**Introduction to Movie Trailers**

*Respond to the following questions and be prepared to discuss:*

1. what are the "elements" of most film trailers?

1. how do you determine the audience of a trailer?
2. what is the audience told or shown? not told or shown? why?
3. what is the primary purpose of trailers?
4. who creates/edits/produces trailers?
5. how are trailers distributed/disseminated?
6. what specific techniques are used in trailers?
7. what is the length of most trailers?

1. does watching a trailer make you desire more information?