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
Hypercommercialism

- Commercialtainment, branding, merchandising, and embedding ads.
- Programming pressures from advertisers and their agents are the result of media conglomeration and corporate friendly regulatory decisions (deregulation).

CONCEPTS
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