

Donna Alvermann's background information for Crystal Beach's use with Slide #21 in GADOE Writing Genres Session

Movie trailer is here: <https://www.youtube.com/watch?v=W37DIG1i61s>

**NOTE: The numbered statements below correspond to the horizontal arrows in Slide #21**

1. The trailer for the Shrek movie references a fairy tale by sampling lines such as: "An unlikely hero rescues a fair princess from a nasty villain."
2. This sampling and associated images/sounds add a new dimension of meaning to the Shrek movie clip by drawing upon the meanings present in the fairy tale that simultaneously make the clip more complex and layered.
3. The fairy tale intertextually references a fire-breathing dragon and shows a princess who is athletically inclined.
4. This complicates the fairy tale because the typical role of a princess is not played out. It seems acceptable, though, to assume that the context implies a princess whose position reeks of strength and adventurousness.
5. Each of these intertextual relationships magnifies the underlying meaning of the Shrek video clip, especially when considered alongside the other references to the princess by Shrek: "You're not exactly what I expected" and then a developing (one-sided romance?) shows the princess rescuing Shrek.