

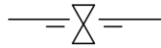


PITCHING TEACHING RESOURCE

Students will be encouraged to come up with their own original idea for a film and condense it into a pitch of 25 words or less, which would sell it to a film executive.

LEARNING OBJECTIVES:

- To understand the word 'pitch' and why a film pitch is important
- To be able to use persuasive language to sell a film idea



LESSON FOCUSES:

PRE-VISIT:

Students will watch a selection of film trailers and try to spot persuasive devices used by the filmmakers.

VISIT LESSON:

Students will be introduced to the concept of a film pitch and what needs to be included to make it convincing. Students will use some of the original *Harry Potter* film assets to practice descriptive and persuasive writing before students create their own film idea and pitch it in small groups.

POST-VISIT:

Using their pitches from the workshop, or working individually on new ideas, students will further develop their descriptive and persuasive writing skills by creating a treatment. This is a document (usually around half to one page of A4) which production companies will want to see after a film has been pitched, before finance is given.

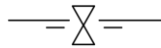


PITCHING PRE-VISIT LESSON

To practice being descriptive and persuasive, discuss the *Harry Potter* films with the students- who has seen the films? What do they like best about the films? Why do they like them? How would they persuade someone to see the films? What are the unique selling points of the films and how would they describe the films? Introduce key aspects of persuasive language:

- Open with a statement of the issue being addressed
- State position on the issue
- The main arguments should be elaborated with reasons and evidence
- End with a summary

Choose a selection of films where you have access to trailers which are age appropriate for the students. Assign each film to a small group of students and have them watch the trailer. They will then have to persuade the rest of the class that they should watch this film. Recap features of descriptive and persuasive language – how can students convince everyone else that their film is the best? Once each group has presented their argument, have a vote for which film should be watched. Ask students why they voted for the winning film – how were they persuaded?





PITCHING POST-VISIT LESSON

Recap the key elements of pitching, descriptive and persuasive language. Ask the students to recall the pitches they created at the Warner Bros. Studio Tour.

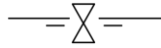
After they have completed their pitches, students can turn their pitch into a treatment.

What should be included in a treatment:

- Working title
- The 25-word pitch
- Synopsis giving more detail about the characters, setting and plot
- Genre
- How the story ends
- The present tense

SUPPORTING DOCUMENTS:

- Persuasive writing tips worksheet





PITCHING PERSUASIVE WRITING TIPS

What is a pitch?

- A pitch is a verbal presentation of an idea for a film. It is usually 25 words or less.

What's the point of persuasive presentations?

- They are designed to persuade people or to convince people of a point of view. Good persuasive speeches and texts tantalise the reader. Does yours do this? What is the unique selling point of your pitch?

Have you got a plan?

- Persuasive texts are usually well planned and thought out, is yours? In the film industry, a film pitch may take months to create, so you should make sure your pitch has sufficient detail. Your pitch should be 25 words or less. This can be followed by a "treatment" - a written description of the film you want to make, with some more details. This should be approximately half to one page long.

Where to start?

- Have an exciting introduction to grab attention. Address the main issue and state your position. This is called an opening statement.

Some pitching tips:

- Ask rhetorical questions – a question where you know the answer but say it to prove a point. Example: Did you know ...?
- Try to make opinions sound like facts. Example: "We all know that it's the best movie this year." It is also very important to use facts and elaborate on the key details.

Other great tips:

- Persuasive writing is mainly in present tense
- Use powerful verbs, strong adjectives and emotive language
- Try to dare the reader to disagree with you and then prove them wrong
- End with a summary of your key points



NATIONAL CURRICULUM/EXAM BOARD LINKS

English

KS2

Discuss words and phrases that capture the reader's interest and imagination.

KS3

Give short speeches and presentations, expressing their own ideas and keeping to the point.

GCSE

Communicate clearly, effectively and imaginatively, selecting and adapting tone, style and register for different forms, purposes and audiences.

A-level

Demonstrate critical understanding of concepts and issues relevant to language use.

