**GROUP THREE: Meryl**

Meryl is used by the television producers to advertise things for sale (products) through “product placement”.

1. Define “product placement”.

2. Complete the table below by compiling a list of four examples of product placement in the film and then identifying the appeals that are used by the advertiser.

|  |  |
| --- | --- |
| Product | Appeal |
| Example: Chef’s pal. It’s a dicer, grater, peeler all in one! Never needs sharpening, dishwasher safe!  | Example: This advertisement appeals to a person’s need for convenience. It reinforces the purchasing of other applicances (like a dishwasher) as normal. |
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Truman has a dream to travel the world. He was always very curious about the world around him and as a child expressed a desire to be an explorer.

2. How did Truman’s teacher respond when he expressed a desire to be an explorer?

3. What happened to Truman’s dream to travel over time? Did it grow, change or fade?

Truman returns home one evening and tells Meryl about his dream to go to Fiji:

[Truman](http://www.imdb.com/name/nm0167646/?ref_=tt_trv_qu): I figure we can scrape together $8,000...

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): Every time you and Marlon get together...

[Truman](http://www.imdb.com/name/nm0167646/?ref_=tt_trv_qu): We can bum around the world for a year on that!

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): And then what, Truman? We'd be where we were five years ago. You're talking like a teenager.

[Truman](http://www.imdb.com/name/nm0167646/?ref_=tt_trv_qu): Well, maybe I feel like a teenager.

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): We have mortgage payments, Truman.

[He sighs]

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): We have car payments. What, we're going to just walk away from our financial obligations?

[Truman](http://www.imdb.com/name/nm0167646/?ref_=tt_trv_qu): [He stands, whirls around, bends pleadingly, his hands reaching as though to grab the world] It would be an adventure!

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): I thought we were gonna try for a baby.

[He turns away and rubs the back of his neck]

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): Isn't that enough of an adventure?

[Truman](http://www.imdb.com/name/nm0167646/?ref_=tt_trv_qu): [Truman turns back, waves his arms dramatically] That can wait. I want to get away, see some of the world! Explore!

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): [teasing him] Honey, you wanna be an explorer.

[She rises, goes to him, strokes his cheek]

[Meryl](http://www.imdb.com/name/nm0001473/?ref_=tt_trv_qu): This'll pass. We all think like this now and then.

Then again, when Truman decides to “be spontaneous” and drive to Atlanta City, the following conversation ensues between himself and Meryl:

**Meryl :** Oh, Truman! We're over! We're over the bridge! We're over the bridge! We're over the bridge! We're over the bridge!

**Truman :** We're over!

**Meryl :** Truman, what about that sign?

**Truman :** I’m sure they are exaggerating. We'll be fine.

**Meryl :** They are exaggerating? Do you believe that? Oh my! On my! Truman, we're on fire! We’re on fire!

**Truman :** It’s just smoke. You okay?

**Meryl :** Yes!

**Truman :** Wanna do it again?

**Meryl :** No! Truman, stop! So what we’re going to do for money when we get to New Orleans?

**Truman :** I have my Seahaven bank card.

**Meryl :** So what we're just gonna **eat into** our savings, is that it? You know I’ll have to call your mother when we get there. She’s going to be worried sick. I don't know how she gonna take this.

**Truman :** What now?

**Meryl :** Truman, looks like a leak at the plant.

4. Reflecting on the above two scenes, what values does Meryl reinforce or represent?

5. Define the word **confinement**.

6. How do Meryl’s words symbolise confinement?

7. How are Meryl’s eyes used to communicate the values she represents?

You are to answer the questions above in your expert groups and then provide a five sentence summary to your home group of your discussion and findings.