

Narrative Image

The narrative image of a film, as shown through the trailer, will highlight certain aspects of that film by:

- using visual sequences which arouse the potential viewers' interest;
- giving information about the storyline (but without giving too much away);
- giving us an introduction to the main characters;
- giving us a sense of the genre of the film.

Sound can also be important in building up this idea of the narrative. The use of voice over, the choice of music, the dialogue used from the film – all of these elements help build up the promise and the enigmas of the film itself. They all act as hooks to get us to want to find out more, to see whether the *promise* given by the trailer will be fulfilled in the film itself.

Task

Watch a trailer of your choice from Teaching Trailers 2017. As you watch, look out for the key elements establishing the narrative image and make notes on the chart below.

Title of Trailer:	
Element establishing narrative image	Example
What sequence of images is included to arouse audience interest?	
What information is there about the storyline?	
How are we introduced to main characters?	
What sense are we given of the film's genre?	
What <i>idea</i> is suggested about the film?	