

# Film trailers and posters

## Visual conventions

### Analysing a trailer - Godzilla

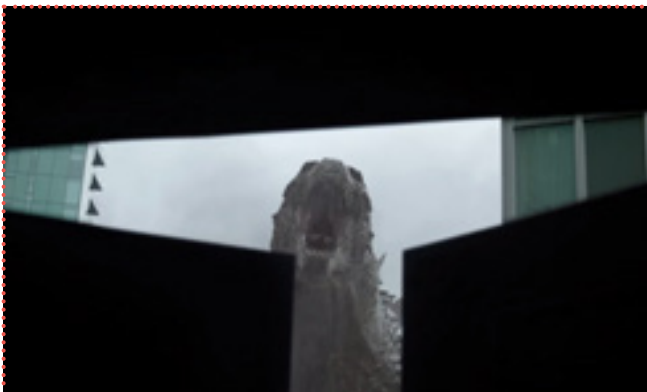
Film trailers are an important part of a film's **marketing** and are constructed to **raise audience expectations**. The stills below are taken from the main trailer for *Godzilla* [2014]. Identify the different **camera shots** and write down the purpose and effect of each frame.

All images are © Warner Bros.



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### **Q. How do the images used in the trailer raise audience expectations?**

**Consider the following:**

- ▶ What information does the Warner Brothers logo add to an audience's expectation of the film?
- ▶ Are there any recognisable genre codes? What clues are given about the film's genre?
- ▶ What information is given about settings?
- ▶ Is there a sense of the film's narrative?
- ▶ What additional information do the intertitles give audiences about the film? How are audiences encouraged to become involved?
- ▶ is there a clear structure to the trailer?