Many of the techniques and principles that we looked at are explored on my website (lessonstream.org) and in my new book - Bringing Online Video into the Classroom.

* Paperback [here](http://example.com)
* Electronic version [here](http://example.com)
Mr W video here:  
http://www.youtube.com/watch?v=2mTLO2F_ERY

Part one: isolated audio

What do you hear?

a bird tweeting   a bed creaking
a woman screaming a child crying
a cat meowing     footsteps
a dog barking     soft piano music
a German accent   someone laughing
a glass smashing  a door slamming
Part two: isolated visual

Possible questions to ask, explore and for students to reconstruct:

* Where do you think this man is from?
* What do you think he does for a living?
* How old do you think he is?
* What kind of person do you think he is?
* Do you think he is married, single or divorced?
* What do you think he did to get on people’s nerves?

There are various ways to obtain stills from video.
One good free application is Jing:  
http://www.techsmith.com/jing.html
“I think I was always misunderstood. People just didn’t seem to like me. I think I annoyed them. I got on their nerves. I don’t know why. That’s just the way it was. Maybe I was too intense. Maybe I came on too strong. I don’t know. I really can’t say. Yeah, it was lonely, really lonely. But you get used to it after a while. And then one day, everything changed. Somebody finally accepted me for what I am. Since I got this job, life has been completely different. I finally feel useful - good at something.”

“İ think I was always mis________. People just didn’t S T L M. I think I a________ them. I got on their n________. I don’t know why. T J T W I W. Maybe I was too i________. Maybe I C O T strong. I don’t know. I r________ can’t say. Yeah, it was lonely, r________ lonely. But you G U T I after a while. And then one day, everything changed. Somebody finally accepted me F W I A. Since I got this job, L H B C different. I finally feel useful - G A S.”
Part four: isolated text (visual narrative)

Observation test:

He kicks / punches a cardboard box onto the road.
He throws / drops a flower pot from a balcony.
He knocks a man’s hat off / out.
He lifts / rises a woman's skirt up.
He turns a man's umbrella inside out / upside down.
He throws / drops sand in a little girl's face.
He messes / tidies up a woman’s hair.

Answer:

He lifts a woman's skirt up.
He throws sand in a little girl’s face.
He messes up a woman’s hair.
He drops a flower pot from a balcony.
He turns a man’s umbrella inside out.
He knocks a man’s hat off.
He kicks a cardboard box onto the road.

Images for the ‘Is he about to or has he just?’ slideshow here: https://www.dropbox.com/sh/gojnhwlfuh51ea1/AACEOBFhKM2Wx8Dlczhz5dWMa

Part five: videotelling

Demonstration video here:
https://www.youtube.com/watch?v=OCJhaqj43Bo

Part six: follow ups

1. The sun and the North Wind
   Story and images here: http://en.wikipedia.org/wiki/The_North_Wind_and_the_Sun

2. Filmmaking competition
   Give students the Mr W text and ask them to create a short film
   They can do this either before or after watching the Mr W advert
   Examples:

   Rain: https://www.youtube.com/watch?v=DJQVhyVEqfE
   Sun: https://www.youtube.com/watch?v=PteoG7B_V-g
“I think I was always understood.
People seemed to like me.
  I think I helped them.
I contributed to their lives.
  I don’t know why.
That’s just the way it was.
Maybe I was productive.
Maybe I was necessary for society at that time.
  I don’t know. I really can’t say.
Yeah, those were happy days, really happy.
But you shouldn’t take anything for granted.
Because then one day, everything changed.
  People came to reject me for what I was.
Since I lost this job, life has been completely different.
  I finally feel useless - redundant and dead.”