



## Coming Attractions: Reading American Movie Trailers (Paperback)

By Lisa Kernan

University of Texas Press, United States, 2004. Paperback. Condition: New. Language: English . Brand New Book. Movie trailers-those previews of coming attractions before the start of a feature film-are routinely praised and reviled by moviegoers and film critics alike: They give away too much of the movie. They re better than the films. They only show the spectacular parts. They lie. They re the best part of going to the movies. But whether you love them or hate them, trailers always serve their purpose of offering free samples of a film to influence moviegoing decision-making. Indeed, with their inclusion on videotapes, DVDs, and on the Internet, trailers are more widely seen and influential now than at any time in their history. Starting from the premise that movie trailers can be considered a film genre, this pioneering book explores the genre s conventions and offers a primer for reading the rhetoric of movie trailers. Lisa Kernan identifies three principal rhetorical strategies that structure trailers: appeals to audience interest in film genres, stories, and/or stars. She also analyzes the trailers for twenty-seven popular Hollywood films from the classical, transitional, and contemporary eras, exploring what the rhetorical appeals within these trailers reveal about..



**READ ONLINE**  
[ 2.98 MB ]

### Reviews

*It is really an remarkable ebook that we actually have ever read through. I actually have study and i also am confident that i am going to gonna study once more yet again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- Ewell Rempel

*Thorough manual! Its this kind of excellent study. It really is writter in straightforward terms and never difficult to understand. I am very happy to inform you that this is basically the very best pdf we have read through during my individual existence and could be he greatest ebook for possibly.*

-- Dr. Arno Sauer Sr.

## Other Kindle Books



### **Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time**

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.You have the power, Dad, to influence and educate your child. You can teach your child about a virtue or...



### **Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)**

Prometheus Books, United States, 2000. Hardback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. The Internet may now be the most powerful, single source of information in the world, and with an estimated 200 million computers in...



### **You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most**

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother wined a little...



### **Im Going to Read 174 Baby Im Bigger by Harriet Ziefert 2007 Paperback**

Book Condition: Brand New. Book Condition: Brand New.



### **Johnny Goes to First Grade: Bedtime Stories Book for Children s Age 3-10. (Good Night Bedtime Children s Story Book Collection)**

Createspace, United States, 2013. Paperback. Book Condition: New. Malgorzata Gudziuk (illustrator). Large Print. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do you want to ease tension preschoolers have before going to school for the first...



### **Write Better Stories and Essays: Topics and Techniques to Improve Writing Skills for Students in Grades 6 - 8: Common Core State Standards Aligned**

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Mr. George Smith, a children s book author, has been conducting writing workshops at schools since 2004....