charlie to explain to everyone exactly what had been happening to them all day.’

You need to help Charlie and Grandpa Joe put all the events into the correct order.

Cut out the boxes on the next page and place them on a timeline like this:

My day at the chocolate factory



Then, pretending you are Charlie, tell a partner what happened. Try to use words like:

- ★ First of all...
- ★ After that...
- ★ Some time later...
- ★ Next...
- ★ Meanwhile...
- ★ Shortly afterwards...
- ★ All of a sudden...
- ★ At that moment...



Veruca Salt demanded one of the squirrels, but they ended up pushing her down the rubbish chute, along with her parents.

Violet ate some chewing gum that wasn't quite ready and turned into a huge purple blueberry.

We went into the Chocolate Room which had a giant waterfall churning up all the chocolate in the factory.

Mike Teavee got sent by television but ended up very tiny indeed.

Mr Willy Wonka greeted us at the door and welcomed each of us to his factory.

We sailed along a chocolate river and saw many of the factory workers, who are called Oompa-Loompas.

The three of us went in this glass elevator and went crashing through the roof of the factory and landed here in this room.

Augustus Gloop ate some of the chocolate river, even though we were asked not to and he fell in and got sucked up a large pipe.

Should Willy Wonka's factory be saved from closure?



As a dentist I am seeing more and more problems with children's teeth. Willy Wonka chocolate is so delicious that children can no longer resist it and some are eating as much as ten bars of chocolate a day. This is very bad news for their teeth and I am treating more fillings than ever before. Only last week I had to remove every single tooth from a small boy as they had all gone rotten. This is why I think that Willy Wonka's Chocolate Factory should be closed down.

I own a small shop next to Willy Wonka's factory. We sell all sorts of sweets and chocolates, but our biggest seller by a long way are Wonka Bars. I make most of my income from selling them. If Willy Wonka's factory closed down then I wouldn't be able to run my shop anymore. I'd miss seeing the children every day, buying their sweets on the way home from school.



**FACTORY ROTS
CHILDREN'S
TEETH**

Best chocolate
in the world!

Local jobs for
local people

**GOLDEN TICKETS
MAKING OUR
CHILDREN GREEDY**

**OOMPA-LOOMPAS
FORCED TO WORK
LONG HOURS**

New inventions
all the time

The information on these two pages helps to put across both sides of the argument. Try to fill in this chart with the arguments for and those against closing down the factory. Use the information on the two pages to help, but also see if you can add any new arguments of your own.

Arguments for keeping the factory open	Arguments against keeping the factory open
