

# *Story Development Using Cadbury Commercials*

## *Materials/Resources:*

The Cadbury commercials are highly creative and are an excellent resource for story development. Using any of the commercials found in the link below, have students postulate the “story behind the video”. Literary concepts can be easily woven into the activity in order to coordinate with curricular instruction.

<http://pinterest.com/kclark7840/cadbury-commercials/>

## *Skills Targeted:*

- \*Story development using inferences, sequencing, closure, and further creativity
- \*Hyperboles & Personification Identification
- \*Analytical reasoning
- \*Compare & contrast
- \*Ambiguity
- \*Main Idea
- \*Detail Identification
- \*Vocabulary development
- \*Verbal expression
- \*Metaphors/Similes
- \*Auditory Comprehension/Memory

## *Instruction:*

1. After viewing a selected video, have the student(s) develop a story around the characters/setting displayed in the video. This activity can be done individually or in small groups.
2. The lesson can be tailored to a specific literary term (e.g. hyperboles, metaphors, similes, personification) with the crafting of the story emphasizing the key term(s).
3. Students can use visual maps or graphic organizers to assist in developing their stories.
4. Once completed, have students present their story. If key terms are targeted, have peers cite examples or the number of instances a term was used within a peer’s story (targets auditory comprehension/memory).