In July 2005, TeachingBooks invited customers to enter a *Charlie and the Chocolate Factory* contest for which Warner Brothers donated *Charlie and the Chocolate Factory* movie posters.

In order to receive a free movie poster, respondents were asked to answer the following question:

“How would you use the new *Charlie and the Chocolate Factory* movie to teach the book? Be as specific as possible about the strategies and questions you would ask your students in connecting the movie to the original book.”

Please enjoy these wonderful ideas submitted by educators from across the United States!

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**Classroom Suggestions**

**Heather from Covington, Kentucky**

- Lead a discussion of what students feel Wonka’s true motivation is and what the message is in the consequences the children experience. Or, have them write comparative essays between the movie and the book on these topics.
- Stage a debate over which movie version is the most effective in 1. Reaching children of different ages and 2. Interpreting/presenting the story line of the book.

**Carla from Sulphur, Louisiana**

- Use the movie *Charlie and the Chocolate Factory* to capture the attention of the students before reading the book. Provide guiding questions for the students to answer as they watch the movie so they can reference differences between the movie and the novel.
- Read the play version of *Charlie and the Chocolate Factory*. After reading the play, watch the movie *Charlie and the Chocolate Factory* to compare the differences in the play and the movie. Then have the students write a comparison and contrast essay describing the differences and possible reasons for those differences.
- Have the students research into the history of different candy bars and then have them create PowerPoint presentations that describe how the candy was made, the reason for the candy’s name, how long the candy has been in existence, and other interesting facts about the candy they discovered.
Lisa from Houston, Texas

- Create a Charlie and the Chocolate Factory book club atmosphere where the children can read and discuss their thoughts, connections, and questions in the book. Since the book is so great for characterization, it is a good one to really analyze the characters, their motivations, and choices in the story.
- Offer a choice menu for the children to either create a new candy, a new invention, or a new character to come to the factory.
- Allow them to visit the Jelly Belly candy factory online.
- Focus on visualization. Have students draw their visuals after reading one of the scenes in the book. The kids can compare the producer’s renditions with their own.
- Provide real Willy Wonka bars with the anticipation of winning a golden ticket.
- Have students make a T-chart for taking notes during the movie comparing it with the book.
- After the movie use a Venn diagram to compare the two with the class’ thoughts.
- Lead a discussion on how we should treat each other and where our priorities lie.

Donna from Story City, Iowa

- Develop a Venn diagram asking students the differences and similarities between the movie and the book. This could be in the setting, characters, plot, and ending.
- Draw pictures after reading the book of the 5 characters who won the contest and compare them with the movie characters.
- Give the children each a Willy Wonka on the first day of the story to set the anticipatory of the reading.
- Make a chocolate test and bring into the classroom popular chocolate candies and have the kids identify the bar by looks, and taste.
- Have the students design a candy wrapper and new candy to sell to Mr. Wonka.

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Library Suggestions

Diana from Milwaukee, Wisconsin

- Use the poster to promote and advertise the book in the school’s library.
- Create a bulletin board advertising the book and posing the question, “What’s better, the book or the movie?” Students can write brief reviews to post for other students to read and discuss.

Melissa from Clinton, Mississippi

- Frame the poster with a circular poster mat that overlaps with a circular picture of the book — kind of like a comparison/contrast graphic. Either below it or underneath, each class that views the original movie or recent re-make movie and reads the book and takes an Accelerated Reader comprehension quiz can have an opportunity to compare and contrast, receive Willie Wonka candy bar, and have their picture added to the Willie Wonka Wall of Fame!
Comparisons may include character trait flaws to character trait strengths, music choices, special effects, or incidents causing winners to leave the factory. Discuss the barrage of contests in today’s society.

Math and Literature Connection:

- The Willie Wonka Candy bar wrapper can be enlarged for large or small group viewing. Information on the wrapper can be compared to the “parts of a book”.
  
  For example:
  - The candy’s name would be like the book’s title
  - The wrapper is like the book’s cover
  - The label lists ingredients as a book has a table of contents
  - The ingredients are similar to a book’s index
  - The candy is just like the story plot—a real treat!

- Practice real-world applications of subtraction: winners being dismissed from the tour; ratios: the number of winners to the number of candy bars, etc.
- Students can gather survey information about favorite types of candy, enter using Microsoft Excel and can prepare wall-sized bar, pie and pictorial graphs for display.

Health and Nutrition Connection:

- The physical education teacher can demonstrate a type of exercise that would burn the calories from a Willie Wonka candy bar.
- A local dentist can be asked to provide teeth cleaning information and possible free exams.

Science Connection:

- Students can be given an opportunity to concoct their own candy or view a candy making demonstration to experience real world chemical changes.

Social Studies Connection:

- Students can locate the story’s setting using an atlas. Students can also discuss the economic conditions surrounding Charlie’s family.

Arts Connection:

- Students can design a candy wrapper, after visiting a popular candy website.

Writing Connection:

- Students can write a paragraph about Charlie’s first day as new owner of the chocolate factory.

Building Rapport:

- Classroom Teachers can be given a gift bag that contains one of the “candy” books and a treat shaped like a sundae and made with candy pieces. They could be asked to read the book, recommend a connecting curriculum area, and list a title one would like to see added to the library collection.

- Communications can include candy graphics.
- Holiday treats can include-red hot strawberry Jell-O, Butterfinger pie, peppermint bark, Hershey brownies, etc.

Classroom/Library Management:

- Each assigned table or group can be clearly labeled with an enlarged candy.
- Presentations can include candy graphics.
- Six-week literacy celebration themes can be centered on candy.
• Bulletin board/displays can illustrate “Brain Candy — A Library Book.”

**Tessa from Madison, Wisconsin**

Use the following techniques to draw children to the book and to begin making connections with the text:

- What real or imaginary contest would you like to win? Who would sponsor it?, Who would enter?, What would be the prize?, and How would you win?
- How did Roald Dahl make up the characters of Veruca Salt, Mike Teevee, Violet, Augustus, and Charlie? Are they like any children you know?
- Make a list of characteristics of a person (real or imaginary) and then make a second list of how you would show that characteristic in words or on film. For example, for someone who is kind, you might show their actions by having them take care of an animal or someone who is hurt.
- Roald Dahl includes songs in the text of this book. Pick one of your favorite candies or sweets and write a song about it.
- Is this movie and book for children or adults? What do you wish your parents or teachers knew about childhood and what life is like for you?

**Kim from Manitowoc, Wisconsin**

- Use Charlie and the Chocolate Factory as part of a February Reading Promotion. The candy is perfect for February and Valentine’s Day, and offers a break from the traditional decorations.