

Section 1:

#1 "I have an idea of the new Hollywood blockbuster movie! We can do a movie about a superhero defeating a mad scientist that wants to take over the world. I believe that people will be entertained by my idea."

Strengths: Your opening clearly identifies what you're proposing (a superhero film). You've demonstrated enthusiasm through your exclamation mark.

Underdeveloped premise → Your film concept needs more specific details to stand out from similar stories. You've mentioned "a superhero" and "a mad scientist" without any distinguishing characteristics that would make your story unique among countless similar films already produced.

Exemplar: *I have an exciting concept for a new Hollywood blockbuster featuring a reluctant superhero with time-manipulation abilities who must confront a brilliant scientist whose climate-saving experiment threatens to destroy reality as we know it.*

#2 "According to research, entertainment is vital for your mental health. Entertainment releases chemicals such as dopamine which increases your happiness."

Strengths: You've attempted to support your proposal with research. You've included specific information about dopamine to strengthen your point.

Disconnected support → The research about entertainment and mental health, while factually sound, doesn't specifically relate to why your particular movie idea would be successful. You've mentioned dopamine release but haven't connected this scientific fact to why your specific superhero concept would be especially entertaining or commercially viable.

Exemplar: *Market research shows superhero films with unique character flaws and moral complexity consistently outperform generic good-versus-evil narratives, with audiences reporting higher satisfaction and emotional engagement when heroes face realistic internal conflicts alongside external threats.*

#3 "The moral will be that scientists aren't always one hundred percent right. In reality it's usually their closest predictions. Whatever scientists come up with they always need proof."

Strengths: You've considered the thematic elements of your film. You've attempted to include meaningful messages beyond pure entertainment.

Problematic messaging → The proposed moral seems to undermine scientific credibility rather than offering a nuanced view. You've suggested scientists "aren't always one hundred percent right" without

acknowledging that the scientific method itself is built on testing, refining, and improving theories based on evidence, which could send an unintended anti-science message to viewers.

Exemplar: *The film explores the ethical complexity of scientific advancement, showing how even brilliant minds must balance innovation with responsibility, and demonstrating that true progress requires both visionary thinking and careful consideration of consequences.*

■ Your pitch shows strong enthusiasm for your movie concept, but needs substantial development to convince film executives. Currently, your superhero and villain lack distinctive qualities that would set them apart in a crowded marketplace. Try creating characters with specific backgrounds, unique abilities, and compelling motivations that audiences haven't seen before. Additionally, your argument about entertainment value needs stronger connection to your specific concept rather than general statements about happiness. Film executives need to understand why your particular story would engage audiences more effectively than competing projects. Your thematic elements could be strengthened by exploring moral complexity rather than simplified messages. Consider how your characters might face difficult ethical choices that challenge viewers to think deeply. Also, try organising your pitch into clear sections addressing concept, market potential, and thematic significance to make your proposal more professional and convincing.

Score:38/50

Section 2:

Title: The Blockbuster Movie Plan

Dear Executive,

I have an idea ~~of~~ [for] the new Hollywood blockbuster movie! We can do a movie about a superhero defeating a mad scientist that wants to take over the world. I believe that people will be entertained by my idea. #1

According to research, entertainment is vital for your mental health. Entertainment releases chemicals such as dopamine which increases your happiness. I believe being happy is vital because people will do their best when they're happy. I say they do their best when they're happy because it stops frustration and saying ~~things~~ [negative things] about themselves. #2

As well as entertainment for the Hollywood blockbuster movie, a moral is important as well because it could teach you life skills you might need in your later life. The moral will be that scientists aren't always one hundred percent right. In reality ~~it's~~ [they make] usually their closest predictions. Whatever scientists come up with they always need proof. Another moral is that anyone can be a hero. It can be helping your friends. #3