

Monday 29th June



**Writing:**

Film Trailer Voiceover

This Literacy task will be done on Monday and Friday in class, so you might want to spread this out over the two days at home. I will add an extra element to it on Friday.

We are going to look at another kind of persuasive writing this week, one where the limited choice of words can really draw the viewer in and help persuade them to go and see a film.

1. The Background:

Film trailers are an essential part off the film industry - they can help decide whether a film will be well attended or not. The film-makers will take cuts of the film and recognise them (often not in the order of the actual plot), to create an often dramatic 'teaser' as to what the film will be like.

Here's a great little film about a voice you may recognise.



What Does the Voice-over talk about ?

It is essential you do not tell the audience the story details, but give them a taste of the film - a feeling of what you want them to expect: excitement, mystery, terror, suspense, sadness, romance, inspiration, awe, wonder, a happy, heart-warming feeling, or a roller-coaster ride of all these emotions.

The voice-over does not describe the actual events on the screen. You are not describing the pictures you are seeing as a story.

You are describing themes, ideas, characters involved and emotions you may feel.

## 2. Can I have a look at some voice-overs so I know what you mean?

Of course: I have searched for some classic film trailers with great voice-overs, and created some mini-mp4 files so you can have a look. The 80s and 90s were a great period of classic voice-over trailers - now, some trailers may use more snippets of actual dialogue from the film throughout the trailer - but a voice-over allows you to add a more ideas to persuade the audience.

[Trailer 1:](#)

[Trailer 2](#)

[Trailer 3](#)

## 3. Key Learning

Click the clapperboard below for a voiceover example



This is an interesting voiceover sample - where someone has actually made this example voiceover to show their skills. There are no moving pictures, but concentrate on how they organise their line:

1. They introduce who is bringing you the film - the studio company and the director.
2. They set the scene by talking about the place where the plot takes place using dramatic vocabulary.  
(e.g. (In a world of ancient magic and mystery, a world where the voices of the past shape the hopes of the future.)
3. They introduce the character and give you an idea of the hardships or adventures they will face.  
(e.g. A boy with an unknown power. A family with a terrible secret. His bravery and willingness to risk everything will be tested to their limits.)
4. They use some persuasive lines, and emotive words, to make sure you know what an experience this film will be.  
(e.g. Join them in the quest of loyalty and love - walk with them through landscapes of mystery and share their awe and wonder.)
5. They tell you when it's available to watch.  
(e.g. Coming to a cinema near you in autumn 2020)

## 4. How to Write Your Voice-over:

A key skill is to summarise the film in a dramatic way, without telling the story in detail.

We have looked at summarising when we worked on *The Tempest* in the autumn term. It is essential you do not describe the exact events happening in the trailer - you are creating something more creative about the film as a whole, and trying to create an interest in the watcher to see the whole film.

Try to match the idea of what you are saying to different images in the trailer.

For example, if the trailer shows a character running frantically, don't just say, 'She is running frantically'.

You might say 'Join her in a desperate struggle to bring justice back to her world.' It's the running which creates the idea of desperation.

Here's a useful mini-checklist to create your voiceover trailer:

1. Describe the main, over-arching theme or idea of the film.
2. Stick to the very essential ideas about the clips you can see onscreen but don't describe the action.
3. Avoid going into small details - we don't need to know what time the dinosaur attacks the truck.
4. You can use rhetorical questions to get the watcher asking questions in their head about the film.

*e.g. Will there ever be a more terrifying, heart stopping adventure like this one? Can you afford to miss this cinematic event of the decade?*

### 5. A trailer voice-over is allowed to break some grammar rules !

You may use phrases which aren't strictly sentences - you may miss out the verb telling us what's happening/happened.

*e.g. " A planet in an unknown galaxy. An alien race on the verge of extinction. Join us on an adventure amongst the stars, where an ancient war rages in the depths of space. "*

*Can you see how the two coloured phrases don't actually make sense if you say them on their own.*

*But in the context of watching a film trailer, you can understand that they are introducing you to a place, a story or a theme.*

## 4. Task:

### Your Film Which Needs a Voice-over

Write a voice over for one of these two films today. Read how to do it above and listen to the voiceover examples.

Don't forget to read your voice-over over the trailer while it plays. If you don't know what happens in the film, or you haven't seen it, **IT DOESN'T MATTER** - create a dramatic voice over about what you think the film will be about.

It would be more creative and fun to if you could write a voiceover to completely change the idea of the original films.

You have 2 to choose from:

[Film Trailer Choice 1](#)

[Film Trailer Choice 2](#)