

Teachers' Notes

Introduction

Teaching Trailers 2011 returns this year with a focus on analysing trailers as multimodal texts. We have redesigned the format of the resource so that all activities, supported by a selection of trailers, are now hosted on our website with the trailer content on the free *Teaching Trailers Secondary 2011* DVD. This is sent automatically to teachers on Film Education's database. If you did not receive the *Teaching Trailers Secondary 2011* DVD, sign up now to our database to ensure regular updates and free resources: www.filmeducation.org/signup.php

To increase access to the trailers, this year we have created a Teaching Trailers mobile app that means your students can watch the trailers on their phone in class or at home for homework activities. To download this app, go to the Mobile app section on the Teaching Trailers website and follow the instructions:

www.filmeducation.org/teachingtrailers/secondary/mobileapp.html

Website

The activities on the website are designed to build students' knowledge, understanding and skills in relation to the moving image with a specific focus on film trailers as a genre in its own right. The resource is organised into two sections: Theory and Analysis. It is expected that teachers will use the on-screen materials for whole-class teaching and the downloadable PDFs to direct individual note taking. Teachers can use the resource as a structured approach to this topic or select individual sections to target specific learning objectives.

Theory

This section includes a range of activities to encourage students to consider:

- ◇ what trailers are
- ◇ why they are produced
- ◇ who they are aimed at
- ◇ how they work
- ◇ where they are shown
- ◇ when they are released

Specific trailer examples are used to develop students' understanding of the purpose and style of this particular marketing format.

Analysis

This section requires students to analyse different elements of film trailers in detail. Close reading of each trailer will develop students' knowledge and understanding of key areas of study including:

- ◇ multimodal texts
- ◇ features
- ◇ conventions
- ◇ structure
- ◇ voiceover
- ◇ close reading

Answers

The answers to the activity in the subsection Conventions are as follows:

Voiceovers are used to tell the story and give credit information

The stars of the film are showcased

Key points are sometimes conveyed through titles (words on screen)

Conversations between characters often consist of one-liners

Dramatic camera angles may be chosen to show events or characters

Action is interspersed with actor or director credits on screen

Music plays an important role in creating atmosphere

The film's title may not appear until the end

The trailer builds to a climax, where it ends

Montage (a series of shots from different points in the film, edited together) is often used to highlight the most dramatic, humorous or fast-paced aspects of the film

Curriculum areas and learning objectives

Activities link to National Curriculum guidelines for learning in English; they can also be used as part of a Media course at GCSE or equivalent.

Key terms

These basic terms are used throughout the resource so it is worth drawing them to the attention of your students in order to clarify meaning.

Credits and intertitles: these are words on screen that give information to the audience

Dialogue: any conversations between characters

Genre: a type or category of film, e.g. horror, romantic comedy

Music: the choice of music can have a huge impact on the 'mood' of a film

Narrative: the 'story' or plot structure of a film or trailer

Pace: how quickly or slowly the shots within the trailer play

Shot types/camera angles: for example, close-up, medium shot or long shot

Special effects: includes computer-generated graphics, stunts and explosions

Target audience: the group of people a film or other product is aimed at

Unique Selling Point: what makes a particular film unique and 'sellable'

Voiceover: a voice recorded over the top of the trailer to give information to the audience

For a more extensive film language glossary, go to http://www.filmeducation.org/staffroom/film_in_the_classroom/film_language/

Film Information

Below are the synopses and other details for the film titles included in the Teaching Trailers Secondary 2011 DVD and website. Please note the information below is accurate at the time of writing but the classifications of some films are yet to be confirmed.

Age of Heroes

UK release: 20th May 2011

Category: 15

Metrodome Distribution

Synopsis: AGE OF HEROES follows the exploits of Corporal Rains (Danny Dyer) as he is inducted into the newly formed 30 Commando unit in World War II. Rains and the rest of the platoon are put through intensive training under the watchful eye of Major Jones (Sean Bean), where their skills and endurance are pushed to the limit as they prepare for their first highly classified and dangerous mission: to parachute into occupied Norway and capture deadly new radar technology from the Germans which could change the outcome of the war. The newly formed band of brothers are joined in their task by local insurgent Steiner (Askel Hennie) and beautiful spy Jensen (Izabella Miko). All their lethal commando skills are put to the test as they attempt to rescue Norwegian villagers, escape fierce gun battles and attain the radar technology from Nazi commander Teichman (Eric Madsen). Their plan is thrown into crisis when their pick-up is sabotaged by a traitor in their midst, and they must fight their way to the border.

Anonymous

UK release: 30th September 2011

Category: TBC

Sony Pictures Releasing

Synopsis: Set in the political snake-pit of Elizabethan England, ANONYMOUS speculates on an issue that has for centuries intrigued academics and brilliant minds ranging from Mark Twain and Charles Dickens to Henry James and Sigmund Freud, namely: who was the author of the plays credited to William Shakespeare? Experts have debated, books have been written, and scholars have devoted their lives to protecting or debunking theories surrounding the authorship of the most renowned works in English literature. ANONYMOUS poses one possible answer, focusing on a time when cloak-and-dagger political intrigue, illicit romances in the Royal Court, and the schemes of greedy nobles hungry for the power of the throne were exposed in the most unlikely of places: the London stage.

Captain America: The First Avenger

UK release: 29th July 2011

Certificate: TBC

Paramount Pictures UK

Synopsis: CAPTAIN AMERICA: THE FIRST AVENGER will focus on the early days of the Marvel Universe when Steve Rogers (Chris Evans) volunteers to participate in an experimental program that turns him into the Super Soldier known as Captain America. As Captain America, Rogers joins forces with Bucky Barnes (Sebastian Stan) and Peggy Carter (Hayley Atwell) to wage war on the evil HYDRA organisation, led by the villainous Red Skull (Hugo Weaving).

Cowboys & Aliens

UK release: 19th August 2011

Category: Trailer-12A; film-TBC

Paramount Pictures UK

Synopsis: 1873. Arizona Territory. A stranger (Daniel Craig) with no memory of his past stumbles into the hard desert town of Absolution. The only hint to his history is a mysterious shackle that encircles one wrist. What he discovers is that the people of Absolution don't welcome strangers, and nobody makes a move on its streets unless ordered to do so by the iron-fisted Colonel Dolarhyde (Harrison Ford). It's a town that lives in fear. But Absolution is about to experience fear it can scarcely comprehend as the desolate city is attacked by marauders from the sky. Screaming down with breathtaking velocity and blinding lights to abduct the helpless one by one, these monsters challenge everything the residents have ever known. Now, the stranger they rejected is their only hope for salvation. As this gunslinger slowly starts to remember who he is and where he's been, he realises he holds a secret that could give the town a fighting chance against the alien force.

Fire in Babylon

UK release: 20th May 2011

Category: 12A

Revolver Entertainment

Synopsis: FIRE IN BABYLON is the breathtaking story of how the West Indies triumphed over its colonial masters through the achievements of one of the most gifted teams in sporting history. In a turbulent era of apartheid in South Africa; race riots in England and civil unrest in the Caribbean, the West Indian cricketers, led by the enigmatic Viv Richards, struck a defiant blow at the forces of white prejudice worldwide. Their undisputed skill, combined with a fearless spirit, allowed them to dominate the genteel game at the highest level, replaying it on their own terms. This is their story, told in their own words.

Green Lantern

UK release: 17th June 2011

Category: TBC

Warner Bros. Entertainment UK

Synopsis: In a universe as vast as it is mysterious, a small but powerful force has existed for centuries. Protectors of peace and justice, they are called the Green Lantern Corps. A brotherhood of warriors sworn to keep intergalactic order, each Green Lantern wears a ring that grants him superpowers. But when a new enemy called Parallax threatens to destroy the balance of power in the Universe, their fate and the fate of Earth lie in the hands of their newest recruit, the first human ever selected: Hal Jordan.

Honey 2

UK release: 10th June 2011

Category: TBC

Universal Pictures UK

Synopsis: The legacy of legendary dancer and choreographer Honey Daniels lives on in spirited 17-year-old Maria Bennett. After a brush with the law, Maria has returned to her gritty Bronx roots to rebuild her life with nothing but a talent for street dance and a burning ambition to prove herself. She finds refuge in the place that made her feel most alive as kid—the rec center where Honey’s exuberant classes first ignited her passion for dance. Keeping on the straight and narrow means living with Honey’s mom Connie and holding down a job just to make ends meet. But a rare night out at a local dance club gives her an opportunity to let loose with a joy and energy she had almost forgotten. Like Honey before her, Maria rediscovers the thrill of dancing as she finds out who she truly is and where she belongs.

Prom

3rd June 2011

Category: PG

Walt Disney Studios, Motion Pictures International

Synopsis: At PROM every couple has a story and no two are exactly alike. Several intersecting stories unfold at one high school as the big dance approaches; PROM portray the precarious passage from high school to independence as some relationships unravel and others ignite. For Nova Prescott (Aimee Teegarden), it’s a battle of wills as she finds herself drawn to the guy (Thomas McDonell) who gets in the way of her perfect prom. Fellow seniors Mei (Yin Change) and Tyler (De’Vaughn Nixon) harbour secrets, while others face all the insecurity and anticipation that surrounds one of the high school’s most seminal events. There are hundreds of nights in high school, but there’s only one PROM.

Real Steel

UK release: 7th October 2011

Category: 12A

Walt Disney Studios, Motion Pictures International

Synopsis: A gritty, white-knuckle, action ride set in the near-future where the sport of boxing has gone high-tech. Hugh Jackman stars as Charlie Kenton, a washed-up fighter who lost his chance at a title when 2000-pound, 8-foot-tall steel robots took over the ring. Now nothing but a small-time promoter, Charlie earns just enough money piecing together low-end bots from scrap metal to get from one underground boxing venue to the next. REAL STEEL begins when Charlie hits rock bottom. He reluctantly teams up with his estranged son Max (Dakota Goyo) to build and train a championship contender. As the stakes in the brutal, no-holds-barred arena are raised, Charlie and Max, against all odds, get one last shot at a comeback.

Rise of the Planet of the Apes

UK release: 12th August 2011

Category: Trailer-12A; film TBC

20th Century Fox

Synopsis: A single act of both compassion and arrogance leads to a war unlike any other -- and to the RISE OF THE PLANET OF THE APES. The Oscar-winning visual effects team is breaking new ground, creating a CGI ape that delivers a dramatic performance of unprecedented emotion and intelligence, and epic battles on which rest the upended destinies of man and primate.

Senna

UK release: 3rd June 2011

Category: 12A

Universal Pictures UK

Synopsis: Senna's remarkable story, charting his physical and spiritual achievements on the track and off, his quest for perfection, and the mythical status he has since attained, is the subject of SENNA, a documentary feature that spans the racing legend's years as an F1 driver, from his opening season in 1984 to his untimely death a decade later. Far more than a film for F1 fans, SENNA unfolds a remarkable story in a remarkable manner, eschewing many standard documentary techniques in favour of a more cinematic approach that makes full use of astounding footage, much of which is drawn from F1 archives and is previously unseen.

Super 8

UK release: 5th August 2011

Category: TBC

Paramount Pictures UK

Synopsis: In the summer of 1979, a group of friends in a small Ohio town witness a catastrophic train crash while making a super 8 movie and soon suspect that it was not an accident. Shortly after, unusual disappearances and inexplicable events begin to take place in town, and the local Deputy tries to uncover the truth – something more terrifying than any of them could have imagined.

The Black Power Mixtape 1967 - 1975

UK release:

Category: TBC

Soda Pictures

Synopsis: THE BLACK POWER MIXTAPE is compilation feature documentary film that displays the story of the African-American community 1967-1975, the people, the society and the style that fueled a change. Told with sparkling and beautiful footage, lost in the archives in Sweden for 30 years, this is an amazing chart of the civil rights movement.

Transformers: Dark of the Moon

UK release: 1st July 2011

Category: Trailer-PG; film-TBC

Paramount Pictures UK

Synopsis: Shia LaBeouf returns as Sam Witwicky in Transformers: Dark of the Moon. When a mysterious event from Earth's past erupts into the present day it threatens to bring a war to Earth so big that the Transformers alone will not be able to save us.

X-Men: First Class

UK release: 1st June 2011

Category: Trailer -12A; film - PG

20th Century Fox

Synopsis: X-MEN FIRST CLASS charts the epic beginning of the X-Men saga, and reveals a secret history of famous global events. Before mutants had revealed themselves to the world, and before Charles Xavier and Erik Lensherr took the names Professor X and Magneto, they were two young men discovering their powers for the first time. Not archenemies, they were instead at first the closest of friends, working together with other Mutants (some familiar, some new), to stop Armageddon. In the process, a grave rift between them opened, which began the eternal war between Magneto's Brotherhood and Professor X's X-Men.