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Rhetorical Analysis of a Film – The Shining

Kubrick uses a combination of various rhetorical tools to create an eerie feeling in the audience. Other than the aesthetics the color and sound in the film give the audience, they affect the audience. They develop a sense of discomfort in the audience, as is synonymous with the film's theme. The pain in the viewers begins to kick in when they start to get scared about specific scenes in the movie. Kubrick uses music that creates feelings of scare in the audience. He uses diegetic sounds to notify the audiences of activities that are commonly misplaced or odd. For example, Danny riding his bicycle in the hotel. Diegetic sounds are used to startle the audiences and make them get focused on scenes that follow. The music used creates a bleak and unsettling tone in the audience marked by excruciating anticipation (Danesi).

The relationship between Jack and the bartender is fundamental to the story because it is the bartender who keeps the gate into the Shining open. The relationship between him and Jack was mainly developed by Jack, who spent the better part of his drinking complaining to Lloyd about his family. Lloyd listened to Jack with keen interest, often with a light smile. Before Jack could get a drink, he exclaims that he could sell his soul for a beer. It was at the proclamation of his words that everything changed. It was only after his utterance did he see the bartender. The relationship with the bartender changes everything for Jack and the story. Before he met, he would feel sad, and he was even crying when he thought about hurting his family. However, after the meeting with Lloyd, everything was downhill, and there was a shift in his character (Kubrick).

The music and the color Kubrick uses in the film add to the movie's scary and terrifying effect. The color red is used to add the feeling of anxiety and terror to the audience. It is also used to indicate to the audience that something important or bloody was about to happen. In addition, the music Kubrick uses provides unique temporal qualities that make the supernatural and metaphysical in the film seem real and lively to the audience (Danesi).

Works Cited

Danesi, Marcel. "Visual rhetoric and semiotic." *Oxford Research Encyclopedia of Communication*. 2017.

Kubrick, Stanley. The Shining. Warner Bros., 1980.