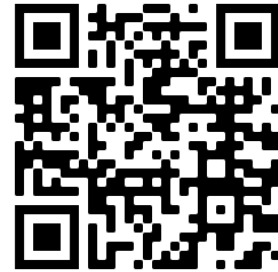




Coca-Cola, 1971 - 'Hilltop' | 'I'd like to buy the world a Coke'



I'd Like to Teach the World to Sing – Coca Cola 1971

<https://www.youtube.com/watch?v=1VM2eLhvsSM>

1. Why does the video start by showing one person with one voice and then add other people and other voices afterwards?
2. “I'd like to teach the world to sing in perfect harmony” means much more than just those words. What do you think these words mean on a grander scale?
3. This commercial was made in 1971. Is it an important message for the present day?

Answers are Better When You Can Tell us WHY

Challenges and Extension Ideas:

Find and share your favorite *Virtual Choir* video.

If you could invent one magical product that would bring the world together, what would it be? Make an advertisement for your product.

Share another song which carries a similar message to *I'd Like to Teach the World to Sing*.

