



# Jean De La Fontaine ...DANS SA MAISON

## LES FABLES

### 1/ Les fables

- Titres de fables :

### 2/ Les caractéristiques de la fable

Citation de Jean de La Fontaine :

## LE LIEVRE ET LA TORTUE

### 3/ Comment lier cette fable et le thème « mens sana in corpore sano » ?

## FABLE ET PUBLICITE

### 4/ D'après vous quels produits peut-on vendre en utilisant *Le Lièvre et la tortue* ?

### 5/ D'après les publicités dont vous disposez, quels sont les produits qui utilisent cette fable et pourquoi ?

Type de produits	Eléments de la fable utilisés

### 6/ A votre tour d'utiliser cette fable pour vendre un produit...

Produit :

Slogan :



# Jean De La Fontaine ...IN HIS HOUSE

## THE FABLES

### 1/ The fables

- Titles of the fables:

### 2/ Characteristics of the fable

Jean de La Fontaine's quote :

## THE HARE AND TORTOISE

### 3/ How can you relate this fable to « mens sana in corpore sano » ?

## FABLE AND PUBLICITY/ ADS

### 4/ What products do you think we can sell using "The hare and Tortoise"?

### 5/ Observing the ads you now have, what products use this fable and why?

Sort of products	Elements used from the fable

### 6/ It's your turn. Use this fable to put forward/ sell a product.....

Product:

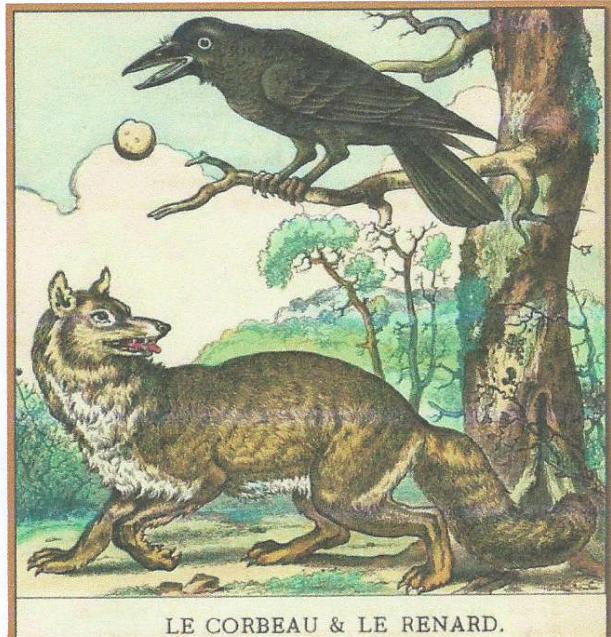
Slogan:



## Les fables

### THE CROW AND FOX. (I,2)

Perched on a tree sat Master Crow  
While in his beak he held a cheese ;  
Lured by the smell stood Master Fox below,  
And hailed him in such words as these :  
“ What ! Master Crow ! good day ! how be ye ?  
‘Pon honour I am glad to see ye !  
How beautiful, how handsome ye appear !  
How I should like to hear your note !  
For if your warbling’s like your coat,  
You are the phoenix of the forests here.”  
At this the crow could not enough rejoice,  
Opened a large beak to show his pretty voice ;  
Down dropt the precious prey . . .  
Which Reynard seized, and ran away,  
Leaving this short adieu :  
“ Learn, my good fellow, that the flattering  
crew  
Live at the cost of those they slyly please ;  
I hope my lesson’s worth your cheese.”  
The Crow too late, ashamed, and full of pain  
Swore they should never bilk him so again



LE CORBEAU & LE RENARD.

### THE HARE AND TORTOISE (VI, 10)

To run is nothing ; we must timely start.  
The hare and tortoise here shall teach the art.  
“ Let’s bet,” the tortoise said, “ my clever spark,  
Which, you or I, the first shall gain that mark.”  
“ The first ? what, are you mad ? ” the hare replied  
“ Take hellebore and purge ; your talk is wide.”  
“ Well, mad or not, I’ll bet ! ” the tortoise cried.—  
The stakes accordingly were paid,  
And near the winning-post were laid.  
What were the stakes we won’t say in this place,  
Nor who it was that judged the race.  
The hare had scarce four jumps to make,  
Of such as, nearly caught, he’s wont to take ;  
Leaving the hounds behind, who then may wait  
For the Greek Kalends, roaming until late.  
Taking his time, to feast at ease,  
And list and sniff whence comes the breeze,  
The hare lets now the tortoise go,  
Like a grave bishop pacing slow.  
And now behold the tortoise gone,  
Toiling, hastening slowly on.  
The hare the bet but little prized,  
And such a victory despised ;  
He thought, in his great pride of heart,  
’Twas yet too soon for him to start.  
So, browsing, resting at his ease,  
Oblivious of his bet, he sees  
The tortoise the wished goal about to gain,  
He sprang like lightning, but he sprang in vain :  
The tortoise won just as the hare took flight.  
“ Well,” she exclaimed, “ good runner, was I right ?  
What means your swiftness, yielding thus to me ?  
And if you bore your house, what would it be ? ”



# DECOUVRIR JDLF DANS SA MAISON

## Prolongements de l'activité et présentation publique

- Objectifs**
- : Se réapproprier la fable *Le Lièvre et la tortue*
  - : Représenter graphiquement le produit imaginé
  - : Valoriser son travail par une présentation publique

**Temps nécessaire :** 2h, (si possible une salle et un enseignant d'art plastique).

**Mise en voix de la fable :**

Un groupe de 4 ou 5 élèves se consacrent à une réécriture de la fable sous la forme d'un dialogue.

Dans un second temps ils imaginent une mise en voix et s'entraînent.

**Représentation et présentation :**

Les élèves imaginent une représentation graphique du produit qu'ils ont vanté dans leur slogan. Toutes les techniques peuvent être utilisées (collage, dessin, peinture....).

Ils préparent ensuite une présentation en groupe de leur produit avec la représentation graphique et le slogan.

Les Majuscules au 17<sup>e</sup> siècle

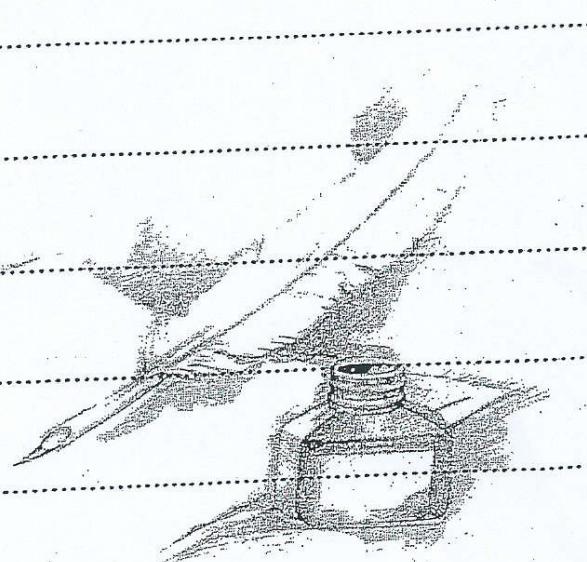
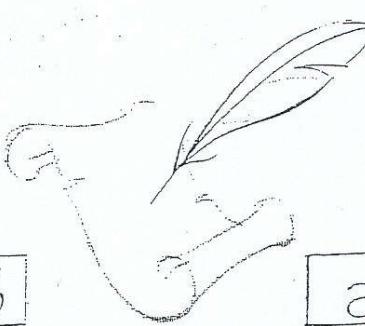
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S	Ⓢ
T	Ⓣ
U	Ⓤ
V	Ⓤ
W	Ⓥ
X	Ⓦ
Y	Ⓧ
Z	Ⓨ

Les Minuscules au 17<sup>e</sup> siècle

a	ⓐ
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(fox) « on your marks .... Ready... set.. go ! »

(narrator) The fox gave the instruction through waving the branch

(hare ) «Look at me ! This is too easy for me I don't need to try. «

(tortoise) « I can do it »

(hare) « this is pathetic, i'm wasting my valuable time «

(narrator) In the meantime the tortoise repeated

(tortoise) « i can do it »

(narrator) Later on during the race the hare started to feel peckish

(hare ) « oh gosh i am so hungry !

Where is the moving bush at, i can't see him ?

Well if that's the case i better go and get sometyhing to eat »

(narrator) While his stomach was guiding the him

The hare ventured toward the foodstand

Meanwhile the tortoise mantaid his pace

And overlapped the hare without him noticing

(tortoise) « i can do it, i can do it ! »

(narrator) The cheering of the crowed made the hare remember the race

So he ran like lightening

By the time he reached the finishline the tuttle was wearing a medal

(tortoise) « i told you my friend, slow and steady win the race,

I ate a good breakfast so i had the energy to win the race »

(fox) « moral of the story : eat breakfast and you will have enough energy for the day »

# The Hare and the Tortoise

(narrator) it was a hot summer's day, the light leaked through the canopy  
In that glistening afternoon the proud hare was bragging as usual about his speed

While he was blabbing he noticed a timid tortoise walking by

« (hare) hi my slow friend how long did it take to get here ? »

« (tortoise) not to long actually, and i even enjoyed the walk »

« (hare) being this slow must really be tiring isn't it ? »

« (tortoise) being slow and steady maintains a pace which in the end will win the race »

« (hare) if that's the case prove it ! »

« (tortoise) what do you mean ? »

« (hare) Let's race to see who's the fasstest in the forest »

«(tortoise) i do like this idea indeeed »

« (hare) so do you really want to race agaist me ?

You stupid walking rock you must be crazy ! »

«(tortoise) you should close your mouth and let's start running

I had a good breakfast this morning and i'm ready to run »

« (hare) breakfast ? ha ha ha it's pathetic i always skip it, i have no time for that »

(tortoise) « watch out my dear friend it might be your ruin »

(narrator) And so the race was about to begin

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## THE FABLES

### 1/ The fables

- Titles of the fables: *The Crow and the Fox.*  
*The Hare and Tortoise*

### 2/ Characteristics of the fable

rhyme, animals, moral

Jean de La Fontaine's quote:

I use animals to teach humans

## THE HARE AND TORTOISE

### 3/ How can you relate this fable to « mens sana in corpore sano » ?

- physical activity
- focus, mindful

## FABLE AND PUBLICITY/ ADS

### 4/ What products do you think we can sell using "The hare and Tortoise"?

### 5/ Observing the ads you now have, what products use this fable and why?

Sort of products	Elements used from the fable
Dasty, delivery full access Mercedes water	promptness, slow becomes fast efficiency, consistent smart, resourceful enjoy taking it slowly

### 6/ It's your turn. Use this fable to put forward/ sell a product.....

Product: Shoes

Slogan: Do you dream of being a winner?