**PBLL Entry Event**

Pre- Post-Video Worksheet

NB: Questions are in English for the purposes of PEBBLES. In the actual project, this worksheet will be in Italian, using many cognates so as to be appropriate for beginner learners of Italian. Additional or modified questions can be added/edited for Intermediate learners of Italian.

**Part 1 Pre-activity:**

1. What’s your opinion of McDonald’s? Do you like their food? How often do you eat McDonald’s?

(Beginners can write simple sentences with several adjectives, Intermediate level students can describe in more fleshed out complex sentences)

2. What do you think Italians generally think of McDonald’s? Do they think of McDonald’s favorably or not? Why do you think that?

**Part 2 Videos Activity:**

Now, watch this McDonald’s commercial that aired in Italy a few years ago and answer the questions that follow: <https://www.youtube.com/watch?v=pdVWTw7Fz2A>

1. What did the waiter ask the little boy?

a. e tu, che cosa vuoi? b. e Lei, che cosa vuole? c. e tu, che cosa vuole?

2. What did the little boy respond to the waiter? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Now, watch this video, the commercial produced by the Neapolitan Pizza Makers association in response to MacDonald’s videos: <https://www.youtube.com/watch?v=lqpjHJfo48U>

**Part 3 Post Activity:**

1. After watching the second video, describe the little boy’s reaction to McDonald’s.

2. The little boy in the video has a very particular accent that is unique to Italy. Gathering from the information in the video (title of video, caption in the video and other knowledge

3. At the end of the video, it shows “n’euro, n’euro cinquanta”. How much is that in euros?

a. between €1,00 and €1,50 b. €2,50 c. €1,50

4. How much does your answer come out to in dollars? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. What is cheaper, a McDonald’s Happy Meal in Italy or a pizza in Italy? After fiding out from your teacher the answer to #2, use your devices (phones, tablets, laptops) to look at McDonald’s websites in Italy to find out what the price would be. Write is in Euros and then convert it to dollars and compare.

6. What’s the current exchange rate for Euros 🡪 Dollars? Write today’s date as well. You will go back at the end of Week 3 (after our final product presentations and as part of our PBLL adventure epilogue) to compare and see if there is any significant different in the exchange rate. If there is a difference of more than 10 cents, we will investigate the news in the US and Italy as to why that might be.

**Parte 3: Viva la pizza!** *C’è una guerra sulla pizza?*

Now, read the following questions and then watch this video:

<https://www.youtube.com/watch?v=K6_JoOke078>

1. Where is the location in this video? (What are they standing in front of?) What city are they in?

2. What are they protesting?

3. The man who is interviewed by the reporters at the 2 minute mark seems upset.

True / False

4. La pizzaiola dice che “McDonald ti fa solo ingrassare.” Secondo te, ha ragione? (The pizzamaker says that McDonalds only makes you gain weight. Is she right? Why or why not? Is the issue black and white?

5. “McDonald’s è patrimonio dell’obesità.” (McDonald’s is supporting/advancing obesity.) Are you in agreement with this statement? Why or why not?