Directions: Using YouTube (or another video site), you will need to look up three movie trailers of your choice. I strongly recommend that you pick 3 movies that you have seen before (either on your own or from class) and/or from various eras. Then, after watching the complete trailer, answer the questions below once for each trailer you saw (you will be answering the 5 questions three times). Please make sure that you are indeed watching the actual “official” trailer and not a video made by a fan of the movie. Please DO NOT answer all five films by writing really small in the space below… rather type your answers on a separate sheet.

1. What was the title of the movie?

2. What genre did the movie fit into and how well did the trailer show that genre? Does the trailer mislead the audience with regards to genre? Please explain.

3. Imagine not having seen the movie beforehand… what impression would have after seeing the trailer? What about the trailer piqued your interest or would cause you to want to see the movie?

4. Having seen the movie, how well did the trailer do at promoting the film? Did it reveal too much information or give too much away? Perhaps the trailer was confusing or seemingly random. Explain your thoughts.

5. Who is the target audience for this movie? Consider culture, ethnic, economic, gender, education level, and age groups when answering.