

# Contents

<b>Acknowledgments</b> .....	ix
<i>CHAPTER 1</i>	
<b>Trailers: A Cinema of (Coming) Attractions</b> .....	1
<i>CHAPTER 2</i>	
<b>Trailer Rhetoric</b> .....	36
<i>CHAPTER 3</i>	
<b>The Classical Era: The “Mythic Universal American”</b> .....	78
<i>CHAPTER 4</i>	
<b>The Transitional Era: Chasing the Elusive Audience</b> .....	120
<i>CHAPTER 5</i>	
<b>The Contemporary Era: The Global Family Audience</b> .....	163
<i>CHAPTER 6</i>	
<b>Conclusion. The Cinema Is Dead: Long Live the Cinema of (Coming) Attractions</b> ...	207
<b>Filmography of Trailers Viewed</b> .....	219
<b>Notes</b> .....	233
<b>Selected Bibliography</b> .....	271
<b>Index</b> .....	287