‘To what extent do you agree that social media has killed the art of film trailer?’

I strongly agree with the statement above because social media has killed the art of film trailers. Social media has ruined the cinematic experience and the enjoyment of film trailers. the article says that “Trailers in the social media age already take away much of the enjoyment of the cinematic experience”. People will say that we already know what happens in the movie due to what we have seen on social media. We as the audience that know what will possibly take place such as explosions, what actors are in the film. We as the audience wants to have the excitement of being surprised in the film of what is happening and the actors/actresses and directors. Some film trailers reveal too much of the movie, so it feels like I have already seen the film and that I don't need to pay to see the film. In the article it says that “film studios want to maximise publicity for their movies”. Film studios knows that when they post their trailers on social media, they know that it will be clicked on and reposted. In the article it uses the mocking jay part 2 teaser it mentioned that twitter had a melt down on one of the characters in the movie holding a bow and arrow for a couple of seconds. The teaser caused a meltdown on twitter this caused more excitement, but it also spoils part of the film for some people. In the modern age of Hollywood marketing departments, they put to many spoilers in the trailers which makes the directors upset. In the article it says that the new trend is “unlocking”. Some people would say that it sounds exciting, mysterious and other emotions. They would use twitter to tweet about the film until enough people have seen or heard about the film. They used Goosebumps that came out in July as example, Goosebumps was the number 1 tweet at the time so when it came to be watching the film people already knew what was going to happen. Twitter allows communication between the film crew and the fans. Some fans may want to know what they can find out of the film. Whereas some fans will wait to find out. The director of Ghostbusters tweet pictures of his females cast in their new uniforms, cars and more. The trailers, posters and teasers that exists whet the appetites to buy a ticket to watch the film in cinema. When people go to the cinema before the movie begins people see trailers if they like the trailer they plan to see the film. Sometimes the films studios will say that the film trailer will come out in a week but they can’t wait and it will come out the same day you see the advert in the cinema this has happened to X-men apocalypse was the first trailer that was playing before star wars the force awakens that was meant to come out on a Thursday but they couldn’t wait to put the trailer out in the world.