



Meat Free Monday Through Music

Preparation

Choose a "protest song" or song with a message and have this with you (on CD or via a YouTube link) at the start of the lesson.

Introduction

Ask the students about the music they like and listen to. Ask them if any of their favourite songs have a message. Brainstorm "protest songs", e.g. songs which express a political or ethical message, or songs which make a comment about society. Such songs often call directly for something to happen or something to be changed by informing us, by appealing to our hearts and our emotions, or by challenging commonly held ideas.

Students may come up with some of the following:

- Merry Xmas (War Is Over) – John & Yoko/Plastic Ono Band
- Give Peace a Chance – John & Yoko/Plastic Ono Band
- Born in the U.S.A. – Bruce Springsteen
- Earth Song – Michael Jackson
- Black or White – Michael Jackson
- Sunday Bloody Sunday – U2
- Blowin' in the Wind – Bob Dylan
- Do They Know It's Christmas? – Band Aid
- Meat Is Murder – The Smiths
- Fight the Power – Public Enemy
- Big Yellow Taxi – Joni Mitchell
- Redemption Song – Bob Marley
- Another Day in Paradise – Phil Collins
- Where is the Love? – Black Eyed Peas

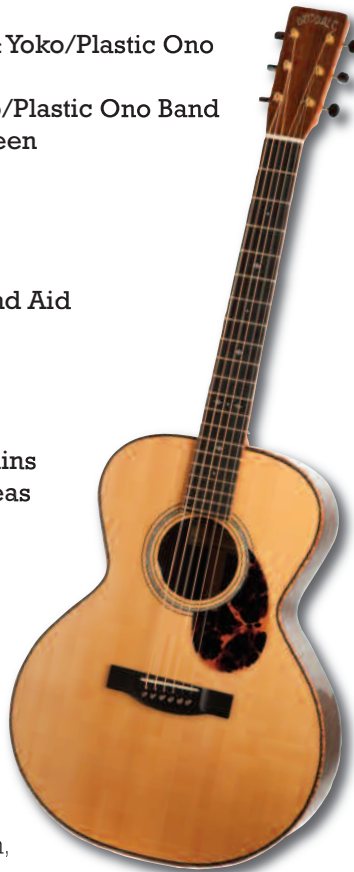
Activity 1: Listening Exercise 1

Write the following questions on the board:

- What is the issue?
- What is the aim of the song?

Play your song and ask students to listen, bearing these questions in mind.

Have a feedback session and ask students whether the song had any effect on them. After listening to the song, do they feel encouraged to take any action?



Background

Music is powerful – it can influence how we feel, how we think and how we act. This lesson encourages students to explore Meat Free Monday through music.

Learning Objectives

Students should learn the following:

- To identify how lyrics can be used to convey mood, express an observation about society and inspire action
- To identify how repetition can make lyrics and melody easier to remember
- To compose a song with an awareness of the relationship between lyrics and melody

Accompanying Materials

- Song of your choice (see Introduction on left)
- Meat Free Monday – Song Lyrics
- Meat Free Monday Through Music – Blues Handout
- Paul McCartney's Meat Free Monday song – both versions (short and full) are available at Meat Free Monday's YouTube channel – youtube.com/user/SupportMFM

Extension Idea

- Have students think about music in adverts/commercials and then re-focus on the aims of the Meat Free Monday campaign which they brainstormed previously. In groups, students should then create an advert including a script, music/jingle and tag lines, bearing in mind a target demographic. They should then perform or record their adverts for other members of the class to hear.

Activity 2: Preparing to Write a Song

Divide the students into groups of four or five. Ask them to think about Meat Free Monday and jot down the main messages of the campaign. What kind of campaign is it? How does it compare to campaigns which students are aware of? Who are the target audience? You may wish to give students ten minutes to look at the MFM website.

Have students give feedback. Write up their suggestions of what the main messages of Meat Free Monday are on the board as well as the style of the campaign.

Main messages

- To raise awareness of the environmental benefits of eating less meat
- To highlight the fact that eating meat-free is good for people's general health
- To point out that MFM can help people save money
- To show people that it is easy to have a weekly meat-free day

Campaign style

MFM spreads these messages in a fun, positive way, which is not "preachy" or too forceful. The campaign has many high profile/celebrity supporters and provides practical advice.

Activity 3: Listening Exercise 2

Play/show Paul McCartney's Meat Free Monday song which can be found on YouTube on the Support MFM channel. Short version:

[youtube.com/watch?v=XQ2PH5pG9fs&feature=channel&list=UL](https://www.youtube.com/watch?v=XQ2PH5pG9fs&feature=channel&list=UL)

Full version: [youtube.com/watch?v=tPmyRloUGQ](https://www.youtube.com/watch?v=tPmyRloUGQ)

Students can also be given copies of the Meat Free Monday – Song Lyrics handout which has the lyrics of both versions.

- What is the tone of the song?
- What does the song tell us about the campaign?
- If the school wasn't already supporting MFM, would the song encourage students to take part?



Activity 4: Song Composition

At the end of the YouTube clip, Paul McCartney encourages people to come up with their own Meat Free Monday songs.

For younger students (11 – 12 year olds):

Encourage the students to use rhythm, pulse and patterns to create short group compositions. Rhythmically chanting the names of fruit or vegetables (e.g. apple, apple, pineapple) can create hypnotic rhythmic patterns. Students should work in pairs at a table with two other pairs and the patterns they create can then be developed into three layered cross-rhythms running at the same time. Scores of the music should be created using graphic notation with a link to traditional notation – this could be set as homework.

For older students (13 – 16 year olds):

Song-writing works well when there is a structure underpinning it – for this exercise the blues can be effective so that students then have a lyric structure to follow.

Use a lyric structure with 3 lines – lines 1 and 2 should be the same and line 3 should be different but should rhyme with lines 1 and 2. The music should follow the traditional chord pattern using the tonic (chord I), the subdominant (chord IV) and the dominant (chord V).

The blues would need to be introduced in previous lessons, so that once you reach this part of the Meat Free Monday session, students will already have some background and will be familiar with blues structures. You may wish to give students the **Meat Free Monday Through Music – Blues Handout** to use as a planning tool.

Students should form small bands in which to write, rehearse and perform their Meat Free Monday songs.

Play these songs to the class and record them. Which are most effective? Why? Which ones didn't quite work? Why not? How could they be improved?



Meat Free Monday Through Music - Blues Planning Sheet

Blues Lyric Structure

"The first line of the Blues is always sung a second time.

The first line of the Blues is always sung a second time.

So by the time you get to the third line you've had time to think up a rhyme"

Group members

Elements:

Vocals/rap?

Tune/melody?

Blues chords?

Bass?

Rhythm?

Producer:

(Group leader)

Rehearsal notes:

Who is doing what?

Final Blues Lyrics

Line 1

Line 2

Line 3



Meat Free Monday - Song Lyrics

Meat Free Monday by Paul McCartney (short version)

Well, Meat Free Monday
It's a fun day
Yeah, Meat Free Monday
Is happening round the world

It's Meat Free Monday
Yeah, it's a fun day
And it's happening all around the world

Come on join us
Join Meat Free Monday
It's a fun day
And it's happening around the world

Meat Free Monday
Hey, it's a fun day
And it's happening all around the world

Yeah, Meat Free Monday
Oh such a fun day
And it's happening all around the world

Meat Free Monday by Paul McCartney (full version)

(Intro)

Meat Free Monday
It's a fun day
And it's happening all around
the world

Meat Free Monday
It's a fun day
And it's happening all around
the world

Think about the future
How the world will be
If we don't do something
We face calamity

Think of greenhouse gases
Melting polar ice
Ocean levels rising
Better not think twice

Meat Free Monday
It's a fun day
And it's happening all around
the world

Meat Free Monday
It's a fun day
And it's happening all around
the world

Think of too much livestock
Warming up the land
Gotta think of answers
Gotta have a plan

Think about the future
How the world will be
If we don't do something
We face calamity

Meat Free Monday
It's a fun day
And it's happening all around
the world

After Sunday
Meat Free Monday
And it's happening all around
the world

(Instrumental)

Meat Free Monday
It's a fun day
And it's happening all around
the world

Meat Free Monday
It's a fun day
And it's happening all around
the world

Meat Free Monday
It's a fun day
And it's happening all around
the world

(Fade)

