

THE ELIXIR OF LOVE

GAETANO DONIZETTI



Visual Arts Lesson: Opera Advertisement

Students Will

- Design an advertisement for *The Elixir of Love*
- Describe the perception of the student drawing in a conception write-up.

Getting Ready

- Copies for the student: “The Story of the Opera” and Examples of opera advertisement posters
- Copies for the teacher: “Visual Arts Lesson: Opera Advertisement”
- Design materials: Any arts supplies the teacher or student wishes to use

Instructional Time: One 45-minute class period

Introduction

Review “The Story of the Opera” and discuss the student’s perception of the opera before and after. Introduce the concept of marketing posters and advertisements. Have them discuss different advertisements that they have seen.

Guided Practice

Continue the discussion and ask students what they believe an advertisement poster would need to contain in order catch the consumers’ eye and compel them to buy tickets to *The Elixir of Love*. Further the conversation with questions of how they see the opera and ways they would advertise it to excite others using a visual display. Some suggested questions are:

- Who is the target audience for the opera?
- When thinking of the target audience, does the poster need to be different to catch their eye?
- What can be changed to capture a different target audience?
- What do you think the poster needs to focus on to show a true representation of the opera?

Independent Practice

Have the students take time to design the poster for *The Elixir of Love*. Then ask them to complete a conception write-up that is at least a half a page long describing their poster including: whether it was a scene from the opera, whether they included a character, and the colors and any other thoughts behind their design. When they have completed the assignment, allow them to discuss their design as a class or in groups.

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Evaluation

1. Were students able to understand the assignment and create a poster for *The Elixir of Love*?
2. Did students discuss their marketing posters or advertisements for the opera in a conception write-up that gave details of their design?

TEKS: Visual Arts

Grade 3

- (1) Knowledge and Skills A. B.
- (2) Knowledge and Skills A. B. C.

Grade 4

- (2) Knowledge and Skills B. C.
- (3) Knowledge and Skills A. B.

Grade 5

- (1) Knowledge and Skills B.
- (2) Knowledge and Skills B. C.

Grades 6 - 8

- (1) Knowledge and Skills. A. B.
- (2) Knowledge and Skills. A. C.
- (3) Knowledge and Skills. B.

Correlates

Music

Bloom's Taxonomy

Application, Analysis, Synthesis, Evaluation

Bibliography

The Elixir of Love Libretto

Warrack, John and West, Ewan, The Oxford Dictionary of Opera, Oxford University Press, 1992.

Freeman, John W., Stories of the Great Operas, W. W. Norton & Company, 1984.

Goulding, Phil G., Ticket to the Opera, Fawcett Columbine, 1996.

Online Resources

www.oxfordmusiconline.com



The Characters

Adina: (soprano) A landowner and confident young woman who seems to be all business. However, her choice in literature reveals a romantic side. Adina dreams of falling in love with a handsome hero. When Belcore shows up, however, she has enough sense to know that marrying a man whom she hardly knows would be foolish. When Nemorino tells her of his love for her, she is not impressed. But when he later acts uninterested, she finds that she does indeed have feelings for him. She must realize both which man truly loves her and which man she really loves.

Nemorino: (tenor) An employee of Adina's who has been in love with her for a long time. Nemorino is shy and is not confident that Adina could have feelings for him. Up to now, she only seems to care about herself. When Nemorino sees Belcore ask Adina to marry, he knows that he must act quickly or lose any chance of marrying Adina himself. He is desperate enough to spend the last of his money on a love potion. Just as he is about to give up hope, he sees a sign that Adina does have feelings for him.

Belcore: (baritone) A handsome and successful army officer, Belcore is convinced that he can win over any woman. He feels that he deserves the most beautiful wife he can find, and that any young woman would jump at the chance to marry him. When he asks Adina to marry him, he is surprised that she hesitates. Belcore thinks that he will get Nemorino out of the way by signing him up for the army. Nemorino is only interested in the signing bonus, which will buy more elixir.

Doctor Dulcamara: (bass) A quack physician who sells a mysterious liquid as medicine to anyone he can convince to part with their hard earned money. He convinces Nemorino that this "magic" elixir will help him only after Nemorino tells him he is looking for a love potion like the fabled one in the story that Adina was reading.

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THE STORY OF THE OPERA

The opera begins on a farm outside a small town. Adina is a well-to-do land owner and has bought a book about those legendary lovers, Tristan and Isolde. She has been reading about the love potion that turned Isolde's hatred for Tristan into love and she wishes for a love potion of her own to magically conjure a husband. Nemorino, one of the farm workers, admires her from a distance. Nemorino is clearly in love with Adina, but cannot bring himself to tell her, as he is a simple country man with no money. He would also like a love potion capable of catching Adina's attention and capturing her heart.

Belcore, an army sergeant, arrives. He is struck by Adina's beauty and openly pursues her in order to make her his wife. Nemorino watches Belcore courting Adina and he is heart-sick that he may never have the chance to do the same. Belcore presses Adina to marry him immediately; however, the lady is unsure. She has only just met him, after all. Adina begs for a little time to think over his offer of marriage as Belcore departs. Finding himself alone with Adina, at last, Nemorino declares his love. Adina isn't terribly impressed with his awkward advances, and tells him, frankly, that he has no chance of winning her hand.

Dr. Dulcamara is selling a patent medicine that he claims will cure all ills. Nemorino hears the doctor boast that his cure can set the coldest of hearts on fire. Nemorino buys a bottle with the last little bit of money in his pocket. Dulcamara tells Nemorino not to take the elixir until after sunset, giving himself plenty of time to finish peddling his fake medicine and get out of town. Nemorino declares he will drink the entire bottle that evening, in order for it to take full effect. However, Nemorino simply cannot wait, and begins taking the elixir immediately. Since it is nothing but wine, he soon feels the effects of the alcohol and thinks that it is the warmth produced by the Elixir of Love. Nemorino returns to the farm, pretending not to notice Adina. He is hopeful that the elixir will do its job as Dr. Dulcamara promised. Adina is not happy that Nemorino seems indifferent to her. Even from a distance she can see that his walk is more confident; he seems unconcerned and happy. Nemorino does not speak of their previous conversation or of his feelings for her.

Belcore returns and, thinking that Nemorino does not really love her, Adina agrees to marry him. The happy sergeant wants to wed immediately. Although Adina had hoped for a brief engagement,

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THE STORY OF THE OPERA CONT'D

she relents, and agrees to tie the knot. Nemorino, wanting more time for the Elixir of Love to take effect, begs Adina to wait. The lady agrees to wait until the following day.

Nemorino searches for Dulcamara to buy more elixir. The first bottle has not worked and he is desperate for another so he can win Adina's heart. Alas, he is out of money! His only hope is to enlist in the army for the signing bonus he will receive. He runs to Belcore to sign up, who is privately pleased that Nemorino will be out of the way. Nemorino is equally confident that he will "get the girl" with help from the second bottle of the magic elixir.

Adina is looking for Nemorino. Dulcamara tells her that Nemorino has enlisted in the army in order to buy more of the Elixir of Love. Adina realizes how cruel she has been and how truly Nemorino loves her. All the women of the town are now after Nemorino. She must find him and ask his forgiveness so they can be together. Dulcamara tries to sell Adina a bottle of the elixir which she sensibly declines.

Nemorino returns, reflecting on the single tear he had seen in Adina's eye when they had last spoken. He is still hopeful that the elixir will do its job and make her love him. Adina finds Nemorino and hands him his enlistment papers. She has bought them back from Belcore, so Nemorino won't have to serve in the army. She begins to walk away, but the farmer has reached his breaking point: Nemorino insists that if he cannot have her love, he would rather die a simple soldier. At that, Adina admits that she loves Nemorino and asks him to forgive her. She insists that the elixir did its job well, and that Nemorino will never need it again.

Dulcamara is happy to take credit for the happy couple. Only Belcore seems to think him a fraud, after seeing his fiancée stolen from under his nose. Nemorino and Adina however, are untroubled by such thoughts. They have eyes only for each other, and their loving hearts—as if by magic—now beat as one.

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Example of Current TDO Advertisement

Donizetti's *The Elixir of Love*, 2014-2015



LUKE MCKENZIE

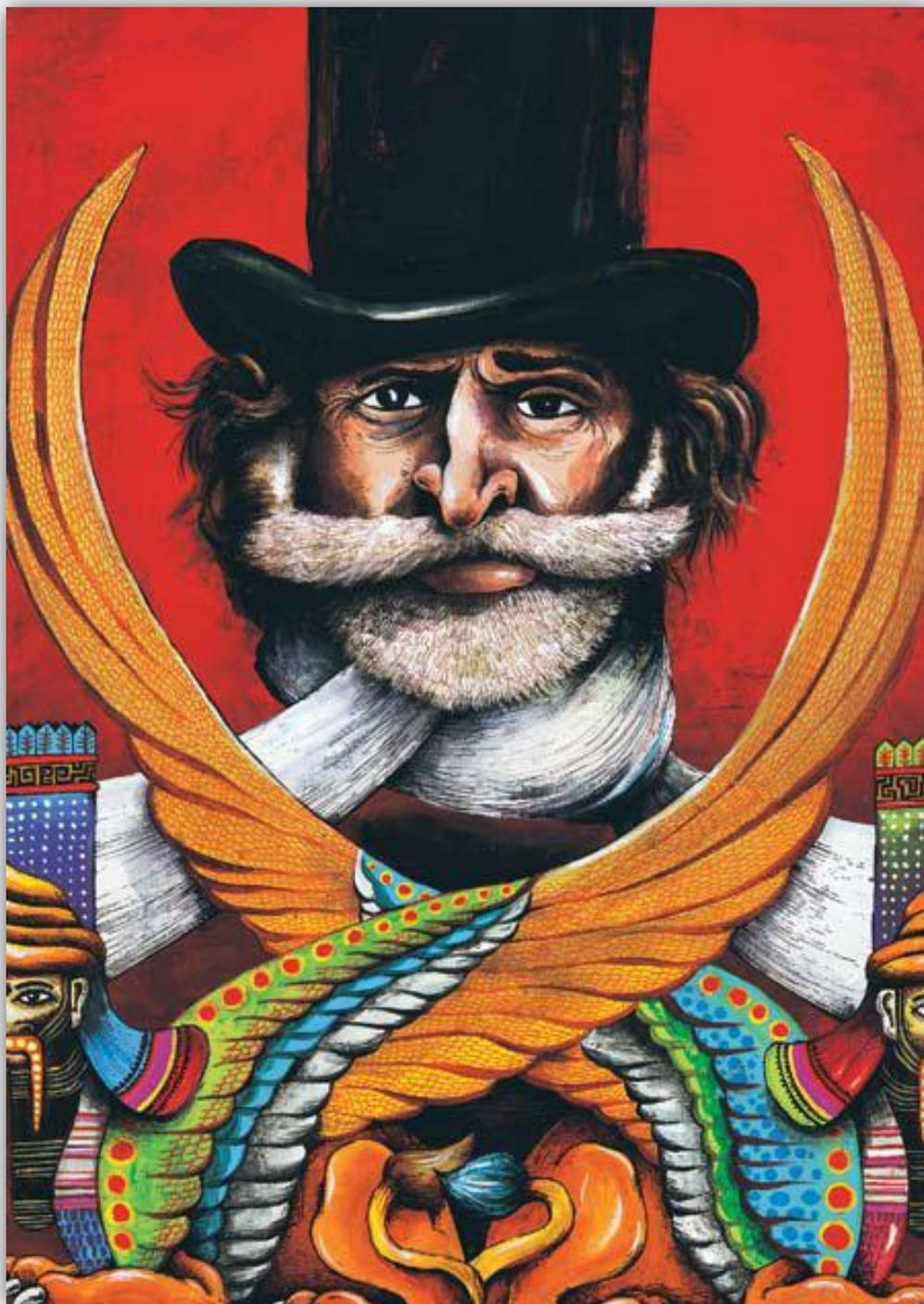
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Example of Past TDO Advertisement

Verdi's *Nabucco*, 2006-2007



NABUCCO BY GIUSEPPE VERDI

ARTHUR JAMES