

Task 1

What role do film reviews play in promoting a film? How far do you think film reviews influence audiences to see a film? Look at the following selection of five professional reviews.

The Telegraph

Indiewire



1. How are the reviews similar or different?
2. Which, if any, do you think are more likely to influence audiences?
3. How do audiences use professional reviews when making 'film consumption' choices?

Task 2

Now look at these two sources of non-professional reviews:



1. Do audiences use non-professional reviews differently to professional reviews?
2. Do you think these will be more or less influential than professional reviews?