

Worksheet for Analyzing Film Trailers as Persuasive Texts

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	Genre	Narrative	Location	Characters	Voice Over	Theme(s)	Pacing	On- Screen Graphics	Editing (post production) & special effects	Music (and other sounds)
Trailer #1										
Trailer #2										
Trailer #3										

Genre (is the film animated, drama, documentary, comedy, sci-fi, adolescent, horror, etc.)

Narrative (how is the story told?)

Location (how does the trailer reveal location? what clues tell you so?)

Characters (describe the people portrayed in the trailer based on the info in the trailer)

Voice Over (who is the narrator?)

Theme (identify at least one theme based on the trailer)

Pacing (how is the trailer paced: fast, medium, slow? what impact might pacing have?)

On-screen graphics (what kind of info is revealed--be specific)

Editing & post production (can include special effects)

Music and other sound effects (what role do they play?)

Questions to consider:

1. how does the trailer begin and end? Was it effectively edited?
2. what film studio is releasing the trailer? What might you know about them and their previously released films?
3. why is this trailer being played before the specific film you are about to view?
4. who creates trailers?
5. do trailers always tell you everything you need to know about the film? (if not, where can you get more information?)