Researching Film Trailers

Film Trailers are designed to give the audience a taster of the narrative and genre of the movie. It will also show any other selling points – director/star/special effects/sequel/prequel

**Narrative** - An effective trailer avoids any suggestion of resolution and ending, perhaps just a hint that the protagonist is going to learn an important lesson.  The intention is to leave audiences wanting more, not feeling they have seen all the ‘best bits’ already.

The key events are often put in non-chronological order so the actual film will not be too predictable.

**Genre** - It is important that genre is established in a trailer as it grabs the attention of audiences that studios know will want to see the film.

Questions to ask when analysing Film Trailers

1. What is the narrative of the feature film being advertised? What is the genre?
2. How much of the narrative is revealed? How is this achieved? (voice over/ shots)
3. What is the narrative order of the shots? How does it differ from the order in the movie?
4. How many shots are used?
5. What pace of editing is used? Does the pace increase/decrease at any time, if so when and why?
6. Are any specific transitions used that you wouldn’t expect in the movie itself – wipes/fade to white/black etc. What effect do they have? Why do you think they have been used?
7. What does the voice over/text say? How does this link with the visuals? How does this set up the narrative of the film?
8. How does the soundtrack help create the genre and/or narrative
9. What specific camera shots are used – when/where/why?