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Blood, Guts, and Violence: A Rhetorical Analysis of the Trailer for *Kill Bill Volume I*

*Kill Bill Volume I* is part one of a two-part action thriller film distributed by Miramax Films. Although this movie was not released in a lot of movie theaters, it still gained a lot of popularity just because it is the fourth film directed by the award-winning director, Quentin Tarantino. The movie was greatly anticipated by Quentin Tarantino fans because *Kill Bill Volume I* was released six years after Quentin Tarantino's most recently directed film of that time. The movie trailer for *Kill Bill Volume I* was the first glimpse of the new and highly anticipated movie by Quentin Tarantino and that made the movie trailer very popular during its release. This trailer attempted to bring back Quentin Tarantino fans and attract action-thriller enthusiasts to become new Quentin Tarantino fans. The trailer for *Kill Bill Volume I* attempts to entice an audience of Quentin Tarantino fans and action-thriller enthusiasts to watch the film with dramatic and suspenseful music and sound effects that are complimented with fast-paced and violent action scenes that grab hold on the audience's attention and doesn't let go.

*Kill Bill Volume I* has a trailer that is filled with dramatic music that is quick and upbeat as well as some suspenseful and realistic sound effects that put the audiences on the edge of their seat. "Battle Without Honor or Humanity" by the band Tomoyasu Hotei graces the background of the trailer with consistent and catchy guitar strums and percussion beats that are

occasionally complimented by a dramatic burst of noise created by a combination of wind instruments such as the trumpet and the saxophone. These types of instruments and timing in which they are used are used to obtain and keep the audiences' attention through pathos by producing exasperation and excitement from the audiences through the music. The sound effects- a plane flying overhead, swords clashing, motorcycles in motion, chains, the sound of weapons flying through the air, and screams- use pathos as well by striking fear and more interest within the audiences because of the tension created by over exaggerated sounds of the violence going on within the scene. The audiences would find this very appealing because it is exciting; these sound effects do not let the audiences' attention go elsewhere. The sound effects also use pathos to establish a trusting feeling within the audiences that this film knows how to entertain and keep the audiences on the edge of their seat. If the audiences were to just close their eyes during the trailer of this film, the audiences would still have chills down his or her spine and be drawn to watch the full film just from the music that the film produces through background music and sound effects.

One of the most prevalent aspects of a movie trailer that has the ability to either persuade the audiences to watch a film or completely reject it is the visuals of a film. *Kill Bill Volume I* has stunning visuals filled with fast-paced and violent action scenes that will attract any audience that is a die-hard action-thriller enthusiast. The opening scene begins with a plane flying over a gorgeous city. After that scene, the *Kill Bill Volume I* movie trailer begins to pick up the pace and becomes a whole lot more interesting by using pathos to persuade the audiences to watch this film. The next scenes use pathos to begin to build trepidation and excitement within the audience by providing the audiences with a mixture of fast-paced scenes of a mysterious character dressed in a yellow racing suit violently opening a trunk and then racing a motorcycle

while contrasting, slow-motion scenes of a group of Asian people walking in a line in a building with very elegant walls. After that, Uma Thurman, revealed as the woman in the yellow racing suit, engages in a sword fight that is so intense that it will, through pathos, put the audiences on the edge of their seats and feeling stimulated and waiting for more. The next two scenes use pathos to spark the audiences' curiosity as one scene introduces a new character that unsheathes a very long sword followed by the next scene where Uma Thurman is covered in blood circling and preparing to attack an obvious enemy that it is one of the previous scenes. The next three scenes use pathos to continue to build momentum as sharp weapons are being swung into the air and directed toward another character after character. The rest of the scenes of the movie trailer continue the trend with more strategically placed black and white scenes that use pathos to provoke curiosity and more violent, action-packed fighting and jumping scenes that use pathos to provoke a very welcomed feeling of anxiety that entertains and excites the action-thriller enthusiasts in the audiences. The final scene of the *Kill Bill Volume I* movie trailer is the most powerful in the use of pathos because it is the only scene with dialogue. Being the only scene with dialogue, it provides the characters with more personality and uses pathos to allow the audiences to feel more compassion and understanding towards the characters by allowing them to appear more as human beings instead of just as supernatural, blood-thirsty killers. In the final scene, the enemy that has been featured throughout the whole trailer, Lucy Liu, is facing Uma Thurman. Lucy Liu says with a stolid face "You didn't think it was going to be that easy, did you?" Then, with a smirk, Uma Thurman replies saying "You know, for a second there, I kind of did." in a sarcastic, condescending tone. This scene uses pathos to evoke apprehension for Uma Thurman's character's fate, which in turn, leaves the audience hungry for more storyline and more of a need for a conclusive ending that can only be provided by watching the film.



Some visual parts of the *Kill Bill Volume I* trailer use ethos to provide credibility to the trailer. Some of the scenes that use ethos are scenes with yellow text on top of a black background that provide audience with information that make the film appear more trustworthy. The text scenes use ethos by informing the audience that Miramax films, a trusted distributor of films that has been around for a long time, has teamed up with director Quentin Tarantino, an award-winning director, to produce *Kill Bill Volume I*. These text scenes also use ethos by informing the audience that *Kill Bill Volume I* is Quentin Tarantino's fourth film, informing the audience that the director has a lot of experience. This will help attract the audiences that are Quentin Tarantino fans. Ethos is then used more in the visual parts of the movie trailer by revealing reliable, well-known actresses with experience such as Uma Thurman and Lucy Liu. These actresses ensure the audiences, such as the action-thriller enthusiasts, that the movie will have good acting, as in the action-fighting scenes, because it has a cast of actresses with acting experience.

The *Kill Bill Volume I* movie trailer brings together all of the necessary pieces to attract an audience of Quentin Tarantino fans and action-thriller enthusiasts and creates a masterpiece that will have audiences begging for more. Although the movie trailer for *Kill Bill Volume I* does not use logos to persuade audiences to watch the film, it does use plenty of pathos and ethos to provide the audience with enough persuasion to see the film. The very credible and emotion-evoking music and sound effects and fast-paced violent action scenes of the *Kill Bill Volume I* movie trailer attempts to convince the audiences to purchase a ticket to go see the film or purchase the DVD.

### Works Cited

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