

It might seem a bit silly to analyze a trailer in such detail but I'm very interested in the vastly differing opinions I have heard on this. Right off the bat let me say that I thought the trailer was very good, and although I will be criticizing certain elements of it, overall I think it did it's job and heightened excitement for what is looking sure to be a great movie. Of course there is a "but" coming! BUT, people are going on about it (as people so often do when a new trailer for any big CBM hits) like it's the best thing ever, mind blown, OMG, faints with excitement etc etc. I'm just not getting that from it at all. I'll talk about why but first what about what did work. Well, most of it to be honest. Andrew Garfield seems like he will make a great Peter Parker/Spider-Man,

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