

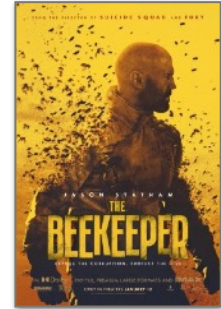
# HANDOUT

## The art of the story

### Video one

#### Who is the character?

- A typical tough guy played by Jason Statham.
- He was a special agent, known as a “beekeeper” but is now retired.
- He is now living a quiet life as an actual beekeeper.



#### What is his goal, and why does he want to achieve it?

- A friend of his was the victim of an internet scam. She lost all of her money and committed suicide because of it.
- Now, the Beekeeper wants to get revenge on the scammers, who are part of an organised criminal group.

#### What is the obstacle in his way?

- The criminal group is strong, powerful, and dangerous.
- The group knows about the Beekeeper’s intentions and plans to kill him first.

#### Who is the character?

- Donald Trump, who was running for his second US presidency when the video was made.
- In the video, he is portrayed as strong, successful, courageous and determined. He is also portrayed as a man of integrity (i.e. honest and honourable).

#### What are his goals?

The video specifically mentions the following:

- To make America great again.
- To defend the freedom of the people.
- To deliver justice.
- To obliterate the deep state.



#### What obstacles does he face?

The video mentions the following:

- The FBI and the Department of Justice who fear him and want to take away his freedom – an abuse of their power according to the video.
- Those who seek to destroy America and silence Trump and the people.



**Video one**  
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**Video two**  
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### Similarities between the two stories

- **Good vs. Evil:** Both videos tell stories of a philosophical fight of right against wrong – good against evil.
- **Heroic Protagonists:** Both stories involve characters who are portrayed as strong, heroic men on a quest.
- **Underdog Conflict:** Both stories involve underdogs going against large, powerful groups. In the *Beekeeper* trailer, there are two onscreen text moments – one that says “Expose the corruption” and another that says “Fight the system.”

### Similar techniques used in the videos to tell the story

- **Cinematic style:** Both videos look like films. You would expect this for a film trailer, but not so much for a political campaign video. They use sound, music, dramatic images, onscreen text and editing techniques to grab the audience's attention and create a strong emotional response.
- **Anticipation and suspense:** Both videos start with a series of intense shots, separated by fades to black, to build anticipation and suspense.
- **Changing Pace:** The pace of each video changes at different times. Some parts have short shots and fast music, making the pace feel quick and energetic. Other parts have long shots and slower music, making the pace feel slower
- **Camera shots:** Low angles make the heroes look larger than life. (It is interesting to note that while the film trailer makes the *Beekeeper* look invincible throughout, there are some shots in the campaign video which Trump appear more alone and vulnerable.)