

# Melding Games with Empathy

## Parody of AC Segment documents

Edit this form

### おもいやり 1 Review & Reflection

\* Required

Last Name \*

First Name \*

こころづかいand おもいやりboth mean what? \*

☐ heart

☐ consideration

☐ response

☐ thoughts

Give the literal meaning of おもいやり in English \*

Give the literal meaning of こころづかい in English. \*

In the commercial, the ending statement was その気持ちをカタチに, meaning, "Give form to your feelings". "Form", カタチ, is a Japanese word. Why do you think it was written in katakana? \*

To what degree do you agree with the statement: The commercial inspired me to be more consistently considerate. \*

1 2 3 4 5

Disagree completely ☐ ☐ ☐ ☐ ☐ Agree completely

To what degree do you agree with the statement: The commercial made me feel guilty for times I have not been considerate. \*

1 2 3 4 5

Disagree completely ☐ ☐ ☐ ☐ ☐ Agree completely

To what degree do you agree with the statement: The "AC" jingle at the end of the commercial is annoying.

1 2 3 4 5

Disagree completely ☐ ☐ ☐ ☐ ☐ Agree completely

To what degree do you agree with the statement: The parody was was an excellent way to bring focus on the frustrations of the Japanese people in the days following the tsunami. \*

1 2 3 4 5

Disagree completely ☐ ☐ ☐ ☐ ☐ Agree completely

What is the pun that was used in the parody of the commercial you saw? \*

Explain what your parody of the commercial would have been like if you were in that situation. \*

Give a description of how you might have changed the commercial to highlight what people were frustrated about.

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## Days 2-4. Production of Parody.

### Instructions:

日本語三

AC Commercial Parody : **Presented on Day 2. First 20 minutes of Day 2 to complete.**

With your partner(s), prepare a parody of the AC commercial you saw in class. Imagine you are one of the people who had to sit through countless AC commercials while you were trying to keep up with the earthquake/tsunami coverage.

Make a parody of 15-45 seconds that includes:

1. video footage
2. ころろ & ころろづかい and/or おもい & おもいやり
3. AC
4. At least one pun
5. Discontent with some aspect of the AC commercial during the earthquake/tsunami crisis.

All items in your video need to be original. I would prefer if you upload to YouTube and send me the link. In your submission to me, in Showbie, include 1) what pun you included (explain in detail), 2) what aspect of the original commercial you had issue with (e.g. "AC" song irritating, too moralistic, aired too many times a day), and 3) how you expressed that discontent (what part of your parody highlighted this discontent).

Some words you might combine for puns are listed below. You need not limit yourself to these. Look up words. Explain to your classmates when you show your commercial.

重い	おもい	heavy
槍	やり	spear
炉	ろ	fireplace
驢	ろ	donkey
	ここ	here
	いや	disagreeable
	ええ	yes
	しい!	Shh! Shoo! (driving an animal off)
	ころ	around (used with time)
貝	かい	shellfish, shell

And some words that sound similar:

図解	ずかい	illustration, diagram
古老	ころう	old people, elder
老	ろう	the aged
スカイ		sky

## Rubric for AC Parody

AC Parody

Criteria	Exceeds Expectations 3	Meets Expectations Strong 2      Minimal 1		Does Not Meet Expectations 0
Is an edited video of between 15 and 45 seconds.	The video is 15-45 seconds long and both audio and visual components were edited after filming to increase the impact of the message	The video is 15-45 seconds long. Audio and visual components aligned with the message	The video is 15-45 seconds long. Some audio or visual components may not align with the message.	The presentation was not a video or the video was not 15-45 seconds long.
Includes ころ&ころづかい and/or おもい&おもいやり	Both pairs of terms used in the video with similarities to the original CM	One of the pairs of terms was used and the audio and visual components matched the pun	One of the pairs of terms was used, but the audio and visual components did not align with the pun	Neither pairs of terms was used in the presentation
Includes AC (Ad Council)	An English pun was used that matched the point of discontent	Audio and visual portions of the "AC" were included in the video	Only the visual portion or only the audio portion of the "AC" was included in the video	"AC" was not included
Contains at least one Japanese pun	Pun that was used was incorporated into the point of highlighting discontent	The pun used was the highlight of the video, but may not have aligned to the point of discontent.	Used a pun, the pun was only tangentially associated with the video.	Did not use a pun in Japanese
Highlights something about the original commercial that you were unhappy about	The point of discontent was highlighted in life-enriching manner	The point of discontent was clear.	The point of discontent was vaguely recognizable	The commercial did not highlight any point of discontent.

## Quiz on AC and Parody

日本語三  
思いやり 1

名前 \_\_\_\_\_  
\_\_\_\_\_ 時間目

I. Give the English equivalent of the following words (1/2 X 8 = 4)

1. おもい \_\_\_\_\_
2. ころろ \_\_\_\_\_
3. けれど \_\_\_\_\_
4. おもいやり \_\_\_\_\_
5. ころろづかい \_\_\_\_\_
6. だれも (with negative verb ending) \_\_\_\_\_
7. だれも (with affirmative verb ending) \_\_\_\_\_
8. 見える \_\_\_\_\_

II. The commercial we saw has two sentences: 「ころろ」はだれにも見えないけれど、「ころろづかい」は見える。「おもい」は見えないけれど、「おもいやり」はだれでも見える。 Translate those sentences into English. (1 X 2 = 2)

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III. What were the Japanese and English puns that were used in the parody of the original AC commercial that we saw? Explain in English. Give specifics of the words used. (2)

10. \_\_\_\_\_
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III. Explain your parody of the original commercial. 1) what pun(s), Japanese and English did you use (explain in detail); 2) what was your discontent about the original commercial ; 3) how did your parody highlight your discontent? (2)

11. \_\_\_\_\_
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きも

BONUS: The last line of the original AC commercial was その気持ちをカタチに。 What does this mean in English?

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