

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

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talk: high- concept - wikipedia, the free - Could we get a partial list of high concept movies part of "Snakes of a Plane"'s high-powered internet marketing campaign high (quality) concept

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high concept - tv tropes - A High Concept is a From these few lines they can imagine the trailer, the marketing, Not the concept of the movie itself,

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new business of media professor in harrington - Wyatt comes to URI from working in the media industries for such companies at the University of North Texas, Department of Radio, Television & Film. Wyatt is the author of *High Concept: Movies & Marketing in Hollywood* and He edited the book series *Commerce and Mass Culture* at the University of Minnesota Press.

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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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high- concept - wikipedia, the free encyclopedia - Along with having genre and aesthetics, high-concept films have marketing High-concept television series and movies often rely on pre-sold properties Concept: Movies and Marketing in Hollywood (Austin: University of Texas Press, 1994) p. 8. High Concept: Movies and Marketing in Hollywood by Justin Wyatt, 1994.

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

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