Vis 177 Notes 9

TRAILER:

- No sense of public you're talking to.
- proper of trailer is to inform people who flat out don't know.
- Have to have a take on the material. Space is a consequence of that have to have a sense of public.
- Without it, no strategy possible.
- Public is given elements for the first time. Want to show all & how it works
- Isolate gestures that have impact, isolated...don't use static dialogue.
- Hitchcock opens with Rio landscape. Need to show landscape and scenery of the film.
- space= any manuever to disassemble the source material.
- teach to pay attention to that isolated element, that's how you score.
- Film functions as inadequecy, also in terms of torque or force.
- Selling point to let people know this man happens to be Cary Grant.
- Use a gesture, a moment w/ his back to the camera and turns to the camera.
- need to show how fate of the world is in the balance.
- Use the image of the atomic bomb.
- need to go back, reactivate system. Can't do it in a linear fashion.
- Need to show range of relationship among those two. Get a sense of progression.
- Dynamic, say certain things, but not ultimately what the film does.

NOTORIOUS:

- Fucked up the kiss scene, it's about the entanglement and game, not pleasure of scene is time it takes to kiss.
    - transformed scene into soft porn.
    - enemy is speech, works over time.
- about good actors and exotic locales..
- pagentry of the film has to be present.
- words should be elusive, not inclusive.