

1. Record Nr.	UNINA9910455902403321
Titolo	The psychology of entertainment media : blurring the lines between entertainment and persuasion // edited by L.J. Shrum
Pubbl/distr/stampa	Mahwah, N.J. : , : Lawrence Erlbaum, , 2004
ISBN	1410609367 1-135-62204-3 1-283-65650-7 1-282-37480-X 9786612374807 1-4106-0936-7
Descrizione fisica	1 online resource (363 p.)
Collana	Advertising and consumer psychology
Altri autori (Persone)	ShrumL. J
Disciplina	659.1/01/9
Soggetti	Subliminal advertising Advertising - Psychological aspects Mass media - Psychological aspects Persuasion (Psychology) Manipulative behavior Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; The Psychology of Entertainment Media; Copyright Page; Contents; About the Authors; Preface; 1. What's So Special About Entertainment Media and Why Do We Need a Psychology for It?: An Introduction to the Psychology of Entertainment Media: L. J. Shrum; Part I: Embedding Promotions Within Programs: Subliminal Embeds and Product Placements; 2. Beyond Gizmo Subliminality: Matthew Hugh Erdelyi and Diane M. Zizak; 3. Product Placement: The Nature of the Practice and Potential Avenues of Inquiry: John A. McCarty 4. Product Placements: How to Measure Their Impact: Sharmistha Law and Kathryn A. Braun-LaTour 5. Mental Models for Brand Placement: Moonhee Yang, Beverly Roskos-Ewoldsen, and David R. Roskos-Ewoldsen; 6. Embedding Brands Within Media Content: The Impact of

Message, Media, and Consumer Characteristics on Placement Efficacy: Namita Bhatnagar, Lerzan Aksoy, and Selin A. Malkoc; 7. The "Delicious Paradox": Preconscious Processing of Product Placements by Children: Susan Auty and Charlie Lewis; Part II: The Programs Between The Ads: The Persuasive Power of Entertainment Fiction and Narrative
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17. Marketing Through Sports Entertainment: A Functional Approach: Scott Jones, Colleen Bee, Rick Burton, and Lynn R. Kahle; 18. Sensation Seeking and the Consumption of Televised Sports: Stephen R. McDaniel; Author Index; Subject Index

Sommario/riassunto

The Psychology of Entertainment Media provides a cutting-edge look at how entertainment media affects its viewers, both in intended and unintended ways, and the psychological processes that underlie these effects. The collection represents an international, multidisciplinary investigation of an age-old process--persuasion--in a relatively new guise, which includes product placements, brand films, television programs, and sponsorships. The collection covers three broad areas: the potential effects of embedding promotions within entertainment media content;t
