

Whiplash (Chazelle, 2014)

Distribution: Film Trailers

Task 1

- What role do trailers play in the advertising and promotion of a film?
- Can trailers make you want to see a film?
- How do they try to attract audiences?
- What are the common conventions of film trailers?

Using your answers to these questions, analyse the trailer for *Whiplash*.

Task 2

As a group, discuss how the posters and the trailer work together to sell the film.