

High Concept Movies And Marketing In Hollywood By Justin Wyatt

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Steven Spielberg once said, "I like ideas, especially movie ideas, that you can hold in your hand. If a person can tell me the idea in twenty-five words or less, it's going to make a pretty good movie." Spielberg's comment embodies the essence of the high concept film, which can be condensed into one simple sentence that inspires marketing campaigns, lures audiences, and separates success from failure at the box office. This pioneering study explores the development and dominance of the high concept movie within commercial Hollywood filmmaking since the late 1970s. Justin Wyatt describes how box office success, always important in Hollywood, became paramount in the era in which major film studios passed into the hands of media conglomerates concerned more with the economics of filmmaking than aesthetics. In particular, he shows how high concept films became fully integrated with their marketing, so that a single phrase ("Just when you thought it was safe to go back in the water...") could sell the movie to studio executives and provide copy for massive advertising campaigns; a single image or a theme song could instantly remind potential audience members of the movie, and tie-in merchandise could generate millions of dollars in additional income.

High concept films is typically a film that bines several elements a narrative that could be summarized in a single phrase an image or song that the potential audience associated with the film total look style of cinematography characteristic of television and magazine advertisements and musi

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The marketing and filmmaking behaviors associated with high concept films make a lot of sense when seen in light of changes like the decentralization of theater control the rise of the ratings system the pe
High concept films is typically a film that bines several elements a narrative that could be summarized in a single phrase an image or song that the potential audience associated with the film total look style of cinematography characteristic of television and magazine advertisements and musi, buy high concept movies and marketing in hollywood texas film and media studies series by wyatt justin isbn 9780292, book review the berlin school films from the berliner schule edited by rajendra roy and anke leweke berlin school glossary an abc of the new wave in german cinema edited by roger f cook lutz koep.

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Find helpful customer reviews and review ratings for high concept movies and marketing in hollywood texas film studi, open library is an initiative of the internet archive a 501 c 3 non profit building a digital library of internet sites and other cultural artifacts in digital form other proje, still wyatt amp 146 s thesis is persuasive and he is sufficiently judicious to record anomalies in the trends he charts his generalization for example that high concept movies are driven by marketing campaigns which focus on a single striking imag.

High concept movies and marketing in hollywood this pioneering study explores the development and dominance of the high concept movie within mercial hollywood filmmaking since

High concept movies and marketing in hollywood this pioneering study explores the development and dominance of the high concept movie within mercial hollywood filmmaking since , buy high concept movies and marketing in hollywood texas film and media studies series by wyatt justin isbn 9780292, high concept meaning.

In movie posters high concept is king, high concept television series and movies often rely on pre sold properties such as movie stars to build audience anticipation and they might use cross promotional advertising campaigns with links to a soundtrack music videos and , open library is an initiative of the internet archive a 501 c 3 non profit building a digital library of internet sites and other cultural artifacts in digital form other proje.

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This pioneering study explores the development and dominance of the high concept movie within mercial hollywood filmmaking since the late 1970s justin wyatt describes how box office success always important in hollywood became paramount in the era in which major film studios passed into the hands of me, high concepts can take several specific forms like show a meets show b one s an x the other s a y they fight crime or film x in the style of creator w as well as the labored in space and die hard on an x sometimes a high concept can be based entirely around who s in it as opposed to what it is with the implication that the s, high concept television series and movies often rely on pre sold properties such as movie stars to build audience anticipation and they might use cross promotional advertising campaigns with links to a soundtrack music videos and .

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The low down on high concept in terms of marketing the concept is generally a central ponent in how a studio sells a movie the lowdown on high concept most people in hollywood would proba, noun high concept plural high concepts of a film book etc an appealing idea for a work that can be understandably summarized in a few sentences or less 1994 justin wyatt high concept movies and marketing in hollywood university of texas press isbn spielberg s opinion relates well to the vision of high concept expressed b, high concept applies to any idea motorcycle design toothpaste cooking ic books novels and movies the list is endless high concept is about ess.

High concept sells in hollywood too and it s there that you can find some exceptional inspiration for developing high concept ideas as well as pitching your same but different idea high concept is no substitute for mastering your craft writes the screenwriter prod

Findarticles is a cbs interactive portal that lets you find articles about any topic by searching in our network of news and techno, high concept blockbusters went hand in hand with saturation booking particularly during the fourteen weeks in the summer between memorial day and labor day when school is out a standard marketing practice since jaws in 1975 saturation booking was designed to recoup production costs quic, high concept television series and movies often rely on pre sold properties such as movie stars to build audience anticipation and they might use cross promotional advertising campaigns with links to a soundtrack music videos and .

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One could argue that high concept has been around since the dawn of film but it really became pre eminent in

High concept television series and movies often rely on pre sold properties such as movie stars to build audience anticipation and they might use cross promotional advertising campaigns with links to a soundtrack music videos and , high concept film synonyms high concept film pronunciation high concept film translation english dictionary definition of, this chapter will focus particularly on hollywood s use of viral marketing notably more plex viral campaigns which encourage immersion in and interaction with the world of the film before during and after viewing allowi.

High concept movies and marketing in hollywood justin wyatt author thomas g schatz edito

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Hollywood cynicism the rise of high concept here i take a look at the rise of the hi, high concept film synonyms high concept film pronunciation high concept film translation english dictionary definition of, this chapter will focus particularly on hollywood s use of viral marketing notably more plex viral campaigns which encourage immersion in and interaction with the world of the film before during and after viewing allowi.