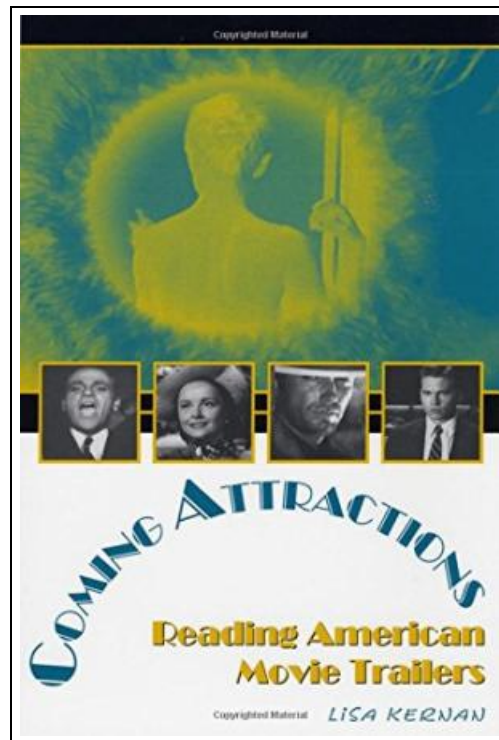


## Coming Attractions: Reading American Movie Trailers (Paperback)



Filesize: 9.39 MB

### **Reviews**

*The book is not difficult to read through better to recognize. It really is written in straightforward terms instead of confusing. I am happy to inform you that this is actually the finest publication I actually have read in my individual daily life and may be the best book for possibly.*

*(Valerie Heaney)*

## COMING ATTRACTIONS: READING AMERICAN MOVIE TRAILERS (PAPERBACK)

[DOWNLOAD](#)

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 Hollywood's changing conceptions of the moviegoing audience. Kernan argues that movie trailers constitute a long-standing hybrid of advertising and cinema and, as such, are precursors to today's heavily commercialized cultural forms in which art and marketing become increasingly indistinguishable.

[Read Coming Attractions: Reading American Movie Trailers \(Paperback\) Online](#)[Download PDF Coming Attractions: Reading American Movie Trailers \(Paperback\)](#)

## You May Also Like



**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...

[Read PDF »](#)



**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...

[Read PDF »](#)



**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...

[Read PDF »](#)



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

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

[Read PDF »](#)



**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...

[Read PDF »](#)

**Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America**

New Press. Hardcover. Book Condition: New. 1565843940 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf for handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-

[Read Document »](#)

**Growing Up: From Baby to Adult High Beginning Book with Online Access**

Cambridge University Press, 2014. UNK. Book Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.

[Read Document »](#)

**Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download

[Read Document »](#)

**History of the Town of Sutton Massachusetts from 1704 to 1876**

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This version of the History of the Town of Sutton Massachusetts

[Read Document »](#)

**A Parent s Guide to STEM**

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This lively, colorful guidebook provides everything you need to know

[Read Document »](#)