

## Viewing Film 2 – The Film Trailer

1. In groups, choose an upcoming film that you would all like to see. Find the trailer for the film online.
2. Watch the trailer through once and discuss the following:
  - Who is the trailer trying to attract?
  - Does the trailer make you want to see the film? Why/Why Not?
  - Do you think the trailer is trying to attract fans of a particular genre, or franchise? Explain your answer.
3. Trailers are usually made up of certain recognisable elements. These are listed below.

Watch the trailer through a second time and make a note each time an element is used. Describe why you think they are used in this trailer.

Element of trailer	Why is this element used in the trailer?
Voiceover	
Famous names	
Key plot points	
Dramatic camera angles	
Pieces of dialogue	
Clips from different scenes edited together	
Recognisable genre/franchise elements	

4. Which of the elements you have listed is the most effective in attracting an audience?
5. Look at the poster for the same film. Do you think the film trailer is more effective than the poster? Explain your answer.
6. Aside from this trailer and the poster, has this film been marketed in any other way?

Imagine you are in charge of marketing a new film with your favourite Hollywood star. Come up with three things you would do to attract an audience to your film.