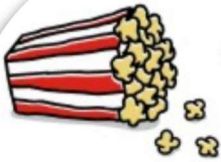


## Chapter 5: Serial watchers.



## movie plot generator

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choose one from each column

geeky	monkey	plans a heist	on a plane
robot	Jennifer Lawrence	falls in love	somewhere in the Middle East
superhero	dinosaur	time travels	with a bear
edgy	Lincoln	blows stuff up	on Mars
kung-fu	zombie	seeks revenge	at the White House
cartoon	Steve Jobs	finds corruption	in the 1950s
giant	alien	is a cop	with Channing Tatum

➤ Learn more about how to cook a hit TV show. Match each ingredient with its definition.

**A big name**

**Intense social following**

**Action**

**Deeply felt characters**

**Unpredictability**

**A cliffhanger**

**A familiar context with a twist**

Characters you care for and who become your friends or part of your family. Characters you gradually identify with.

A dramatic or riveting ending that creates huge suspense you cannot resist. It's what makes you click on "Watch next episode".

Viewers feel compelled to comment on the plot and its twists on social media.

An ingredient that is essential to make the show addictive!

Viewers need both a familiar context (eg: superheroes) but also some intriguing and unexpected new elements to make it catchy (eg: superheroes with an ambiguous personality).

A name for the series that is catchy, with, most of the time, movie stars for the main characters.

It means constantly playing with the viewer's expectations, using classic narratives and storylines and suddenly breaking them bad.