« DREAM CRAZY » COMMERCIAL

Mission 1 : ‘Dream Crazy’ commercial

***Task 1 : Watch the commercial.***

→ Who and what did you see? List the various steps of the commercial.

*Then, in groups, gather the information you have found and share them with your class.*

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| 1 | **Nyjah Houston, 23.**  The ad starts with a video of a  |
| 2 | **Isaiah Bird, 10.** Then, we can then see a  |
| 3+ 5 | **Zeina Nassar.** The next person is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. We then learn she is a boxing champion. |
| 4 | **Kai Lenny** A surfer  |
| 6 | **Megan Blunk** A young woman in a  |
| 7 | **Eliud Kipchoge** A boy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and then, ending \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  |
| 8 | A team of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| 9 | **Alicia Woolcott** A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_who is also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 10 | **Charlie Jabaley** An \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_boy who has lost \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (lbs) then finishes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ after beating \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| 11 | **Lacey Baker** A skateboarder who is \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_but who is \_\_\_\_\_\_\_\_\_\_\_**.** |
| 12 | **Alphonso Davies** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ playing s\_\_\_\_\_\_\_\_\_\_\_\_ with friends and then playing \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . |
| 13 | **James LeBron** A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ player giving \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| 14 | **Colin Kaepernick,** having his back \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**,** watching \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| 15 | A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ playing and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a goal. |
| 16 | **Griffin** A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ American football player scoring, as well.  |
| 17 | The two \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ playing tennis in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . |

**Task 2 : What does the commercial say at the end in relation with the title?**

**Task 3 : What message is the commercial trying to convey?**

**Task 4 : Translate the following sentences :**

La publicité de Nike présentant des personnes communes brisant les barrières et réussissant contre toute attente, encourage quiconque à rêver en grand, ce qui signifie être persévérant, tenace et déterminé.

Elle encourage chacun, quelque soit sa couleur de peau, son handicap, sa sexualité, sa religion à dépasser les limites, à surmonter les obstacles sans craindre le jugement des autres / quoiqu'en pensent les autres.

Cette publicité met en lumière la grandeur quel que soit le nom, le niveau de renommée ou le sport choisi d'un athlète.

**CONCLUSION** : Nike’s commercial, released in 2018, has/ˈɡɑːnəd/  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** both /ˈkɒntrəvɜːrsi/ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** and /ˈkrɪt*ɪ*sɪzəm/ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**, as it features /ˈfɔːrmər/ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** San Francisco /ˈkwɔːrtərbæk/ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Colin Kaepernick, who has been widely /ˈkrɪt*ɪ*saɪzd/**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** for /ˈniːlɪŋ/ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** during the national /ˈænθəm/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in protest of police brutality in his country.

**HAVE YOU HEARD OF THIS STORY? Do research on the topic & be ready to explain what you have found out in class… ☺**