

PhD thesis - summary

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An Imagined Promotion. New trailers for Andrzej Wajda

My Doctoral Dissertation titled *An Imagined Promotion. New trailers for Andrzej Wajda* concerns the field of film directing in its two aspects. One is the directing of a documentary film in the form of a desktop film essay. The other is the production of a short film, which are movie trailers made for Andrzej Wajda.

My path to the doctorate in its current form began with the official consent given to me in July 2016 by Andrzej Wajda. The original idea for the doctoral film, however, was completely different. Everything changed on the day of the director's death. More about it in the introductory section.

In the first chapter of the dissertation, I make a broad analysis of the history of the movie trailer from its beginnings up to the 70s and 80s, when the contemporary model of the cinema advertising trailer was shaped. I also attempt to define and classify different types of trailers. When writing the first chapter, I refer mainly to foreign sources because there is no single full study on the history and nature of movie trailers in Poland.

In the second chapter, I focus on the path to the implementation of my doctoral thesis, in which I describe the process I have gone through over the past six years. It concerns seven movie trailers for feature films from the first three decades of Andrzej Wajda's artistic activity: *Kanal* (1956), *Ashes and Diamonds* (1958), *Innocent Sorcerers* (1960), *The Ashes* (1965), *Everything for Sale* (1968), *The Promised Land* (1974), *Man of Marble* (1976) and finally, a teaser for *Innocent Sorcerers*. The creation of a short film form, which is a movie trailer, is work on someone else's film material. However, this is not an editing in the strict sense. Trailers have their own dramaturgy. They are complete original creations in every, even the smallest aspect. Their narrative message is built on several levels and adapted to the nature of film trailers that were being created in the world at the time. The formal side, the visual and sound layer, also strongly corresponds with the history of trailers.