

Rishi Patel

U Group

Ms. Small

12/06/2023

Satirical Rhetorical Analysis for Hotel Check-In SNL Skit

Throughout “Hotel Check-In,” Saturday Night Live (SNL) producers ironically use different rhetorical devices through Mr. Adams’ entrance into the hotel with the military commander who freed him from North Korea and interaction with the hotel receptionist to present the infuriating reality of the hotel check-in process. With the use of repetition, imagery, irony, stereotypes, hyperbole, allusions, and concrete diction, the SNL skit effectively conveys the annoyances of the hotel check-in process, from the receptionist’s relentless pursuit to advertise hotel amenities to their lack of empathy shown to the exhausted guests. As the narrative unfolds, these rhetorical devices work together to satirically underscore the absurdities in the hospitality industry, creating a compelling analysis of the frustrations tied to the seemingly dull act of checking into a hotel.

Starting from Mr. Adams’ entrance into the hotel, the SNL producers make use of hyperbole and verbal irony to contextualize the journeys of guests prior to their arrival at their hotel. Most of the time, if not all, guests book hotel rooms for traveling or vacation purposes, meaning they most likely had to travel to the destination their hotel is in before checking in at the hotel. The SNL skit depicts this reality by using hyperbole and verbal irony. In the video, the guest/main character, Mr. Adams, enters the hotel in conversation with a military commander who supposedly freed him from North Korea because he got stuck there making a documentary. This short, 30-second scene is hyperbolic because although, as previously mentioned, guests

undergo tiresome journeys before they arrive at their respective hotels, Mr. Adams' entire North Korean situation exaggerates the experience of traveling for guests. However, the use of hyperbole works to get the point across, which is that hotel guests enter tired and desire rest. Additionally, the fact that Mr. Adams was rescued from North Korea is verbal irony because there aren't military missions to rescue American civilians trapped in North Korea. Even though it is true that once you enter North Korea, you can not leave, there are ways that a country can negotiate for their citizen to be freed, but there aren't entire military operations set up to save one guy who makes documentaries. This usage of irony serves to highlight the absurdity of the situation and adds a comedic layer to the skit. Overall, the first scene between the commander and Mr. Adams successfully illustrates the situation and experiences of a guest before they even enter their hotel to check in to their room.

In the interaction between Mr. Adams and the hotel receptionist, a variety of rhetorical devices, such as repetition, imagery, stereotypes, hyperbole, and concrete diction, are used to convey the preposterous hotel check-in process. Particularly, the use of repetition becomes recurring throughout the skit, with the hotel receptionist persistently promoting the Stargazer Lounge and spa services. This repetition works to emphasize the ridiculousness of the marketing efforts, portraying the staff's relentless determination to push their hotel amenities as a comically exaggerated annoyance. In addition, at certain points in the skit, imagery is employed to paint vivid mental pictures, such as the description of the Stargazer Lounge and the spa. These descriptions satirically mock the hotel receptionist's efforts to advertise their amenities, adding just another layer of absurdity to the routine hotel check-in procedures. To go along with the rhetorical devices used by the hotel receptionist character, stereotypes come into play as the skit features the stereotypical character of a clueless and overenthusiastic hotel receptionist. The

receptionist perfectly embodies the archetype of a hospitality professional unaware of the exhaustion and frustration of the guests. Once again, the addition of a stereotypical character enhances the skit's theme by adding a relatable archetype to make the audience feel the pain that Mr. Adams experiences. Hyperbole is another contributing device that builds on the humor by magnifying elements of the check-in experience, such as the spa appointment scheduled at 5:15 a.m. When Mr. Adams proceeds to request a cancellation, the receptionist responds by saying that cancellations are not allowed any time 24 hours before the appointment, further accentuating the insanity of the situation. While sometimes there are 24-hour cancellation policies, the SNL producers make use of this policy to exaggerate the foolishness of the hotel receptionist, ultimately contributing to the overall theme of the skit. Lastly, throughout the skit, concrete diction is strategically used to describe the check-in process, making the satire more relatable. The use of specific terms like "hot stone massage" and "complimentary glass of champagne" gives the audience a sense of the boring hotel experience that they have all been through (Hotel Check In). These terms make the skit a more relatable experience, which in turn, allows the audience to more deeply appreciate the satire's purpose.

From the start to the end, SNL producers incorporate meaningful rhetorical devices, such as repetition, imagery, irony, stereotypes, hyperbole, allusions, and concrete diction, to further define their skit's purpose. Collectively, these rhetorical devices work in harmony to construct a satirical narrative that masterfully captures the annoyances in the hotel check-in procedure, presenting it as a theatrical, painful experience that resonates with the audience's shared experiences.

References

Hotel Check In - SNL. <https://www.youtube.com/watch?v=kq9Q9-U0vrc>. Accessed 6 Dec. 2023.