CHAPTERS 6, 7, 8 — review —
Trends in moviemaking include:

• Concept movies (one liners)
• Audience research  
  (multiple endings / plot for niche audiences)
• Sequels, remakes, franchises (Harry Potter, Twilight)
• TV, Comic Book, Video games (The Crow, Batman)
• Merchandise Tie-ins (Happy Meals, apparel, games, toys)
• Product Placement (brand names in movie/TV sets)
Case Study about Radio Stations in African America Communities.

Research about African Americans in advertising have included:
- Images in advertising
- Historical and cultural context of Blacks in advertisements
Action research

In a study of 74 Black-oriented stations to identify the methods used to meet the needs of the Black communities they served, the White-owned stations were found to not be able to serve the needs.
A result of the study, Black leaders lobbied to challenge the license. Their goals were:

- Stop negative stereotypes
- Improve program quality
- Increase local ownership
Media Literacy

RADIO: Assess the value of “shock jocks”

Music: Awareness of the advertising for clothing labels and other products as promoted by musicians

FILM: Recognize product placements

TV: Differentiate authentic news vs. staged news shows

CONCEPTS