

**ELEMENTS OF AN EFFECTIVE MOVIE TRAILER
BASED ON THE TOP THREE HIGHEST
GROSSING FILMS OF 2012**

THESIS

YIELKA J. VILLADOLID

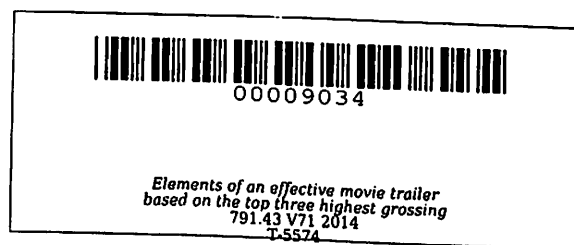
College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

April 2014

**ELEMENTS OF AN EFFECTIVE MOVIE TRAILER BASED ON THE TOP
THREE HIGHEST GROSSING FILMS OF 2012**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Mass Communication



VIELLKA J. VILLADOLID
April 2014

ABSTRACT

VILLADOLID, VIELKA J. Elements of an Effective Movie Trailer Based on the Top Three Highest Grossing Films of 2012. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University, Indang, Cavite. April 2014. Adviser: Ms. Angenelle Anne T. Ambion.

The study was conducted from November 2013 to February 2014 to determine the elements of an effective movie trailer based on of the top three highest grossing films of 2012. Specifically, it aimed to determine the movie clips present on the trailers of each film; the elements present on each trailer; and to formulate a list of elements that make up an effective movie trailer. The official trailers and the full-length movies of *Sisterakas*, *The Mistress* and *This Guy's in Love with U Mare!* were analyzed in order to come up with the objectives. A content analysis form made by the researcher was used as the main data-analyzing instrument for this study.

The analyses show that the movie clips present on the movie trailers of the three films are those that (a) display the title of the movie and director and company names, (b) display the presence of the actors, (c) expose the storyline of the movie, (d) demonstrate humorous acts and dialogues, for *Sisterakas* and *This Guy's in Love with U Mare!*; demonstrate sensuality, remarkable lines and conversations, for *The Mistress*, (e) expose the style of the movie.

Furthermore, *Sisterakas*, *The Mistress* and *This Guy's in Love with U Mare!* share the same elements present on its trailers – music, plot, dialogue, narration, cast introduction, speed, company name, director name, title, and public date.

Combining all the elements present on the trailers of the top three highest grossing films of 2012, a list of elements that make up an effective movie trailer was formulated by the researcher and it is comprised of the following elements: music, plot, dialogue, narration, cast introduction, speed, company name, director name, title, and public date.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	v
ABSTRACT.....	viii
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
LIST OF APPENDICES.....	xiv
INTRODUCTION.....	1
Statement of the Problem.....	2
Objectives of the Study.....	2
Significance of the Study.....	3
Scope and Limitations of the Study.....	4
Theoretical Framework.....	5
Conceptual Framework.....	6
Definition of Terms.....	6
REVIEW OF RELATED LITERATURE.....	10
METHODOLOGY.....	29
Research Design.....	29
Universe of Text.....	30
Time and Place of the Study.....	30

Variables of the Study.....	30
Research Instruments.....	30
Data Gathering Procedure.....	31
Data Processing Technique.....	32
RESULTS AND DISCUSSION.....	34
<i>Sisterakas</i> : Movie Clips and Trailer Elements.....	36
The Mistress: Movie Clips and Trailer Elements.....	78
This Guy’s in Love with U <i>Mare!</i> : Movie Clips and Trailer Element.....	111
SUMMARY, CONCLUSION, AND RECOMMENDATION.....	169
Summary.....	169
Conclusion.....	170
Recommendation.....	171
REFERENCES.....	172
APPENDICES.....	176

LIST OF TABLES

Table		Page
1	Official tally of the 2012 MMFF box-office results.....	18
2	Content analysis form (<i>Sisterakas</i>).....	36
3	Content analysis form (The Mistress).....	78
4	Content analysis form (This Guy’s in Love with U <i>Mare!</i>).....	111

LIST OF FIGURES

Figure		Page
1	The conceptual framework of the study.....	6
2	The Mistress’ weekly box office results.....	19
3	This Guy’s in Love with U <i>Mare!</i> ’s weekly box office results.....	20

LIST OF APPENDICES

Appendix		Page
1	Content analysis form.....	178
2	Trailer transcription (<i>Sisterakas</i>).....	180
3	Trailer transcription (The Mistress).....	186
4	Trailer transcription (This Guy's in Love with U <i>Mare!</i>).....	192
5	Certification from the English critic.....	200
6	Curriculum Vitae.....	202

ELEMENTS OF AN EFFECTIVE MOVIE TRAILER BASED ON THE TOP THREE HIGHEST GROSSING FILMS OF 2012

Viellka J. Villadolid

An undergraduate thesis presented to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, in partial fulfillment of the requirements for the degree of Bachelor of Arts in Mass Communication major in Journalism prepared under the supervision of Ms. Angenelle Anne T. Ambion.

INTRODUCTION

Watching a movie, whether on big screen, video-sharing websites or through copyrighted materials, is considered as one of the most popular forms of entertainment among Filipinos of almost all ages. In the Philippines, moviegoers are observed to consume films the most during Christmas for the Metro Manila Film Festival (MMFF) or every February for Valentine specials since these are the seasons when new blockbuster records are usually met. But regardless of these occasional seasons, movies will never be preempted and go out of style.

Our country has several movie production companies and among the most popular ones are the Star Cinema, GMA Films, Viva Films, Regal Entertainment, OctoArts Film and Skylight Films. In 2012, Star Cinema remained the undisputed leader in the local box office as its three produced movies topped the highest grossing films. These movies are *Sisterakas*, *The Mistress*, and *This Guy's In Love with U Mare!*.