

# WEEKLY HOMEWORK NEWSLETTER

## Holiday Commercials 2021

This year's **batch** of Christmas commercials are **hot out of the oven**, with **ad agencies** on both sides of the Atlantic baking up **treats** for all of us this holiday season. And we really do mean "all of us"—many of the TV spots **put the spotlight on inclusivity**.

### Posten Norge, "When Harry Met Santa"

Norway's postal service is winning fans around the world with this 4-minute short film, which depicts a **tender** romance between a lonely man and the Man in Red. The ad celebrates the country's 50th **anniversary** of the decriminalization of homosexuality and its goal was to "show love has no limits"

### Etsy, "Our Santa"

Etsy's 30-second spot **highlights** how Santa Claus has been **depicted** as a white man **from time immemorial**. So with the help of a certain online marketplace for **crafts**, a grandson gives his grandfather a gift that **upends** that tradition.

### John Lewis, "Unexpected Guest"

Unexpected guest, **indeed!** John Lewis, a British **department store chain**, always delivers **cinematic** Christmas ads, and this one **is no exception**, showing a teen introducing Christmas traditions to an **alien** visitor. "We know our customers are more excited than ever for Christmas, **craving** joyful moments and **togetherness** as so many were unable to celebrate with loved ones last year," the **retailer** explained in a statement.

*\*adapted from [www.tvinsider.com](http://www.tvinsider.com)*

## Glossary

batch - partia np. ciastek  
hot out of the oven - prosto z pieca  
ad agencies - agencje reklamowe  
treats - smaczki  
put the spotlight on inclusivity - położyć nacisk na inkluzywność  
tender - czuły  
anniversary - rocznica  
highlights - podkreśla  
depicted - przedstawiany  
from time immemorial - od niepamiętnych czasów  
upends - odwraca, zmienia bieg (tradycji)  
indeed - w rzeczy samej  
department store chain - sieć domów handlowych  
cinematic - filmowy, epicki  
is no exception - nie jest wyjątkiem  
alien - obcy (kosmita)  
craving - pragnący, tęskniący za  
togetherness - poczucie wspólnoty, bliskości  
retailer - firma handlowa (tu; John Lewis)