

# Film trailers and posters

## End of unit-learning check point

### Watch a film trailer shown by your teacher.

- ▶ Name two typical trailer features. Explain how they have been used.
- ▶ How has iconography been used to establish the genre of the film?
- ▶ How has sound been used in the trailer?
- ▶ How are male and/or female characters represented in the trailer? Are they presented in a typical way? Are they in typical roles or are they in roles that challenge traditional representations?
- ▶ Are stars used as a marketing device? How would the stars/actors appeal to audiences?
- ▶ How have narrative codes been used in the trailer? Is there a clear structure? Have enigma codes been used? Does the narrative seem typical in terms of genre or different?
- ▶ Identify two specific settings represented in the trailer. How important are the settings to the film being promoted?
- ▶ Identify two persuasive features. How would they appeal to audiences?
- ▶ Does the trailer suggest a USP for the film? What does the USP seem to be?
- ▶ How typical is the trailer compared to other film trailers? What are the typical or untypical features?
- ▶ Suggest a target audience for the film. Explain your choice.
- ▶ Does the film have high production values? [big budget] How important is this to the film's appeal to audiences?