**A. How does this text provide Equipment For Living (*PC Lab)?***

The *Neighbors 2* trailer entertains audiences with a message that states it is acceptable and empowering for females to deviate from the norm. Modern women, especially those in their late teens and early twenties feel a lot of pressure to achieve societal standards of perfection. As demonstrated by this text, the perfection of society is encompassed by the happy, beautiful, thin, white Phi Kappa Phi sorority women who do not partake in rebellious acts involving drugs and alcohol. Good analysis This text empowers young women who do not fit those standards because in truth perfection is impossible. The Kappa Nu girls, who are not cookie-cutter thin and perfect women, like to party and, as this text demonstrates with all of the drug and alcohol scenes, college students are only interested in partying and getting wasted. The text explicitly tells us everything we need to "know," such as: “Stupid young people.” … “Girls are usually quiet, don’t take hard drugs, and are much smarter.” … “Guys are idiots.” … “Damn old people…” By allowing the young women to make their own decisions, even if those decisions include college partying that taints their perfection defined by society, the text offers the message that it is enjoyable to stray from the norm and do whatever you want with your life and your college experience. However, the text does show that it is not acceptable in society to be reckless with drugs and alcohol, therefore the audience roots for the victory of the white, middle class family over their loud and crazy sorority neighbors. Finish it by discussing who exists (or not) and what this world is like (mean? perfect? exaggerated? strange?

**B. Is there evidence of *logos* in the text (logical organization & style – *how* it is told)?**

The trailer for Neighbors 2 follows a fairly simple order. It’s master plot is of “Rivalry” between the Kappa Nu sorority and their neighbors. It follows a linear plot progression, and has two plot lines (both very closely intertwined, one follows the sorority and the other follows the neighbors). The pacing is very fast, So, "Frenetic" then? with many rapid cuts and quick transitions between scenes. Most of the information in the trailer comes from audio (try watching the video without audio and then listen to the audio without video). The narration is provided by the characters depicted in the trailer, with a small amount of additional information being provided by title cards on screen. The music in the trailer is also very important because it brings attention to important points. The music switches from an innocent lighthearted style to a more intense song you might hear at parties when the founder of Kappa Nu first appears, and switches again when the neighbors show up to something resembling a western showdown at noon. Audio: Locate and label the types (and meanings) of the music... i.e. two different licensed pop songs (with one played by a pep band). Title cards provide the quote “It’s Parenthood vs. Sisterhood”, helping to cement the theme of the movie. The lighting of the trailer is high key. The simple ordering of the plot, the fast paced editing, the audio highlighting the two important factions, and the visuals all work together to demonstrate that this will be a comedy about a conflict between neighbors. Costumes?

**C. Is there evidence of *ethos* in the text (credibility)?**

Within the trailer for *Neighbors 2* there is evidence of and against the audience appeal of ethos. To begin, nothing in the trailer seems out of the realm of possibility. The trailer revolves around a new sorority being formed next to the home of a small family. Typically, sororities are not allowed to throw parties in their houses, but this new sorority was created to change that rule. Some events in the trailer show the opposite of ethos though due to their unlikeliness of happening in the real world. For example, in the section of the trailer where the Dad Use character names of the family is driving and a member of the sorority pops out from the back seat of his car seems extremely unlikely. He brakes the car very suddenly and the girl goes flying, breaks through the windshield, rolls across the road, gets up and screams, “I’m on painkiller, b\*\*\*h! Kappa Nu!” Although entertaining and comical, this scene is extremely unlikely in the real world. The characters seem to be mostly believable because they range from college sorority girls to family members living next to the sorority house. The conflict, living next to a sorority house, is believable as well, though the majority of people cannot relate to it. Overall, this movie trailer shows some ethos along with evidence against ethos due to some events that would not happen in the real world and the lack of relatability to the average population who would watch this movie.

**D. Is there evidence of *pathos* in the text (emotional appeals)?**

In the trailer for the upcoming comedy *Neighbors 2: Sorority Arising* there is a lot of evidence of pathos throughout the trailer. The two that stuck out most were sympathy and humor. With the inappropriate language and jokes, Seth Rogen shirtless, and misspelling sorority (“sororitity”) the viewer can’t help but laugh while watching this 2 minute sneak peak of this movie. Some of the scenes are snippets of college girls binge drinking, falling off a stripper pole, and dancing sexually on a car. This would bring humor and maybe embarrassment to some viewers because it brings them back to their greek life/college memories. Another emotion someone would feel while watching this is sympathy for the family that has to try to make the sorority move away from their neighborhood. This poor family just wants to live their peaceful happy life and sell the house and move onto something better but are unable to due to their loud and drunk neighbors. Especially relatable for adults, they could feel sorry watching this because it portrays how college kids act and how much they intoxicate themselves nowadays. The movie shows a lot of partying and half naked girls and that symbolizes greek life in our society today and I think adults look down on it. Strong section

**E. How is this typical or unique approach to Hegemony & Ideology? Does this text make the world a better/worse place? Did you like the text or not, and why? Based on those things, who is the target audience?**

The trailer for *Neighbors 2: Sorority Arising* uses a typical approach to hegemony and ideology. Hegemony is the dominant power structures in society and for American hegemony it entails white straight males who are middle aged. This hegemony is well represented in the video because the protagonist is a caucasian male with a wife and family, showing that he is middle aged and straight. Along with this, the American ideologies are also well represented. Within the trailer it is easy to see that the “American Dream” is trying to be accomplished by the protagonist because he is trying to get the perfect life with the perfect house but he can't do this with a sorority living next door. Another American ideological concept that is displayed within the movie trailer is that “all *men* are created equal.” By the time the first few seconds of the trailer were over it was obvious that men had more right than women in Greek life because they could have parties in their fraternity houses and the women could not.

We believe that this trailer does not necessarily make the world a better place. We say this because Greek life already has a bad connotation to go with it and this movie reinforces that negative perspective. There are many other parts of sororities that actually benefit the world but none of which were mentioned in the trailer. Although this movie looks very entertaining due to the high amount of comical value and bad choices made by the sorority it still does not make the world a better place when looking at the bigger picture. But because of this element of entertainment we did enjoy this movie trailer and are all most likely going to see this movie in the future. This is mainly due to our past knowledge and liking of the previous *Neighbors* movie but also because we were able to relate to some of the situations because we are in college ourselves. In addition, elements of humor are always entertaining when it comes to movies.

Based on all these past topics it is evident that the targeted audience for this movie would be 18-34, straight, white, middle class who is either high school or college educated. Gender? ~~I say this~~ because it is based off of college Greek life in a nice neighborhood, but something not too expensive that a sorority could not afford. Also, almost every person in the trailer is white and it is obvious that everyone is straight due to the amount of male female relationships seen within. Another good section.

**Grading:**

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| **Criteria** | **Ratings** | **Pts** |  |
| Editing: Mechanics & Fluency  [view longer description](https://colostate.instructure.com/courses/25744/assignments/262293/submissions/28173#) | Be clean and concise. | 7 / 9 pts |  |
| Content: Structure and Organization  [view longer description](https://colostate.instructure.com/courses/25744/assignments/262293/submissions/28173#) | Easy to scan & follow. | 9 / 9 pts |  |
| Content: Depth and Substance  [view longer description](https://colostate.instructure.com/courses/25744/assignments/262293/submissions/28173#) | Good examples and explanations.  Answer all sub-prompts. | 21 / 24 pts |  |
| Content: Knowledge and Accuracy  [view longer description](https://colostate.instructure.com/courses/25744/assignments/262293/submissions/28173#) | Strong grasp of materials, concepts, & contexts. | 22 / 24 pts |  |
| Quality: Formatting and Preparation  [view longer description](https://colostate.instructure.com/courses/25744/assignments/262293/submissions/28173#) | Follows guidelines. | 8 / 9 pts |  |
| Total Points: 67 | | | |