What happens to us when we watch a film? This question is typically answered in terms of perceptual illusion, belief, imagination, emotional arousal, psychological identification, value confirmation, and wish-fulfilment. In this talk, I come at the question from a different direction. A feature length film lasts a long time, typically two hours, sometimes over three hours. Throughout this time, audiences undertake different forms of spectatorship. There isn’t one thing that characterises film spectatorship; there isn’t one thing we do when we watch films. I wish to focus on the basic ways we frame films as we watch them. I call these “stances” (adapting a term of Daniel Dennett’s). I describe four distinct stances spectators adopt towards the cinematic spectacle and I argue that ideals of cinematic spectatorship ought to be understood in terms of them.