

Film trailers and posters

Star theory

Star theory:

A film star is an **image** not a real person. A star is **constructed** out of a **range of materials** as well as the film roles they play – *Richard Dyer*

Richard Dyer suggests that stars can be understood in the following way.

A star is:

- ▶ A constructed image
- ▶ A commodity
- ▶ An ideology

A star's image is created through the roles that an actor plays. The star will have something distinctive about them whether it be their look, gestures or their voice. This distinctive element sets them apart from other actors and makes them recognisable to audiences.

As actors become recognisable to audiences and associated with particular types of films or roles they are used as marketing devices to sell a film. They will appear across promotional materials such as posters and trailers and will appear in other media such as magazines and television programmes.

Audiences often identify with the stars that they are familiar with as they relate to some aspect of their image and what it represents [the star's persona might tie into certain values and beliefs that they hold or aspire to...] Surrounding publicity material reinforces the roles that they play while also providing some insight into the 'real' person, therefore forming a strong relationship between audience and star.