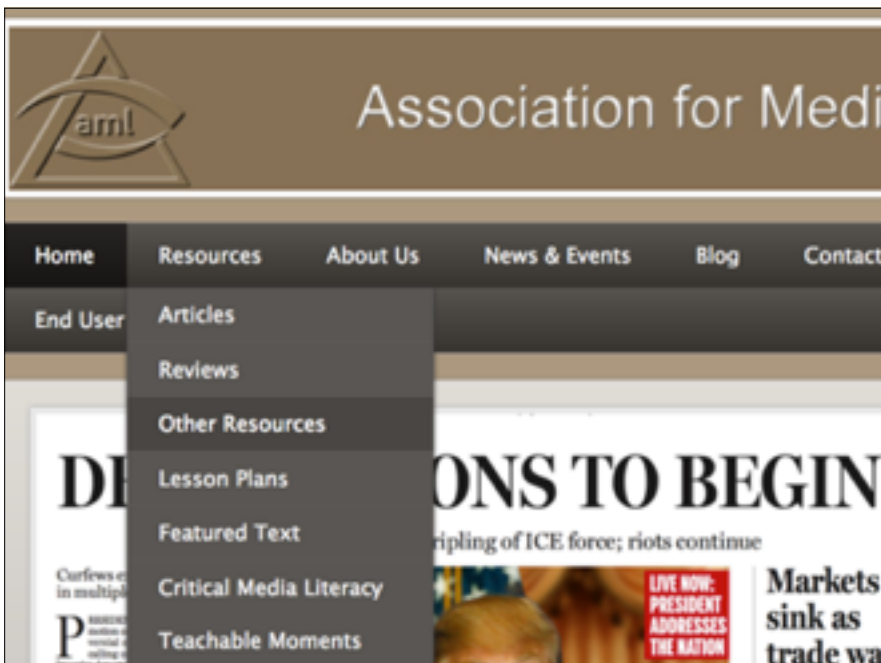




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@mediasee



**Media Literacy
is a perfect
integrating curriculum**

**Media Literacy
is fun!**

Lab/Inquiry Format

**question
research
analysis
conclusions**

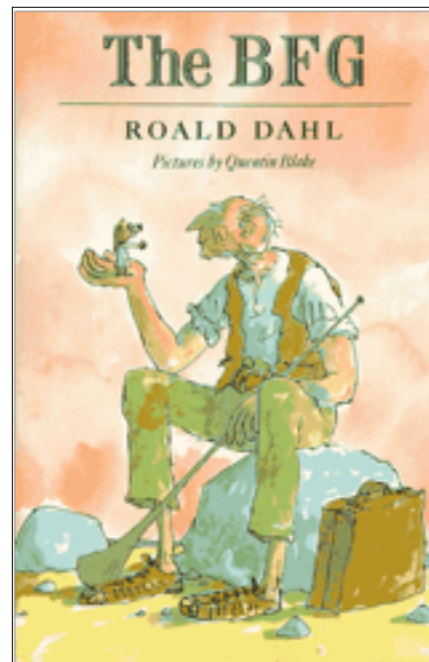
Inquiries

**How/why is a book adapted into a movie?
What are some codes and conventions of images?
Why are some movies more successful than others?
What are some codes and conventions of movies?
How does music add to meaning and enjoyment?
How are movies promoted?
How do studios extend the movie experience?**

Compare and Contrast

What can we learn from the similarities and differences?

What might images tell us about the relationship between Sophie and the BFG?





children know power



Which story is this?

An abused child must use perseverance, affiliation and intelligence to overcome the challenges of a hostile adult-dominated world.





How is power communicated?





scale



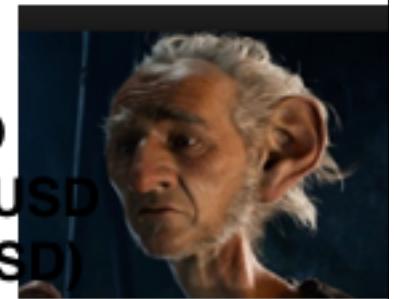
Scale & Angle



Scale & Angle

Why is *The BFG* a Box Office Failure?

cost 140M USD
box office 182.7M USD
(expected 350M USD)



TOMATOMETER



AUDIENCE SCORE



Critic Consensus: *The BFG* minimizes the darker elements of Roald Dahl's classic in favor of a resolutely good-natured, visually stunning, and largely successful family-friendly adventure.

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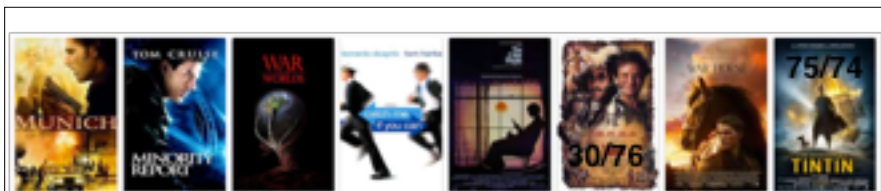


AUDIENCE SCORE



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Box Office Failure

(Rolling Stone)

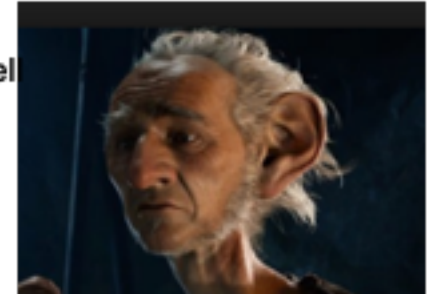
Emotion can be a tough sell

The mixed reviews

No stars, no spectacles

Holiday weekend opening hobbled box-office

It's a generational thing: Gen X, Millennials



representation



representation





Movie codes and conventions



Music

What do you see or feel?

How does music add meaning?



woodwinds → brass

How do music, sound and echo enhance Sophie's nightmare?



How does movement enhance the experience?



Trailers

(compare and contrast, audiences negotiate meaning)

Who is the target audience?

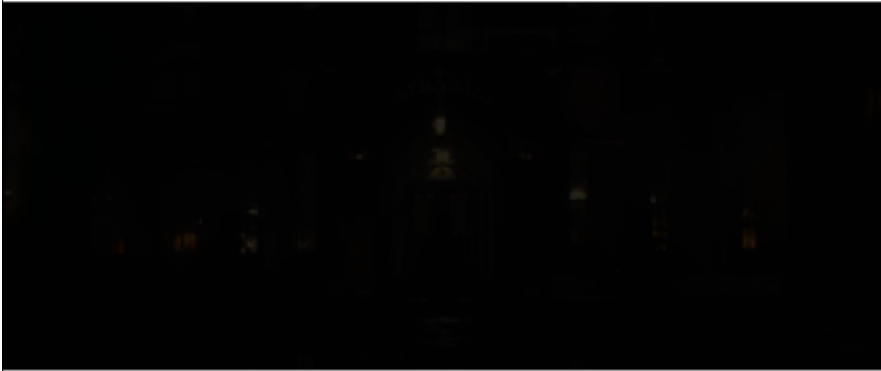
How do trailers invite them?

What questions does this evoke/answer?

What are the essential story parts?

Compare and Contrast

United States



Trailers

(compare and contrast, audiences negotiate meaning)

Who is the target audience?

How do trailers invite them?

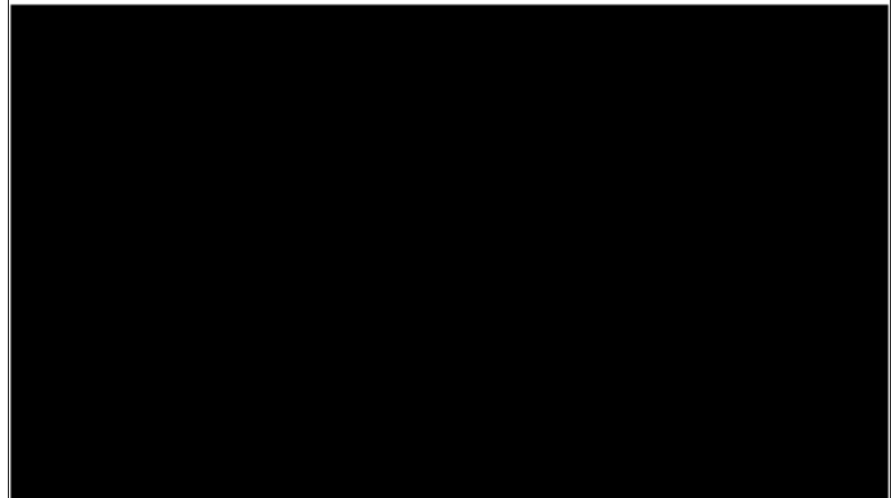
What questions does this evoke/answer?

What are the essential story parts?

New Zealand



Germany



Story Differences

What must a screenwriter consider when adapting a novel into a movie?

plot
action
character
relationships

Story Differences (mistakes?)

Book	Movie
Trogglehumper-caused giant fight	Dream catching
Sophie kisses BFG kisses Sophie	Custom-mixed dreams
Custom-mixed queen dream	Giants invade/trash cave
Travelling to/through London	Whizzpopping at breakfast
Sophie stabs giant with brooch	Sophie releases trogglehumper
Giants in a London hole	Giants on a remote island
BFG in Windsor	BFG in giant country

How does *The BFG's* plot show that people of diverse backgrounds can help each other?

BFG Asserts



Giant-speak



Le chival, l'air de...
les yeux

The Headbumping Giant
a 20fander, a squeat-pit.

Crab	handgrog fruit	Troggy	jump
crab	foobling	feggle	droopy
Corky	bolthead	fiddle	snopy
	funpleunk	stibling	Krusey
	cong-fettle	wilky	fraggler
	spogspoggle	thunking	foobling
blevading)	flunkbuckly	peanking	codswalch
stoking	algog-watling	folking	Keeswotch
protiding	pagwawder	put-pitching	gobble
measuring (and)	seawseamer	studdling	Erudist
	baglanlar	slidger	drunk
	frunkwetter	spogging	sliggy
Swish...	spitzwangler		

bu2fuz2	squawking	(foob-fald)
bu2fuz2	spogging	foobling
buglangar	scumpig	spogging
boofkanger	scatbling	supply
wal-kiger	swillling	goilky
spogwiggler	spogging	franky
codswalch	slumping	foobly
swatfoompog	foobling	oow-puffant
Spalchewking	spuffly-jump	
codswalch		spogwicker
shad-billy	reg-rasper	spogging
spidswalch	schumpog	phizz-whizz
Swish-fuggler		(chil-lar or fiddle = chil)
swoggle wog	foomglat	Schraumen
Janade Snopie	spogging	
piffle-watlar	sludge	squack-pip
	(pog-pig-pog)	

Why/how is whizpopping funny?



generals, butler, queen, dogs

Endings & Values

#1 Dream causes giants to regret, leading to remorse and redemption

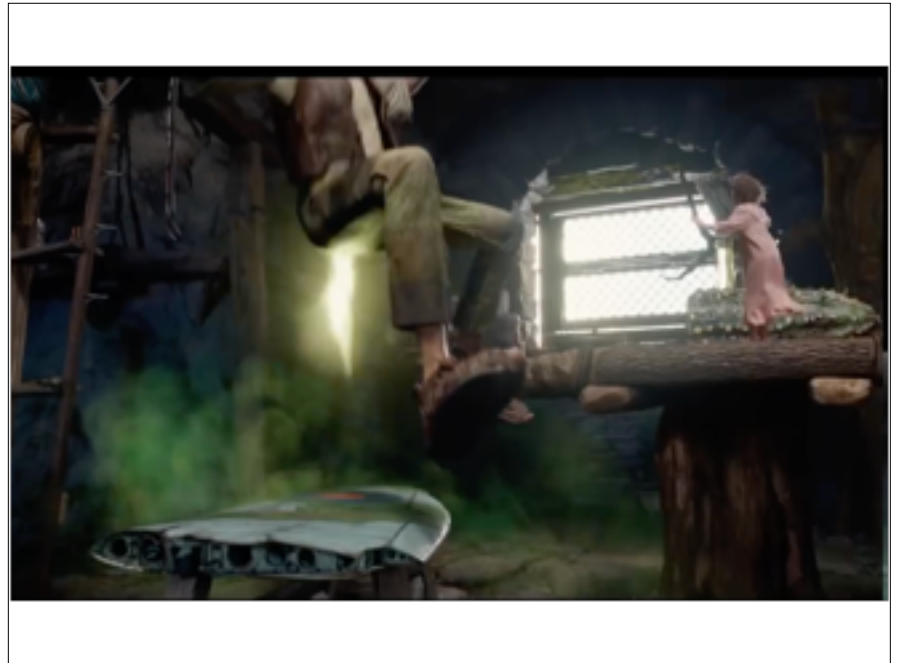
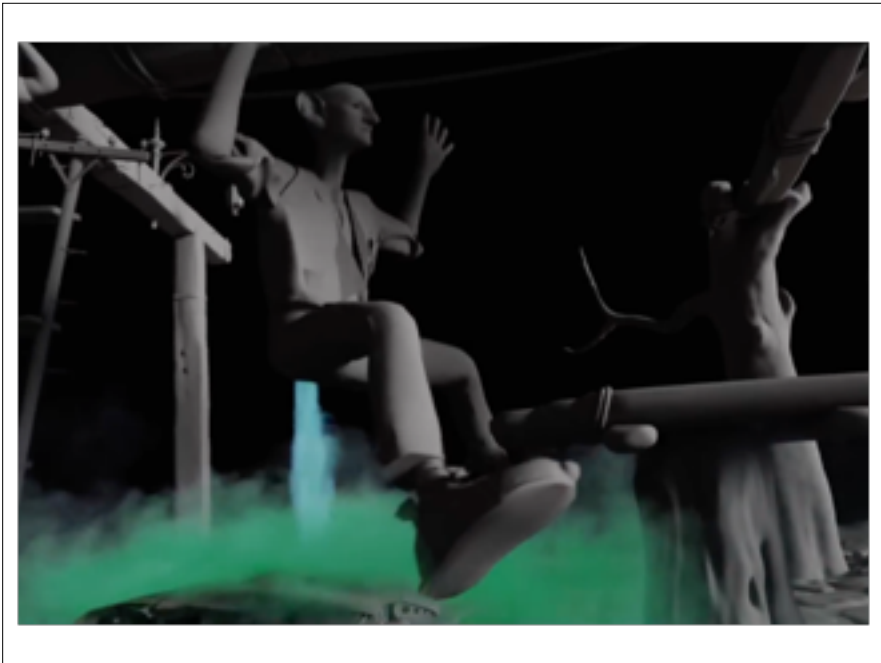
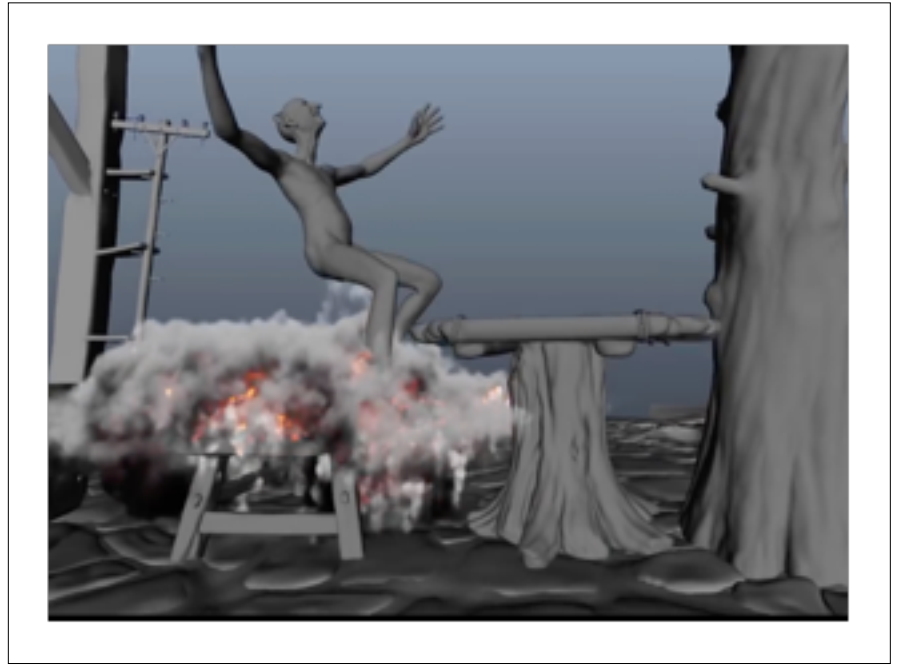
#2 Military captures and imprisons giants, leading to isolation and starvation

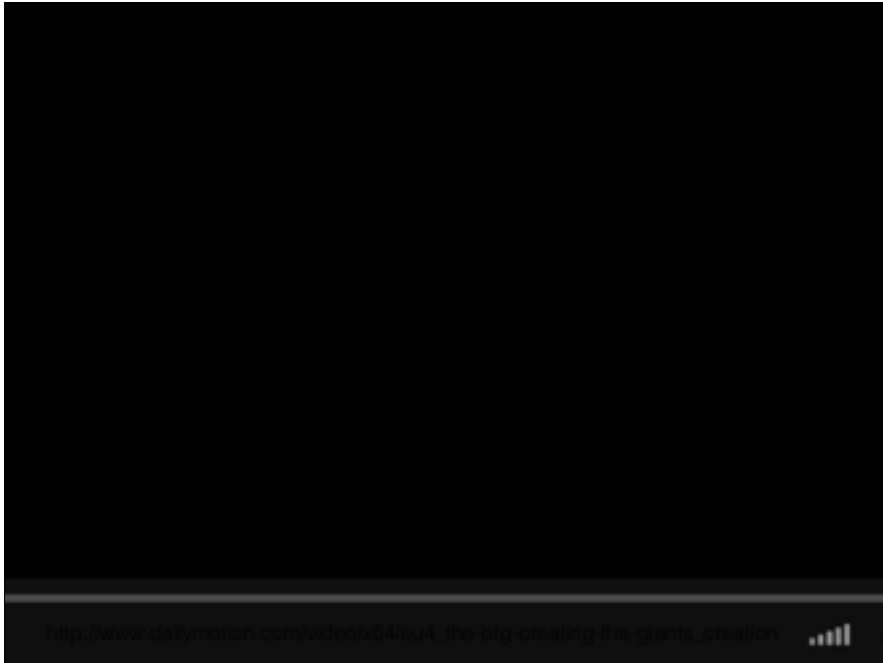
giant remorse



Mocap
(motion capture)
real-time animation







Merchandising



Disney
THE BFG

Create & Share

Frobscottle Recipe

As the BFG, Sophie befriends the big, friendly giant, and saves the lives of her friends and family.

Create your own piece and face about with this fun recipe that highlights each of the award winners.

Frobscottle Recipe

WHAT YOU WILL NEED:

- 1/2 water
- 2 sugar
- 1 drop of essence
- 1 tsp vanilla extract
- One food coloring
- 1 tsp club soda
- Frank sulphuric

DIY BONUS: Use 1. Combine water, sugar, and vanilla extract in a container and bring to a simmer. 2. Turn down heat. Add essence and give it a good stir. 3. Always use 1. Let cool completely in a glass jar. 2. Use food coloring, add club soda and sulphuric.







On Blu-ray, Digital HD & November 29







YOU WILL NEED:









1 c water
 2 c sugar
 1 tbsp of cream
 1 tsp vanilla extract









Green food coloring
 1 liter club soda
 Fresh raspberries

DIRECTIONS: *Step 1:* Combine water, sugar, and vanilla extract in a saucepan and bring to a simmer. *Step 2:* Turn down heat. Add cream and green food coloring (5-7 drops). *Step 3:* Let cool completely in a glass jar. *Step 4:* Once cool, add club soda and raspberries.

		
The BFG (Dream Tree) Coffee Mugs MG24024	The BFG (Giants Faces) Coffee Mugs MG24025	The BFG (Snozzcumbers) Coffee Mugs MG24026
		
The BFG (Sophie & BFG Circles) Coffee Mugs MG24027	The BFG (Sophie & BFG) Coffee Mugs MG24028	The BFG (Teaser) Coffee Mugs MG24029

		
The BFG Festival Wristbands FWR68075	The BFG (Sunset) Coffee Mugs MG24167	The BFG (Sophie's Dream) Vinyl Stickers PS7306
		
The BFG (Giants) Badge Packs BP80554	The BFG (Dream Jar Label) Coffee Mugs MG24022	The BFG (Dream Jars) Coffee Mugs MG24023

			
★★★★★ Disney Infinity 3.0 Edition: Disney Pixar's Sadness Figure \$14.99 \$13.99 ✔ Ship-To-Home ✔ Free Store Pickup	★★★★★ Pop! Vinyl by Funko Disney Pixar's Inside Out - Disgust \$9.99 ✔ Ship-To-Home ⊖ Free Store Pickup	★★★★★ Pop! Vinyl by Funko Disney Pixar's Inside Out - Joy \$9.99 ✔ Ship-To-Home ⊖ Free Store Pickup	★★★☆☆ Inside Out 2 Mini Figure 2 Pack: Joy and Disgust \$9.99 ✔ Ship-To-Home ⊖ Free Store Pickup
2 for \$24 all Disney Infinity 3.0 priced 14.99**	Ships Free with a purchase of \$19 or more**	Ships Free with a purchase of \$19 or more**	Ships Free with a purchase of \$19 or more**
			

 <p>★★★★★</p> <p>Inside Out Small Plush - Sadness</p> <p>\$12.99</p> <p> <input checked="" type="checkbox"/> Ship-To-Home <input type="checkbox"/> Free Store Pickup </p> <p>Ships Free with a purchase of \$19 or more**</p>	 <p>★★★★★</p> <p>Disney Pixar Inside Out Kid Safe Mood Orb Headphones</p> <p>\$19.99</p> <p> <input checked="" type="checkbox"/> Ship-To-Home <input type="checkbox"/> Free Store Pickup </p> <p>Ships Free with a purchase of \$19 or more**</p>	 <p>★★★★★</p> <p>Inside Out 2D Blu-Ray Combo Pack (Blu-Ray/DVD /Digital HD)</p> <p>\$29.99</p> <p> <input checked="" type="checkbox"/> Ship-To-Home <input type="checkbox"/> Free Store Pickup </p> <p>Ships Free with a purchase of \$19 or more**</p>	 <p>★★★★★</p> <p>Inside Out Small Plush - Bing Bong</p> <p>\$12.99</p> <p> <input type="checkbox"/> Ship-To-Home <input checked="" type="checkbox"/> Free Store Pickup </p> <p>Ships Free with a purchase of \$19 or more**</p>
			

Disney STORE | What can we find for you? | FREE SHIPPING EVERY DAY | My Favorites (0) | My Bag (0)

NEW | CHARACTERS | PRODUCTS | GIRLS | BOYS | BABY | ADULTS | DISNEY PARKS PRODUCT | SALE

← Back to Inside Out

Disney-Pixar Inside Out iPhone 5/5S Case


\$19.95 | Item No. 547403336709

★★★★★ 4 reviews | Write a review

Your call
 Dial up your emotions with this Disney-Pixar Inside Out iPhone 5/5S Case. The clear case comes with five interchangeable designs featuring the different emotions from the new movie so you can change it according to your mood. [See more](#)

Quantity: [Add to Bag](#)

[Add to Favorites](#)



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NEW | CHARACTERS | PRODUCTS | GIRLS | BOYS | BABY | ADULTS | DISNEY PARKS PRODUCT | SALE

← Back to Inside Out

Disney-Pixar Inside Out Selfies Tee for Girls

\$16.95 | Item No. 547094280344


★★★★★ 4 reviews | Write a review

Say cheese!
 This fun tee provides a "selfie" snapshot of what it's like to be Inside Riley's head as her emotions turn the camera on themselves for this striped tee inspired by Disney-Pixar Inside Out. [See more](#)

Quantity: [Add to Bag](#)

Size: [Size Chart](#) [Add to Favorites](#)

Graphic Tees for Kids \$10 Each When You Buy 2 or More [See Details >](#)



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NEW | CHARACTERS | PRODUCTS | GIRLS | BOYS | BABY | ADULTS | DISNEY PARKS PRODUCT | SALE

← Back to Inside Out

Inside Out Figure Play Set


\$14.95 | Item No. 407000440248

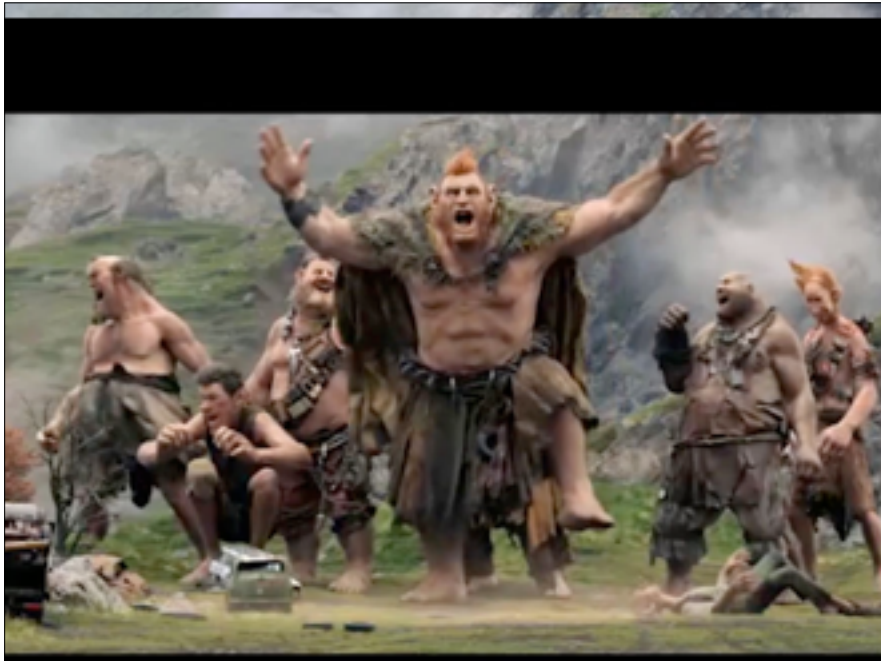
★★★★★ 1 review | Write a review

Play with your feelings
 Enjoy a full range of emotions with your favorite colorful characters from Disney-Pixar Inside Out, including Joy, Sadness, Anger, Disgust, Fear, and Riley's best imaginary buddy Bing Bong. [See more](#)

Quantity: [Add to Bag](#)

[Add to Favorites](#)
 Figure Play Sets \$10 Each When You Buy 2 or More [See Details >](#)





Action-figure Challenge



**What product tie-ins
can you imagine?**

Media Literacy
is a perfect
integrating
curriculum



**The Association for
Media Literacy
Neil Anderson**

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