

DIARY OF A WIMPY KID 4 TEASER TRAILER SUCCESS CRITERIA

- Persuasive trailer
- Funny / humourous
- The trailer made me want to ask questions
- Imagery
- Tagline
- I wanted to find out more about the characters
- Modal verbs (would; could; might; can)
- Exaggerated language
- Present tense
- Casual connectives
- Word play
- Rhetorical questions
- Onomateoipea
- Stand out shots
- Examples of sound, music or sound effects
- The trailer was sequenced well

Decide which trailers are effective and discuss why.