

High Concept: Movies And Marketing In Hollywood (Texas Film Studies Series) By Justin Wyatt

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infernal affairs: high concept in hong kong - May 22, 2003 The New Directors/New Films series, now in its 36th year at New York's Museum of Modern . is invited to play golf with the executives of the police department atop a high-rise building. Justin Wyatt, High Concept: Movies and Marketing in Hollywood, University of Texas Press, Austin, 1994. Wyatt, p. 23.

titanic: the high- concept film that set sail by - Titanic was a great movie to use as an example of a high concept film. You laid out the elements of creator Justin Wyatts high concept film organization very clearly.

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genre-crime-tv-drama article from media mag - - Nov 20, 2013 The High Concept film is characterised, among others things, by a glossy look Allen, I.B. Tauris & Co Justin Wyatt (1994) High Concept: Movies and Marketing in Hollywood, Texas Film and Media Studies Series Creative

the advertising director as coming attraction: - Not only are the multidirectional relationships between Hollywood films and . in search of a new director of high concept movies that, as Justin Wyatt asserts, . advert explicitly and directly referenced Luhrmann's film in a series of images . Wyatt, Justin, High Concept: Movies and Marketing in Hollywood, Austin: Texas

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global and local hollywood - 2'Global Hollywood' does not only refer to those films made in southern California ; . In addition, the Gold Coast has hosted prime-time television series for American 14 Justin Wyatt, High Concept: Movies and Marketing in Hollywood (Austin: .. The Trans-nationalization of the American Film Industry, Critical Studies in

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dotter_ku_0099d_10343_data_1.pdf - ku scholarworks - its marketing. Justin Wyatt, High Concept: Movies and Marketing in Hollywood, . 1st ed., Texas film studies series (Austin: University of Texas Press, 1994), 20

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