

## Analysing a Trailer

Film trailers are a form of advertising. Trailers are structured to include relevant parts of a film to encourage as many people as possible to see the film at the cinema. Complete the following table for one film trailer. Include as much detail as possible.

Write the name of the trailer you are analysing here: \_\_\_\_\_

| FEATURE                  | COMMENTS |
|--------------------------|----------|
| Genre                    |          |
| Narrative                |          |
| Unique Selling Point     |          |
| Target audience          |          |
| Music                    |          |
| Shot types/camera angles |          |
| Pace                     |          |
| Dialogue                 |          |
| Voiceover                |          |
| Special effects          |          |
| Credits and intertitles  |          |

## Definitions

**Credits and intertitles:** these are words on screen that give information to the audience

**Dialogue:** any conversations between characters

**Genre:** a type or category of film e.g. horror, romantic comedy etc.

**Music:** the choice of music can have a huge impact on the 'mood' of a film

**Narrative:** the 'story' or plot structure of a film or trailer

**Pace:** how quickly or slowly the shots within the trailer play

**Shot types/camera angles:** for example, close-up, medium shot or long shot

**Special effects:** includes computer-generated graphics, stunts and explosions

**Target audience:** the group of people a film or other product is aimed at

**Unique Selling Point:** what makes a particular film unique and 'sellable'

**Voiceover:** a voice recorded over the top of the trailer to give information to the audience

## Group presentation task

Choose two trailers to compare and contrast, highlighting the similarities and differences. Use the points you have noted in the grid to shape your response, and aim for a lively and informative presentation style.