 Year 12 English Standard

Pitching a Pygmalion

A pitch is simply a presentation which sells your idea. An elevator pitch is a particularly brief type of pitch.

Your idea is a new version of the Pygmalion myth!

Task – In pairs, you will appropriate the Pygmalion myth for modern audiences in the form of a TV or film and then pitch this new version of the myth. Your pitch should contain a brief character description, plot summary, and a logline and tagline.

You are encouraged to draw inspiration from existing appropriations to model and inspire your pitch. These include Pretty Woman, The DUFF, Princess Diaries and Mean Girls.

In reflecting Shaw’s purpose, students should also seek to critique a feature of language, identity or culture from contemporary life in their own appropriations.

Students should also be encouraged to invert genders or settings.

The features of an elevator pitch include:

1. Genre – select a genre, such as comedy, action, horror, fantasy, science fiction, and so on.
2. Rubric relevance – what concepts/ideas from the rubric will you focus on? Will your character speak a foreign language to the antagonist? What will be the cultural group and will it conflict with the individual?
3. Where and when – introduce the time and place of the film, such as ‘America – 2050’. Describe the place a little and paint a real picture – what does it feel like? What’s going on there?
4. The first few seconds of your pitch should be focused on your logline – a 1 or 2 sentence description of your movie. Begin with a rhetorical question, then give the logline. For example, you might ask, ‘How might your life change when you win the lottery? This is the story of a man who won millions but lost everything he loved.’
5. Who – introduce the protagonist; give us something really human about him or her – really make him or her feel real. At least one of your characters should be modelled on Pygmalion and another on the statue.
6. Complication – describe the character’s problem. What is he or she up against? What is his or her journey going to be in this film or television series?
7. What and why – describe what your film is about. Remember, what your film is about is not necessarily an outline of what happens in your film. It’s a description of the themes and goals of your film – what you’ll teach or communicate to your audience.

Your Pygmalion Pitch

| Features | Pitch |
| --- | --- |
| Genre |  |
| Rubric – what ideas will you represent? |  |
| Where and when |  |
| Logline |  |
| Who |  |
| Complication |  |
| What and why |  |

Student Score Card

Students are to be marked on a scale of 1 to 5, where 1 is weak and 5 is strong.

| Students | Original? | Creative? | Interesting? | Would you go see it in the movies? | Total |
| --- | --- | --- | --- | --- | --- |
| Pair #1 |  |  |  |  |  |
| Pair #2 |  |  |  |  |  |
| Pair #3 |  |  |  |  |  |
| Pair #4 |  |  |  |  |  |
| Pair #5 |  |  |  |  |  |
| Pair #6 |  |  |  |  |  |
| Pair #7 |  |  |  |  |  |
| Pair #8 |  |  |  |  |  |
| Pair #9 |  |  |  |  |  |
| Pair #10 |  |  |  |  |  |
| Pair #11 |  |  |  |  |  |
| Pair #12 |  |  |  |  |  |