

#### Topic: Generic novel study

### Planning and creating a promotional book trailer

Today you will:

- ▶ understand book trailers
- ▶ plan a promotional book trailer
- ▶ begin creating a promotional book trailer.

#### Resources

##### Text

Your chosen novel

##### Find and prepare

Sheet 8 — Plan a book trailer

#### Key terms

abstract noun, action verb, alliteration, context, evaluative language, figurative language, foreshadowing, metaphor, simile, text connectives

For definitions and explanations of terms, please see the [Glossary](#).

### Lesson

#### Understand promotional book trailers

You are going to bring together your understanding of your novel to create a promotional book trailer. The purpose of this is not to demonstrate your ICT skills, but to respond to and express your interpretation and comprehension of the novel you have been studying.

Book trailers are not like film trailers. You are going to need to view some book trailers first before you begin your own.



Access the internet to look for examples of book trailers. Talk with your parent or carer first to make sure the content is suitable.

1. Find and view four or five book trailers for the following novel, using an online search engine:
  - *Worldshaker* by Richard Harland

### Note

There are many online book trailers for *Worldshaker*, which have been created by students. You may notice that some book trailers have voice overs, while others do not. Some even have video footage that the creator has used from an existing film. What is consistent in all of them is that they have audio (music), digital effects, images and text.

Remember, a book trailer is a persuasive text. That means it uses persuasive text structures and language features to convince the viewer to buy or read the book.

2. Choose two of your favourite book trailers.
3. Identify examples of text structures that promote and encourage audiences to read the novel.

Text structures in book trailers	Examples from book trailers
<p><b>Hook</b></p> <p>The very first element in the trailer that ‘hooks’ the reader in; could be text, music, image, etc.</p>	
<p><b>Main characters</b></p> <p>How are the main characters of the novel introduced? When are they introduced?</p>	
<p><b>Setting</b></p> <p>How do you know what the setting of the novel is? What has the trailer used to tell you this?</p>	
<p><b>Main plot complication</b></p> <p>How is the main plot complication communicated in the trailer?</p>	
<p><b>Book cover/title</b></p> <p>How is it introduced? When is it introduced?</p>	
<p><b>Main message or theme of the novel</b></p> <p>What do you think the theme is? How is it communicated?</p>	

Text structures in book trailers	Examples from book trailers
<b>Different sentence structures</b> simple, complex, compound sentences	
<b>Cohesion</b> cohesive devices, time connectives	
<b>Punctuation, layout and font</b> different fonts and font sizes	

Make sure you are familiar with the following persuasive devices:

- **repetition:** words or ideas deliberately repeated to draw the reader's attention. For example, an author might repeat 'courageous man' several times throughout the book trailer to describe the main character.
- **rhetorical question:** a question that is asked to make the audience think; it does not require an answer. For example: 'Would you want to live on Mars?'

4. Identify examples of language features from the book trailers that persuade the audience to read the book.

Language features of book trailers	Examples of language features in book trailers
<b>Persuasive devices</b> <ul style="list-style-type: none"> <li>• rhetorical questions</li> <li>• repetition</li> <li>• quotes from 'experts', the author or from others who have enjoyed the book</li> </ul>	

Language features of book trailers	Examples of language features in book trailers
<p><b>Figurative language</b></p> <ul style="list-style-type: none"> <li>• simile</li> <li>• metaphor</li> <li>• alliteration</li> </ul>	
<p><b>Evaluative language that expresses ideas directly or indirectly</b></p> <ul style="list-style-type: none"> <li>• modal words (modality)</li> <li>• precise word choices</li> </ul>	

5. Identify examples of multimodal elements in the book trailers that persuade the audience to read the book.

Multimodal elements in book trailers	Examples of multimodal elements in book trailers
<p><b>Music</b></p> <ul style="list-style-type: none"> <li>• Has a song been used? How does it help to set the mood?</li> </ul>	
<p><b>Sound effects</b></p> <ul style="list-style-type: none"> <li>• Where have sound effects been used?</li> <li>• How do they help to set the mood?</li> </ul>	
<p><b>Narration or voice over (optional)</b></p>	

Multimodal elements in book trailers	Examples of multimodal elements in book trailers
<p><b>Still images</b></p> <ul style="list-style-type: none"> <li>• What images have been used?</li> <li>• Is there artwork from the covers of the novel?</li> </ul>	
<p><b>Transitions between slides</b></p> <ul style="list-style-type: none"> <li>• What transition effects have been used?</li> <li>• How do they help to set the mood?</li> </ul>	
<p><b>Pacing</b></p> <ul style="list-style-type: none"> <li>• What effect does this create?</li> <li>• fast, slow, sometimes fast, sometimes slow, etc.</li> </ul>	

6. How do text structures, language features and multimodal elements used in the book trailers help to influence the audience to read the book? (2–3 sentences)

### Plan a promotional book trailer

7. You are going to create a persuasive, captivating and engaging book trailer for your selected novel. You will be using Slideshow software to create your trailer.

8. Open and read **Sheet 8** — [Plan a book trailer](#).**Note**

- Your multimodal book trailer should represent the main message conveyed in your selected novel while also revealing details about the characters, setting and plot to generate interest in the book.
- Entice readers through a combination of visual images, written and/or spoken text, music and/or sound effects in the book trailer.
- Your book trailer length should be a minimum of six slides.

**What to do**

On **Sheet 8**:

1. Record information about narrative elements in the novel on the **Narrative retrieval chart**.
2. Brainstorm ideas for elements to consider when planning and creating the book trailer on the **Brainstorm ideas chart**.
3. Design storyboard slides for your topic for the book trailer on the **Storyboard a book trailer** template.

9. Complete **Sheet 8** — **Plan a book trailer**.**Hot tip**

Use an abstract noun to help you plan the **Main message (theme) slide**.

**Begin creating a promotional book trailer**

You are going to use your planning on **Sheet 8** to start creating a promotional book trailer.

10. Use slideshow software to design the first two slides of your book trailer, the opening slide and the characters slide.

**Hot tip**

If you can't access or insert music, audio or sound effects into your slideshow, create a book trailer without those elements.

11. Create your book trailer, using slideshow software.

Well done! Next fortnight you will complete your book trailer.

