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

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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,

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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

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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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### **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 Wyatt's high concept film organization very clearly.

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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 - 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.

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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

### **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.

### **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

### **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

### **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.

### **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

### **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

### **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.

### **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:

### **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.

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

### **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,

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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.

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