

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

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## **The lord of the rings: the marketing of a high**

The Lord of the Rings: The marketing of a high concept film trilogy. Paper by Markus Linecker. Viewed on DVD. but the techniques used for marketing the movie.

## **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.

## **What is high concept? - rachel gardner**

followers on Facebook what question I should answer in my next vlog, and the overwhelming response was What is High Concept movies but these days, we

## **High concept: movies and marketing in hollywood**

This is a thorough, exhaustive, sensitive, and articulate study of the "high concept" theory in film and television production. That is, the historical

## **Mintz on wyatt, ' high concept: movies and**

Justin Wyatt. High Concept: Movies and Marketing in Hollywood (Texas Film Studies Series). Austin: University of Texas Press, 1994. . \$35.00 (cloth), ISBN

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

## **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.

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It has by now become a commonplace that films do not exist in a vacuum, of the Hollywood studio system that have received any extensive treatment.<sup>1</sup> Such studies include Justin Wyatt, High Concept: movies and marketing in Hollywood. (Austin, University of Texas Press, 1994); Janet Staiger, Announcing wares,.

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George said: Somewhat dated yet insightful survey of high concept's heyday from High Concept: Movies and Marketing in Hollywood (Texas Film and Media

## **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

## **Story talk: high concept yes it actually means**

The term "high concept" is used in screenwriting Marketing and Branding a There are a good number of movies and books that have high-concept value,

## **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.

## **High concept: movies and marketing in hollywood |**

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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

## **High concept: movies and marketing in hollywood**

Sep 9, 2002 The Series Editor of the Texas Film and Media Studies series of which this book forms a contribution, Thomas Schatz, has published important

## **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.

## **Ten of the best (and worst) high concept movies -**

Ten of the best (and worst) high concept movies. 13 July 2011 5:57 AM, PDT | The Hollywood News This compilation consists of high concept films,

## **Irish film institute - high concept: movies and**

The Irish Film Institute is Ireland's national cultural institution for film. It aims to exhibit the finest in independent, Irish and international cinema, preserve

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### **High concept marketing: sell it in a sentence |**

a little director made a little movie based on a book. The director s name was Steven Spielberg and the movie was Jaws High concept marketing makes it easy.

### **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,

### **High concept - university of texas press**

Movies and Marketing in Hollywood Texas Film and Media Studies Justin Wyatt describes how box office success, always important in Hollywood, More to the point, these films embody the contrast between "high concept" and "low concept. by a series of heart attacks, culminating in the director-protagonist's death.

### **Seven notably high concept movies. ifc**

Apr 04, 2010 Seven notably high concept movies. Here are seven movies whose high concepts are more pronounced than most."Demon Seed" (1977) High concept premise:

### **High concept : movies and marketing in hollywood**

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Steven Spielberg once said, I like ideas, especially movie ideas, that you can hold in DOWNLOAD

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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

### **Turn your script into a high concept film with**

Learn how to turn your screenplay into a high concept blockbuster film by utilizing these Marketing and Branding a High concept movies always answer the

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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

### **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

### **High concept movies and marketing in hollywood**

Influential form of technicolor: early three-color aesthetics. I will show, see his high concept: mo

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