

EPISODE ACTIVITY

THE SHORT NECK GIRAFFE



GIVE IT A LISTEN!



Season 4, Episode 23
The July Playdate/
The Short Neck Giraffe

What's This Activity About?

Using alliteration to create fun advertisements

What Stuff Do I Need?

Paper and something to draw with!

In the story "The Short Neck Giraffe," by a 10 year-old from Virginia named Gabriella, a giraffe with a short neck named Tyson joins the carnival. His manager REXY renames him "Spicy the Spotted Horse." When Tyson asks why REXY renamed him, REXY exclaims, "Alliteration sells!"

What is alliteration, anyway? And is it really true that "alliteration sells"? If you're not sure about either of those questions, take a look at the "Alliteration Photo Gallery" on the next couple of pages. What do you notice?



We'll give you a minute to look.

Did you look yet? What about now?

OK, you finally looked! You may have noticed that the photos are all of different products (junk food products, to be specific) and that the words in each photo all start with the same letter: "Kit Kat," "Dunkin' Donuts," "Spicy the Spotted Horse," etc. This is alliteration: repeating the same letter at the beginning of different words so that it sounds cool when you put them all together. Does alliteration "sell"? Well, the people selling that junk food sure seem to think it does! So why don't you give it a try yourself?

Here's one way to get started:

At the end of "The Short Neck Giraffe" there was an advertisement that said:

"This story is brought to you by Leaves. Leaves: They're not just for giraffes any more!"

Let's take this product and make it even better by adding alliteration.

Think of a word that describes "leaves," that you think would make someone want to buy it (maybe "good" or "nice" or "delicious"). Now go to a thesaurus, which is a book or website full of synonyms (words that mean basically the same thing as other words). Look up synonyms for your words that begin with "L" like lovely or luscious.

You can also create a "tagline" that uses alliteration. A tagline is a catchphrase or slogan, like in the McDonalds advertisement. For example, "Let the Lovely Leaves Leave You Pleased." Or whatever you come up with!

Share It!

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Photo Gallery





big. beefy. bliss.

Double Quarter Pounder® with Cheese Big Mac® Angus Deluxe Third Pounder® i'm lovin' it®

*Weight varies by size. © 2014 McDonald's. All rights reserved. Big Mac is a registered trademark of McDonald's.

A promotional advertisement for McDonald's featuring three burgers. The background is a solid red color. The text 'big. beefy. bliss.' is written in a white, lowercase, sans-serif font at the top. Below the text are three burgers: a Double Quarter Pounder with Cheese on the left, a Big Mac in the center, and an Angus Deluxe Third Pounder on the right. The McDonald's golden arches logo is positioned to the right of the burgers. At the bottom, the names of the burgers are listed in white text, followed by the slogan 'i'm lovin' it®'. A small disclaimer is located at the bottom right corner.