

# Alison talks about the fake mindreader

Hi. My name's Alison.

I really liked this video. It was **surprising** and **scary** at the same time.

The **mindreader** was **excellent**. The **participants** **really believed** him.

He was **very convincing**.

I **think** this is an **awareness campaign**. Or **maybe** an **advertisement**?

**Perhaps** it was **made** by the **government** to **warn** people about the **dangers** of the **internet**.

I **don't** think it's an **advertisement** because it **doesn't** make me want to **buy** something.

In fact, the **film** uses **fear**. It's **scary**. The **end** is a **big surprise** and the **people** in the **film** seem **shocked**. They **didn't** expect that!

One girl says "That's scary!" and another says "Oh, my god!"

**I was shocked**. This **video** makes me wanna **delete** my **Facebook** account.

This **video** is intended for **internet users** and **people** on social **networks** like **Facebook** and **Instagram**.

I **guess** the **film** **wants** us to be **careful online**. It **warns** us to "be **vigilant**".

It says "our **entire life** is **online**".

In **my** opinion, this is a **pretty effective video**. It **scared** **me!**

# Alison talks about the haunted poster

I **also like** the **other video**. The **one** about the **haunted poster**.

I **think** it's an **advertisement** for a **theme park**, in **Stockholm maybe**.

**Perhaps it's** a **news item**, like a **news report** about the **haunted poster** because it's **pretty fun**.

We see **two journalists** **talking** about the **poster**, so I **guess** it's a **news report**.

It's a **great** video because the **people looking** at the **poster** are **scared**.

It's **really** makes them **jump** it's so **scary!**

But **we are laughing** because their **reactions** are so **funny**.

The **woman** in the **film**, the **TV presenter**, she says the **advertising campaign** is "so **simple**, so **clever** and so **effective**". I **totally agree**. She **also** says it is "**viral**".

I'm **not** sure what **viral means**. I **think it means** that the **video** is **everywhere**.

**Everyone** is **talking** about it. It's **everywhere**, like a **virus**. It's a **really popular** and **effective advertisement**.

# Alison talks about the star wars trailer

The **film** that I **didn't** like is the **movie trailer**.

The **action scenes** were **really effective**. The **special effects** were **totally convincing**.

I **think** it was **made** by **Disney** so I **guess** they **know** what they're **doing**.

But I **don't** like **Star Wars** so I **don't** know who the **characters** are and I **didn't** know what was **happening**. It's a **little confusing** for me.

The **music** was **pretty effective** **because** it evokes **emotions** like **fear** and **mystery**. There's some **pretty scary scenes** in there.

**One** or **two** scenes look **pretty awesome**, but the **trailer** **doesn't** **make** me **want to go** and **see** the **film**.

I **guess** it's an **effective trailer** for the **general public**, but I **don't** think it is **effective** for **me**.