



YOU MUST HAVE KNOWLEDGE OF **THE LEGO MOVIE PROMOTIONAL CAMPAIGN** INCLUDING THE MAIN POSTER AND FOUR CHARACTER POSTERS; AND TV AD BREAK AND FILM TRAILER.

## THE LEGO MOVIE GENRE: ACTION ADVENTURE

**Iconography** - The objects or images we expect to see in particular genre

<b>Cities</b>	<b>Superhero suits</b>	<b>Spaceships</b>
<b>Explosions</b>	<b>Super powers</b>	<b>Pirate Ships</b>
<b>Gadgets</b>	<b>High Rise Buildings</b>	<b>Pirate Hat</b>
<b>Weapons</b>	<b>Masks</b>	<b>Guns</b>
<b>Fast Cars</b>	<b>Gemstones</b>	<b>Swords</b>
<b>Aliens</b>	<b>Money</b>	<b>Suits</b>
<b>Space</b>		<b>Armour</b>
		<b>Aeroplanes</b>



## REPRESENTATIONS

- Gender** - Emmet is the main male protagonist. The film and video game revolve around his transition from a normal, everyday guy to the hero that saves the world. With a man as the main character, we could say that the franchise supports the stereotype of men being the dominant gender. In other ways, Emmet subverts the stereotype for his gender. In the main poster, he is running away from the danger, his facial expression terrified. In the film trailer he scream, "I want to go home!" while in a high speed chase.
- Wyldstyle links to the post-feminist context of the franchise as she represented as a strong, independent character who is equal, if not superior, to the male characters (note the final scene in the trailer with the low-angle shot and Emmet hiding behind her).
- Age** - The main characters Emmet and Wyldstyle are adults old enough to have jobs, but portrayed as young, fun and energetic.
- Vitruvius challenges another media stereotype of the older generation being 'grumpy' and not as able as they once were.
- Ethnicity** - Vitruvius' skin is dark and he subverts a media stereotype of ethnic minorities often being seen as 'troublesome' or associated with negative actions such as crime.



## THE LEGO MOVIE POSTER AND GENRE CONVENTIONS

- Film title** – prominently placed in the upper third of the poster, made of the traditional Lego bricks which would immediately appeal to fans of the brand, suspended from a crane which has suggestions of being 'under construction'
- Central image** – shows the ensemble cast of characters using a bright colour palette to appeal to younger audiences. Emmet is instantly recognisable through his yellow Lego face, his expression is one of panic which suggests an exciting, action-packed plot
- Tagline** – 'The Story of a Nobody Who Saved Everybody' suggests story of heroism and action
- Release date** – released near the half-term school holidays, use of phrase 'assembling February 7' US release date) makes links to the Lego toys.
- Actors' names** – not featured on the main poster (apart from in the credit block) but main cast members (Chris Pratt, Elizabeth Banks, Morgan Freeman, Will Ferrell) had series of close-up shots with the actor and character name displayed prominently in a series of posters.
- Credit block** - the small text at the bottom of the poster showing actors names and production company information



## THE LEGO MOVIE TV AD BREAK TRAILER

Warner Bros decided to create an entire TV 'spot', devoted to using Lego to advertise other brands. The result was an entire ad break with individual adverts, and small teaser trailer of The Lego Movie film. It was so unusual that it trended on social media and was viewed over a million times in a week on YouTube.

### The All-Lego Ad Break

- Shown on early prime-time Sunday evening ITV (6 million viewers)
- British Heart Foundation, Confused.com, BT and Premier Inn all paid for the production costs of their adverts themselves.
- Each advert is made exclusively of Lego bricks, helping to build the 'world' made entirely of Lego
- Each advert is followed by a character from The Lego Movie, helping to remind the audience of the underlying promotional message.
- The ad break features voiceovers from familiar names such as Vinny Jones and Lenny Henry.

### The Film Trailer

- Camerawork and editing** – several close-up shots of key characters; establishing shots of various locations (city scapes, crash on the railway bridge);low-angle shot of Vitruvius and Wyldstyle at the end to establish them as main characters; fast paced edits between cuts; use of intertitles such as 'The top treat for half term'; slow motion used at various points
- Sound** – diegetic sounds such as explosions and gunshots, fitting with action-adventure genre; diegetic dialogue to convey sense of narrative (danger, urgency, humour); dramatic orchestral non-diegetic background music, typical of action films to build tension, excitement, sense of epic plot
- Mise en scene** – familiar city locations typical of action genre; bright colour palette to attract younger audience; costumes used to establish character (Emmet in workman's uniform, intertextuality of Batman's costume)
- How does the trailer fit Todorov's Narrative Theory?
- Equilibrium** (the 'normality', seeing characters in their normal, day-to-day life) – Emmet on the sofa watching TV
- Disruption** (an event occurs to break the equilibrium) – President Business makes an announcement that 'you will be put to sleep'
- Recognition of disruption and attempt to repair shown in series of film snippets
- The trailer doesn't show the **return to equilibrium** to encourage audiences to watch the film and find out whilst watching it.



YOU MUST HAVE KNOWLEDGE OF THE LEGO MOVIE'S **AUDIENCE APPEALS.**

## KEY VOCABULARY

**Genre** – category of film, e.g. action adventure, horror, romance, etc.

**Genre hybridity** – when a film mixes elements of different genres, e.g. The Lego Movie mixes action-adventure with comedy to appeal to a family audience

**Genre iconography** – the visual elements, such as props and setting, that help to symbolise a particular genre, e.g. props such as weaponry in The Lego Movie are examples of iconography of the action-adventure genre

**Intertextuality** – the way that media products reference other media products to create new and interesting meanings, e.g. we understand Batman's character in The Lego Movie because we have seen him in many other media products.

**Ensemble cast** - A cast that is made up of a wide range of actors who all have equal importance in the narrative. Established and Oscar-winning actors like Morgan Freeman may attract older audiences, whereas comedy actors such as Will Ferrel may attract fans of his films.

## WHO DOES LEGO APPEAL TO AND WHY?

1. Appeal to people of all ages
2. Adults enjoy it because they can escape reality - a sense of nostalgia into the past.
3. Families can build things together
4. Products are targeted at both genders
5. Links to favourite films/books etc
6. There are no limits to what you can do with Lego!

## HOW DOES THIS IMPACT THE LEGO MOVIE?

1. The idea of a 'shared childhood experience' was key in attracting mixed-age and gender groups for the audience.
2. The film was aimed at both younger children who played with Lego and their parents who had in the past.

## USES AND GRATIFICATIONS: THE LEGO MOVIE AND VIDEO GAME

### Social Interaction

1. Social media accounts and website allow users to interact with each other.
2. May offer chances for adults and children to discuss the issues raised - particularly in relation to the father/son relationship.
3. The video game can be played across a number of platforms. All of these platforms offer the ability to play as single or multiplayer – the multiplayer option offering the most opportunity for social interaction. Lots of audiences choose to discuss the game in online forums.

### Personal Identity

1. Because there is an ensemble cast, there are many characters that audiences can relate to.
2. Children may be able to relate to Emmett's playful character.
3. Dads may be able to relate to Will Ferrell's character.
4. Girls may be able to relate to Wyldstyle's character
5. As with the film, players may identify with particular characters they play in the video game. Audiences might identify with the values or themes of the game, e.g. the overarching theme of good vs evil.

### Surveillance (Knowledge)

1. The Lego provides younger audiences with an understanding of the world around them (morals, good vs evil etc).
2. Adult audiences may be more interested in learning about the animation process itself and how CGI is used.
3. As with the film, the videogame can offer younger children information about the world.

### Entertainment

1. The Lego Movie is set in a fantasy world so it serves as a form of escapism to the audience.
2. The characters are comprised of fantasy superheroes with super powers which audiences may find exciting.
3. There are lots of action sequences which are thrilling for audiences.
4. There are also lots of comedy elements included which makes audiences laugh (there are many adult jokes which entertain adult audiences)
5. Audiences may enjoy discovering the intertextual references to other media products
6. The video game is centred around entertainment: players choose a character from the film and must problem solve to construct objects as either Regular Builders (such as Emmet) or Master Builders (such as Batman) as the game progresses and becomes increasingly more challenging.

