

Trailers in different media

Read and discuss the following statements about trailers in different media. Decide which box on the chart you think each statement belongs in and write in the appropriate letter. Some statements can be used more than once.

- A. When people watch TV they do not usually concentrate during the adverts.
- B. This format allows viewers to comment in writing on trailers and join in discussions about the prospective film.
- C. More people watch TV than go to the cinema.
- D. A trailer for an 18 Certificate film that is cut for a general viewing audience could be dissatisfying for older audiences.
- E. DVDs are watched over and over again.
- F. Unofficial uploads of trailers to user-generated websites (e.g. YouTube) break copyright.
- G. People often fast-forward DVDs to the start of the film.
- H. Posting links to trailers significantly boosts viewing figures.

MEDIUM	AGREE STATEMENTS	DISAGREE STATEMENTS
Cinema		
Television		
Website		
DVD		
Social Media		

Extension

1. Which of the statements above do you think is the most and least significant?
2. Taking into account all the points above, where do you think is the most effective place to show a trailer in order to promote a film? Give reasons for your answer.