

SPANISH LOTTO ADVERT – KNOWLEDGE ORGANISER.

CONTEXT – First Published in 2015.

ABOUT THE BOOK:

This touching short film features a security guard who works during the nights and therefore has little interactions with the rest of the staff. Feeling lonely, he finds a way to communicate and touch the lives of the people as best he can...

ABOUT THE AUTHOR:

The ad was created by Leo Burnett, Madrid, and directed by Against All Odds at Passion Pictures.

KEY VOCAB:

Lottery, Christmas Raffle, Prize, Share, Security Guard, Colleagues, Mannequin, Warehouse

HISTORICAL CONTEXT:

The Spanish Lottery is a national tradition since 1812. Spaniards can sometimes queue for hours to purchase the tickets. Because of the huge prize (€2.2 billion) the lottery can sometimes be nicknamed El Gordo, which means “the fat one. It is biggest lottery prize in the world.

GRAMMAR:

Tenses
Relative clauses & relative pronouns
Semi-colons for clauses / Semi-colons for a list
Colons for clauses / Colons for a list
Mood & atmosphere
Formal/ informal language
Figurative language

KEY THEMES: – A message/ idea/ image that runs throughout the story.

FRIENDSHIP.

The story shows how, even though his colleagues don't necessarily see him, Justino can still spread happiness through the factory.

TOGETHERNESS.

The story explores the idea that people will come together when it is most needed.

