

Complete the following statements.

A blurb is ...

Blurbs are written for ...

The purpose of a blurb is to ...

Now look at the language of the blurb. In the box below, write down any phrases that the writer has used to make the film seem more desirable.

Many of these words are called pre-modified intensifiers. These are words that go before a noun or an abstract noun that add extra meaning. For example, 'Peter Benchley's **best-selling** novel'.

Which other words are pre-modified in the same way? Add them below.

What is the intended effect of this language device?

Exploring the images

Denotation: This means simply describing what you can see.

Connotation: This *means the meanings that are suggested by* what you see.

What do I do?

Work on your own, or with a partner. Complete this grid. Be ready to share your ideas with the class. Don't forget to consider framing and shot type.

Image/text	Denotation	Connotations
Swimmer	Adult female, swimming alone on the surface of the water.	The woman seems <i>completely unaware</i> of the <i>terrible danger</i> she is in. It suggests to me she is an <i>innocent victim, about to be killed</i> .
Film title, JAWS		
The shark	Blue grey in colour. Positioned directly beneath the swimmer, jaws wide open.	

Imagine that you have never seen or heard of this film. Based on the cover images and blurb, what would your expectations of this film be? Write a paragraph to explain your ideas.