# 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.

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| **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 |  |  |