

1. Record Nr.	UNINA9910808335003321
Titolo	The psychology of entertainment media : blurring the lines between entertainment and persuasion // edited by L.J. Shrum
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	1-136-80934-1 1-280-66108-9 9786613638014 0-203-82858-5 1-136-80935-X
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (365 p.)
Altri autori (Persone)	ShrumL. J
Disciplina	659.101/9
Soggetti	Subliminal advertising Advertising - Psychological aspects Mass media - Psychological aspects Persuasion (Psychology) Manipulative behavior
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	Cover; The psychology of entertainment media; Copyright; Contents; Preface; About the Authors; Chapter 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; Section I: Embedding Promotions Within Entertainment Media: Product Placement Effects and How they Work; Chapter 2. Product Integration: Current Practices and New Directions; Chapter 3. As a Backdrop, Part of the Plot, or a Goal in a Game: The Ubiquitous Product Placement Chapter 4. Children's Processing of Embedded Brand Messages: Product Placement and the Role of Conceptual FluencyChapter 5. Psychological Processing of In-Game Advertising and Advergaming: Branded Entertainment or Entertaining Persuasion?; Section II: The Programs Between the Ads:The Persuasive Power of Entertainment Media; Chapter 6. The Stories TV Tells: How Fictional TV Narratives Shape Normative Perceptions and Personal Values; Chapter 7. Flying With Icarus:

Narrative Transportation and the Persuasiveness of Entertainment
Chapter 8. Seeing Is Believing: Toward a Theory of Media Imagery and Social Learning
Chapter 9. Alcohol Messages in Television Series: Content and Effects; Chapter 10. Selling Beauty: The Hidden Cost to Women's Self-Worth, Relationships, and Behavior; Chapter 11. Learning Aggression Through the Media: Comparing Psychological and Communication Approaches; Chapter 12. Paths From Television Violence to Aggression: Reinterpreting the Evidence; Author Index; Subject Index

Sommario/riassunto

In this volume, psychologists and communication experts present theory on understanding and predicting how learning occurs through media consumption. As the impact of traditional advertising has declined over the last couple of decades, marketers have scrambled to find other ways to effectively communicate with consumers. Among other approaches, marketers have utilized various forms of product integration. Product integration is mixing a commercial message in with the non-commercial message via TV, movie, video, and other entertainment venues. This book will be of interest to students and r
