



What is a film trailer?

Look at the statements about film trailers on this chart. With a partner, decide which statements you AGREE or DISAGREE with. Give reasons for your answers.

STATEMENT	AGREE	DISAGREE
Trailers are an important part of a film’s marketing campaign		
Trailers are produced for fun with money left over from a film’s main budget		
Trailers are like adverts for a film		
Trailers are simply a shorter version of a film		
Trailers inform potential audiences about a film with the purpose of encouraging people to see the film at the cinema		
Trailers and film posters are designed to complement each other		
Trailers should only be screened in the cinema		