Oculus.

It is almost immediately apparent that the film is going to be a horror. The music that is used at the start helps to portray to the audience what the film is going to be like.

Also, the loud sound effects that are used emphasise the creepy atmosphere. As the trailer continues, it gets darker and darker, and it adds tension the trailer.

Also, the text that has been added to the trailer, builds the tension up even more, and it also makes the clip more interesting for the audience.

At the beginning of the trailer, there is a woman standing next to a mirror, about to pull a white sheet off it. And in the background there are people with white cloth bags on their heads so that the audience can’t see their faces.

The loud sound effects that are used and the lighting helps connote the intensity of the film. And there are a few close up shots used, as well as medium close ups, like when the woman is looking at herself in the mirror and she has white eyes. The audience are only shown this for a split second, which makes them wonder what will happen next.

The music throughout the clip changes, so that the atmosphere is not the same all the way through. At points, the audience may feel calm and in other parts they may feel scared and edgy. This is also able to be recognised when the music stops and there is nothing but silence. Silence tends to represent something scary that is about to make the audience jump, and this is a key aspect to any horror movie and it is used quite a lot in this trailer.

The text which overlaps the different scenes, help to create and build tension, as well as keeping the audience intrigued.