

understanding Audience & context

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Movie

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Trailers

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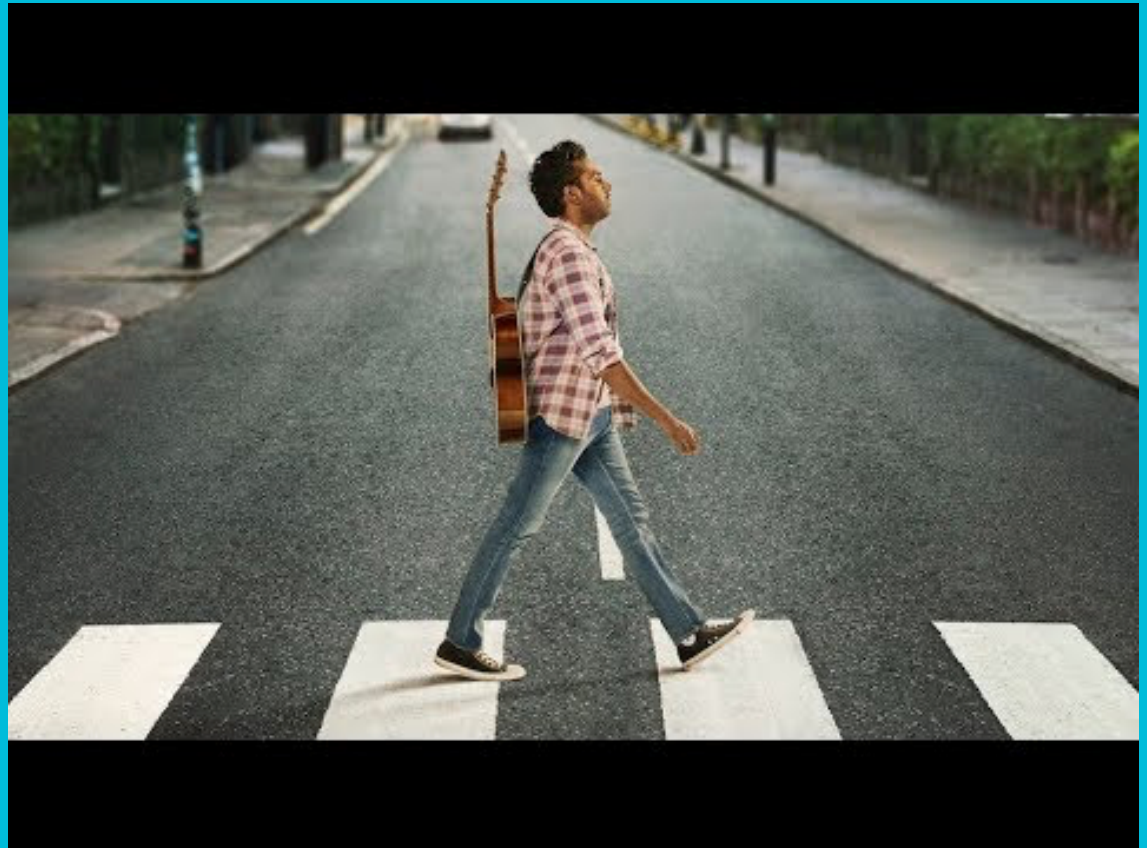
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Yesterday (2019)

When the guitar player sings “Yesterday,” what important CONTEXT information is his on-screen audience missing?

Did YOU have this context?



Gats (2019)

What do you know about Gats?

Describe your reaction to this trailer.

What context is the audience expected to have? Are you a part of the target audience for this trailer?



Notebook Writing

Choose ONE of the trailers for recent or upcoming movies (posted in Google Classroom) and complete an analysis of audience and context.

