

= The Bitch Is Back ( Veronica Mars ) =

" The Bitch Is Back " is the series finale of the American mystery television series Veronica Mars , the twentieth and final episode of the show 's third season , and the 64th episode overall . Co @-@ written by series creator Rob Thomas and executive producer Diane Ruggiero and directed by Michael Fields , the episode premiered on The CW on May 22 , 2007 , directly after the previous episode , " Weevils Wobble But They Don 't Go Down " . The series depicts the adventures of Veronica Mars ( Kristen Bell ) as she navigates life as a college student while moonlighting as a private detective .

In this episode , Veronica investigates the origins of a sex tape of her and Stosh " Piz " Piznarski ( Chris Lowell ) . Renouncing Logan Echolls ( Jason Dohring ) because he assaulted Piz , Veronica eventually discovers that the perpetrators are a secret society at Hearst College known as the Castle , headed by Jake Kane ( Kyle Secor ) . Meanwhile , Parker Lee ( Julie Gonzalo ) ends her relationship with Logan , and Keith Mars ( Enrico Colantoni ) navigates the issues surrounding his candidacy in the upcoming sheriff 's election .

Several days prior to airing " The Bitch Is Back " , The CW announced that the series was cancelled . In an effort to prevent Veronica Mars from being cancelled , Thomas had filmed a twelve @-@ minute pitch for a concept involving Veronica in the FBI Academy , but it was rejected . When writing the episode , Thomas and Ruggiero removed seven minutes of material from the original cut ; they wanted to create an ambiguous finale that did not resolve everything neatly . At the time of its original broadcast , the episode was viewed by 2 @.@ 15 million people and received mostly positive reviews from television critics .

= = Plot = =

Logan informs Veronica about the sex tape of her and Piz and hands her a DVD , although she berates him and denies that the recording is authentic . She views the tape and goes to visit Piz , who is badly bruised . She makes sure that Piz did not upload the footage to the internet , which he confirms . After learning that Logan had attacked Piz , Parker visits Logan 's hotel room and tearfully breaks up with him , claiming that he still loves Veronica . Veronica goes to Logan 's hotel room and berates him for attacking Piz . She confronts Dick about the origins of the sex tape , and he reveals that he got it from Chip Diller before forwarding it to his whole address book . She investigates further before encountering a student who refuses to tell her anything . She gets Weevil to destroy the student 's car , and he names the individual , whom she later wiretaps .

Veronica learns that there may be a connection to a fraternity , and Wallace ( Percy Daggs III ) informs her that it is the secret society for which he is being recruited , the Castle . Wallace tells her that the equipment used to tape him was similar to that which was used to film Veronica and Piz . He starts to go through initiation with the group in order to ascertain the members ' identities for Veronica . The members make him go into a room and ask him very personal questions , electrically shocking him if he answers untruthfully . When they find out that Veronica has sent Wallace , they forcibly remove him , but he is able to figure out the identity of one of the other recruits . Veronica sneaks into the house of the recruit Wallace names and sees a large portrait of Lilly Kane ( Amanda Seyfried ) . She hears voices and hides behind a curtain before two men emerge . They speak about the Castle , and Veronica discovers that one of them is Jake Kane . After they leave , Veronica steals his computers . Keith investigates the robbery the following day , spotting Veronica on surveillance cameras ; however , he does not initially report his daughter . Veronica asks Mac ( Tina Majorino ) whether any computer could crack Jake 's password , and she is taken to a supercomputer on campus .

Keith questions Veronica about whether or not she broke into the house , despite knowing her guilt . Jake and a county prosecutor tell Keith that they will get a judge 's order and will return to prosecute Veronica . The supercomputer processes the names of all the Castle members just as Keith hands over the surveillance tape to the county prosecutor . Logan tries to apologize to Veronica . One of the Castle members comes up and tells her that the organization videotaped her ,

and Logan assaults him . Veronica returns the tape to Jake Kane on the condition that he does not tell Keith about it . She sees in the newspaper that charges have been filed against Keith for tampering with evidence relating to Veronica 's break @-@ in , likely meaning that he will lose the votes needed to win the sheriff 's election . She goes into a voting booth and votes for Keith as sheriff , walking away in pouring rain .

= = Production = =

= = Writing , filming , and promotion = = =

" The Bitch Is Back " was co @-@ written by series creator Rob Thomas and executive producer Diane Ruggiero and directed by Michael Fields . The episode marked Thomas 's ninth writing credit , Ruggiero 's seventeenth installment of the series , and Fields 's eighth episode . The scene in which Veronica rebukes Logan was included because the writers thought that it would be a good note on which to end a season , even though it would not be the two characters ' final interaction in the series . Fields was heavily involved with the actors during filming of this scene .

Thomas highlighted the scene in which Logan attacks the Castle member for showcasing the romantic ambiguity between Logan , Veronica , and Piz . Thomas counseled Lowell about his facial expression before filming , and he was pleased with the end result , stating that " it breaks my heart " . While editing the final script , Thomas and Ruggiero had to remove roughly seven minutes from the original draft , including a scene featuring dialogue between Veronica and Leo . Later , Thomas thought that removing this scene made one voiceover by Veronica too sudden .

Thomas called the scene in which Keith makes Veronica dinner " quintessential Keith " and indicative of his lasting commitment to his daughter . Despite knowing that the episode could be the series finale , Thomas did not want it to completely resolve all plot lines ; his intention was to keep viewers guessing and prevent the conclusion from being too bland or typical . He ultimately felt that the final shot of Veronica walking away from the voting booth in the rain was " a pretty melancholy way to go out " . The song " It Never Rains in Southern California " by Albert Hammond plays during the final scene . In promotional advertising for the episode , The CW billed it as a season finale , despite the fact that the series had already been cancelled .

= = = FBI pitch = = =

Before cancellation , Thomas proposed his idea for season four to take place in the FBI Academy . Prior to the airing of " Un @-@ American Graffiti " , Enrico Colantoni stated that The CW had seen the filmed first ten pages and reacted negatively . However , Thomas denied this assertion and commented that The CW had not yet seen the FBI pitch . He added that it would be presented on May 2 , the day after the series came off a two @-@ month hiatus . Thomas 's statement was confirmed by a representative for the network .

Thomas filmed a twelve @-@ minute teaser for his new concept and presented it to The CW . The teaser was later released on the Veronica Mars third season DVD and the internet . The clip begins in medias res with Veronica , pretending to be a high schooler , talking to a teacher . The teaser flashes back to her first FBI meeting , and the viewers discover that she is investigating the teacher for sexual abuse allegations . She successfully catches the teacher on camera , and at the FBI , she runs into a former acquaintance named Seth . She investigates a potential bomber with another novice agent , and they speak to a man who appears to be innocent . However , he points a gun at Veronica 's partner as the clip ends .

Thomas had initially planned for Veronica to be in the FBI during a hypothetical seventh or eighth season of Veronica Mars . He accelerated his initial vision of the show in an attempt to prevent its cancellation . Although he believed that the new concept would appeal to CW executives , he commented , " I 'd be thrilled for [ Veronica ] to come back in any incarnation . "

The teaser was presented to the network on May 2 , 2007 . Nellie Andreeva of The Hollywood

Reporter wrote that Dawn Ostroff , president of The CW at the time , had responded positively to the new concept . The series 's title might have been changed if the FBI idea had been accepted . The CW had recently cancelled *Gilmore Girls* , leading some news outlets to speculate that *Veronica Mars* might be renewed in order to fill a schedule hole . Several cast members , including Gonzalo and Lowell , had taken other acting opportunities in anticipation of the series 's cancellation . Nevertheless , Thomas stated , " I don 't think we 're dead ; I kind of like our chances . "

= = = Cancellation = = =

*Veronica Mars* was one of roughly five series being considered for cancellation by the network in 2007 . At The CW 's upfront conference , critic Michael Ausiello asked Ostroff about the fate of the show . She responded that Thomas and Bell could work together on another show for the network , but she thought that this possibility was unlikely . She said that " it could come back in some form , but I don 't know what form that would be " . Thomas responded , " I assume that anything Dawn would be talking about in the realm of a Rob ? Kristen project would involve a new from @-@ scratch pilot as they don 't have me in a deal , and they 'll lose Kristen in a couple of weeks . "

At the conference , Ostroff officially cancelled the series , saying about the FBI idea that " it 's not going to happen " . Upon the cancellation of the series , a group of fans who called themselves the " Cloud Watchers " sent more than 10 @, @ 000 Mars bars to The CW , hoping that the network would reverse its decision and renew the series . Several years after cancellation , Thomas expressed interest in creating a feature film based on the show .

= = Analysis = =

Several reviewers have commented on themes of the episode ; topics of discussion included the relationship between parents and children , class relations , the scene in which Logan attacks the perpetrator in *Veronica* 's sex tape case , and the final scene in relation to the overall moral of the series . According to Rowan Kaiser of *The A.V. Club* , the episode contained a role reversal between *Veronica* and *Keith* , with *Keith* violating the law . He noted the scene in which *Keith* erases the surveillance tapes of *Veronica* as illustrating the theme that " the two aren 't so different after all . " *Roger Holland* of *PopMatters* thought that the episode demonstrated that *Veronica* and *Keith* 's relationship was the central component of the show : " it was all about *Veronica* and *Keith* . And beyond that , about parents , children , and the myriad ways they can fuck each other up . " *Stephanie Zacharek* , writing for *Salon* , thought that the final scenes of " *The Bitch Is Back* " " cement the dour reality , posited at the very beginning of the series , that the rich ... are always going to be the ones in charge . "

*Holland* referred to *Veronica* 's line " I don 't want his apology " in the scene in which *Logan* assaults *Gorya Sorokin* as indicative of one of the main themes of the series : " She 's not interested in apologies . She 's driven by a nihilistic need for action and payback . " *Eric Goldman* of *IGN* wrote that the scene " had an air of ambiguity that could be interpreted in many ways . " The reviewer elaborated that *Veronica* 's smile could have indicated further romantic interest or that *Logan* might have been killed in retaliation for attacking *Gorya* . *Zacharek* stated that the episode 's ending " [ felt ] truncated , unfinished . It gave us no clear signposts telling us where , exactly , these characters are headed next , where they 'll end up . " *Holland* said that the theme of the final scene " seemed emphatically clear and killingly accurate . Life 's a bitch until you die . " *Goldman* wrote that the ending was fitting for the series : " *Veronica Mars* wasn 't exactly a show that was driven by happy thoughts or events , even though we wouldn 't have minded the characters ending up happy . "

= = Reception = =

= = = Ratings = = =

On its initial showing , " The Bitch Is Back " was viewed by 2 @. @ 15 million viewers , ranking 74th of 85 in the weekly rankings . This figure was an increase from the previous episode , " Weevils Wobble But They Don 't Go Down " , which aired immediately prior and garnered 1 @. @ 78 million watchers . However , this number was a ratings decrease from both the third season premiere , " Welcome Wagon " , and the previous season finale , " Not Pictured " , which received 3 @. @ 36 and 2 @. @ 42 million viewers , respectively .

= = = Reviews = = =

The episode received mostly positive reviews from television critics . Eric Goldman of IGN graded the episode an 8 @. @ 3 out of 10 , indicating that it was " great " . He thought that the finale did not resolve every plot line by the end of the episode . However , he did not blame the writers , because they were not planning for the episode to be a series finale . He enjoyed the final scene between Logan , Veronica , and Piz because of the variety of different ways in which it could be interpreted . While he expressed some frustration over Keith 's criminal charges and the ambiguity regarding the outcome of the sheriff 's election , he opined that one could still take away important messages from the show because of Keith 's actions in the episode . The reviewer also lauded the final scene , writing that " the melancholy feeling of the final scene ? with Veronica walking through the rain , having cast a vote for her dad that is probably meaningless ? felt right for the series " .

Amy Ratcliffe of IGN listed " The Bitch Is Back " as the eighth @- @ best episode of Veronica Mars . She wrote that the episode " brings the show full circle " , returning Veronica to the position of a social outcast , and concluded by describing the episode as " a winner " . Alan Sepinwall , on his blog , What 's Alan Watching ? , praised the episode , stating that it was one of his favorite installments of the series . He thought that the series 's early film noir influences returned in the finale , a choice he lauded . In addition , he commended Bell and Colantoni 's performances , stating that the final scene " is a bleak ending , but strangely appropriate " .

Television Without Pity graded the episode an " A " . Rowan Kaiser , writing for The A.V. Club , praised the finale , writing that it functioned well within the context of the series and the season :

" We get significant emotional resolution between Keith and Veronica , whose relationship is the core of the show . We get to see Veronica being a badass , which is when Veronica Mars is at its most entertaining . All the supporting characters get something defining to do . The show engages with its history . And most importantly , it 's a fantastic episode . "

He went on to laud the interaction between Veronica and Keith and the latter 's eventual sacrifice for his daughter . In addition , he felt that the supporting characters , including Wallace , Parker , and Piz , also received appropriate sendoffs . He later ranked the episode as his fifth @- @ favorite of the series . Kelly West of Cinema Blend gave a mixed review . She enjoyed the elements that resembled the first season , such as the return of Jake Kane and the portrait of Lilly . She thought that " The Bitch Is Back " was satisfying within the context of the season , but that it was too ambiguous for a series finale : " How can the show not come back ? How can they leave us with Veronica and Logan still apart ? "

Stephanie Zacharek of Salon felt positively about the episode itself but ambivalent about the lack of resolution , stating , " I 'm not sure if Tuesday night 's finale is a deeply unsatisfying way to close out a series that 's ending before its time or the only way to end such a series . " However , she blamed the network for this ending . She also commented on the tone and themes of the episode , arguing that one of the series 's main takeaways was that the rich would always be in charge . However , she did not view the finale as being spiteful and pessimistic : " ' Veronica Mars ' has always been a clear @- @ eyed show , never a bitter one . " Tanner Stransky of Entertainment Weekly felt unsatisfied with the episode 's conclusion , partially because Veronica and Logan did not resume dating . However , he praised the sex @- @ tape mystery and the plot involving the Castle because of their similarities to earlier seasons . He also praised Keith 's actions , stating , " Okay , maybe I 'm a sap , but this tugged at my heartstrings a bit and left me relieved there wasn 't a dreaded Veronica ? Keith battle at the end . " Stransky concluded by saying that " the end is fine " . Sydney Bucksbaum of Zap2it felt disappointed because of the ambiguous endings of Keith 's arc and

Veronica 's love triangle . Although she was positive towards " The Bitch Is Back " as a standalone episode , she found herself hoping that there were another episode to the season : " Watching Veronica walk out into the pouring rain all alone after casting a probably insignificant vote for her dad was depressing , symbolic ( rain in SoCal ? ) , and just downright unsatisfying . "

Roger Holland of PopMatters praised the episode . He wrote that the finale " took us all the way back to the heart of Veronica Mars " . Although he also commented on the lack of closure in " The Bitch Is Back " , he still believed that the finale highlighted some of the main themes of the series . " The final scenes of Veronica Mars offered no sense of closure . Rather , we were left with the sense [ that ] we 'd been denied a genuinely thrilling fourth season " . The TV Addict lauded the episode for returning to the tone and themes of the first season , calling it " the perfect mix of mystery , excitement , romance and snappy one @-@ liners " . The publication also praised Bell and Colantoni 's performances . Jesse Hastenger of PopMatters graded the episode an 8 out of 10 . Kath Skerry of Give Me My Remote expressed dissatisfaction with The CW for cancelling the series , but she praised the episode as a standalone installment : " As for the final two episodes themselves , they would have been magnificent season finales . It was classic Veronica Mars . Drama , comedy , inside jokes [ ... ] and callbacks to yesteryear . " On his blog , Cultural Learnings , critic Myles McNutt said that Colantoni should have been nominated for a Primetime Emmy Award for Outstanding Lead Actor in a Drama Series for his performance in the episode , saying that " this final sacrifice is Colantoni 's strongest character arc all season and is the proper episode selection for the actor . " On a ranking of all 64 Veronica Mars episodes , BuzzFeed ranked the episode 54th , declaring that it was " extremely disappointing " and " pretty dull " .