THE INTERRUPTERS

The First analysis

1. What, literally do you see in the poster?
2. What connotations do you see in the poster and explain how you constructed those meanings?
3. In the film trailer did you see any enigma codes?
4. Why do you think the trailer uses enigma codes? (yellow)
5. In the film trailer did you see any action codes?
6. Explain how an action code works, using one example from the trailer (yellow)

Second analysis

1. Are people presented? What activities are they doing?
2. How is this ‘place’ given to its audience? (yellow)
3. In the represented events, what is included and what is omitted? What conclusions can you draw from this? (blue)

Third analysis

1. Who is the target audience? Why do you think this?
2. Can you suggest how the text ‘speaks’ to its intended audience?
3. What elements have positioned the audience to respond in a particular way? (yellow)
4. What is the institutional source of the text?
5. In what ways has the text been influenced or shaped the institution that produced it? (yellow)
6. How is the text being distributed?
7. Is the source financially independent or is it accountable to others? Has this made a difference to the text? (blue)

YELLOW: How effectively do you think the marketing materials ‘sell’ the film to its potential audience?

BLUE: This film has been well received by critics in the US and also by mainstream audeinces. Can you hypothesis why this might be the case, based upon the marketing materials you have studied?