

Interpretation and the meaning behind new trailer for the jungle book



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The ad that I used was the new trailer for The Jungle Book. I chose this ad because it was the most recent ad that I saw. This trailer sold me, the instant I watched the video. First reason why is because at the beginning of the trailer you see Mowgli run across the branches in a tree that I remember seeing in the animated cartoon version of the second Jungle Book.

Clearly this trailer is trying to sell the real life version of The Jungle Book, and it is doing a very good job. I believe that there is going to be talking animals in the movie. From my point of view the trailer shows signs of animals talking when the video starts of. Scarlett Johansson plays Kaa the snake. At the beginning of the movie you hear her talking and suddenly the screen goes to a humongous snake talking. At this moment is when I started to get curious about if the animals were really going to talk in the movie just like the animated Disney movie. When I saw Bill Murray playing Baloo I instantly knew I needed see the movie the instant it came out. Another instance of when the credibility became a problem was at the end of the trailer where Baloo is whistling in the river. It almost leads you to wonder what is going on in the director's head. Was he always a fan of Disney to where he meant to make sure everything in the real life version was exactly as the animated? It all ranges as a mystery.

I knew the talking animals would exaggerate the movie when I saw Bagheera fighting with Shere Khan. In the animated form I do not remember that happening, but of course, when do movies ever come close to the original? I just know that, this trailer absolutely sold me to the moon and back. Another qualification that happened in this trailer was the scare tactic that happened between King Louie and Mowgli. In the animated version Mowgli was almost

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the same size as King Louie. However, in the real life version King Louie looks to be a giant orangutan compared to little Mowgli.