The Spectacular Now – Official Trailer 2013.

The trailer begins by the main character introducing himself, so that immediately the audience are aware of who he is.

Then music starts to play, and it has a happy vibe to it, which makes the audience understand what the atmosphere is like in the trailer.

Then the screen goes black, and the upbeat music stops, and suddenly the whole atmosphere of the trailer has changed, and it goes from being happy and upbeat to being sad and more emotive.

A female character appears on the screen, the camera angle is clearly showing her confused face through a close up shot, and this lets the audience connect more to the characters.

There is text that splits up the different scenes in the trailer, with text which shows information about the movie, for example, saying the make of the movie.

The music that is being played throughout the trailer is quite gentle, which lets the audience assume that the film is quite easy going and not too much to take in.

There are many close up shots of the characters faces in the trailer, and this helps the emotion to be conveyed, and also allows the audience to feel more connected.

At the end of the trailer, there is information that appears on the screen, such as the release date and other information about the film, and this is useful for the audience.