



# Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics

By Mary-Lou Galician

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## Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics By Mary-Lou Galician

Leading experts present cutting-edge ideas and current research on product placement!

The Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics is the first serious book in English to examine the wider contexts and varied texts of product placement, related media marketing strategies, and audience impacts. The contributors are national experts in a variety of mass media specialties-history, law, and ethics (both media ethics and medical ethics); cultural and critical analysis; content analysis and effects; visibility; marketing, advertising, public relations, and promotion; and digital technology and futures.

Handbook of Product Placement in the Mass Media is a part of The Haworth Press, Inc. promotion book series edited by Richard Alan Nelson, PhD, APR. This first-of-its-kind book features interviews with leading critics and proponents of product placement (including the Pulitzer Prize-winning media critic of the LA Times and the Director of the Center for Science in the Public Interest in Washington, DC). You'll also find a lively roundtable of many of the major contributors (in Q&A format), a review of a recent video on product placement, and a helpful resource guide to publications and Web sites that further enhance the value of the book.

From the editor:

*The influence of product placement is perceived as so great that its detractors have sought federal regulation of the practice. This book examines the wider contexts and varied texts of product placement and related mass media marketing strategies. The contributors represent a rich variety of methodological approaches and viewpoints, which should stimulate readers to think about this complex issue in an appropriately multifaceted fashion and to triangulate their own study.*

The Handbook of Product Placement in the Mass Media: New Strategies in

Marketing Theory, Practice, Trends, and Ethics presents careful research, expert opinion, and insiders' perspectives on:

- product placement's historical context—from its origins in early radio and television programming to the evolution of the practice and the advent of “advertainment” and brand promotion via online computer games
- the evolution of product placement in Hollywood—with a trend analysis of the 15 top-grossing motion pictures of 1977, 1987, and 1997
- the use of product placement to generate additional production revenue for motion pictures
- brand synergy and building brand identity
- legal aspects of product placement—how it relates to the First Amendment and to the Supreme Court's commercial speech doctrine
- ethical issues related to product placement, product integration, and video insertion

. . . plus fascinating case studies focusing on important aspects of product placement:

- its use in movie and television programs in general, and in the 2000 movie *Cast Away* in particular
- its use as a marketing technique for medical products
- the impact upon brand recognition of adding an audible reference to a visually prominent brand placement
- the inclusion of brand names in book storylines
- the impact upon viewers of the use of fake (generic, fictitious) products in “realistic” films

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### **Editorial Review**

#### Review

"A FASCINATING HANDBOOK FOR PRACTITIONERS AND STUDENTS. . . . COMPREHENSIVE. . . . The content and presentation are superb. -- *Dr. Ronald A. Nykiel, CHA, CHE, Conrad N. Hilton Distinguished Chair, University of Houston; Author of Marketing Your Business: A Guide to Developing a Strategic Marketing Plan*

#### About the Author

Dr. Mary-Lou Galician is a media literacy advocate who lectures and consults nationally and internationally. She is frequently interviewed and cited by the mass media and is Head of Media Analysis & Criticism in the Walter Cronkite School of Journalism & Mass Communication at Arizona State University, where she created the popular course, Sex, Love, & Romance in the Mass Media. A former newspaper columnist, public television producer/director and nighttime talkshow host, and national marketing and advertising executive, she earned her doctorate in 1978 from Memphis State University (now University of Memphis), with a clinical residency in Human Values & Medical Ethics from University of Tennessee Center for the Health Sciences. She was the University Fellow in Broadcasting at Syracuse University (M.S., 1969) and a Conolly College Scholar at Long Island University (B.A., 1966), and she was named a national 2005-2006 AEJMC/ASJMC Journalism Leadership in Diversity (JLID) Fellow.

Dr. Galician is the author of "Sex, Love, and Romance in the Mass Media: Analysis and Criticism of Unrealistic Portrayals and Their Influence," which was honored as a Recommended Resource the Center for Media Literacy, and a forthcoming tradebook for the general public, "Dr. Galician's Prescriptions© for Getting Real About Romance: How Mass Media Myths About Love Can Hurt You." The centerpiece of both books is her widely used Dr. FUN's Mass Media Love Quiz©, which she has administered on national television. Her Dr. FUN's Stupid Cupid & Realistic Romance® Awards for massmedia portrayals of sex, love, and romance are announced each Valentine's Day as a media literacy service. She is also the editor of the "Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics," and she was guest editor of a special double issue of "American Behavioral Scientist" (September & October 2004) that she devoted to media literacy. Her research of television's good news and bad news ("The American Dream & the Media Nightmare") has been published in "Journalism Quarterly," "The Journal of Mass Media Ethics," and "Southwestern Mass Communication Journal." She maintains two Web sites with media literacy resources: [cronkite.asu.edu/drfun/](http://cronkite.asu.edu/drfun/) and [www.RealisticRomance.com](http://www.RealisticRomance.com).

Debra L. Merskin is an Associate Professor and Communication Studies Sequence Coordinator in the School of Journalism & Communication at the University of Oregon. Her Ph.D. (1993) is from the S.I. Newhouse School of Public Communication, Syracuse University, and her Master of Liberal Arts degree (1989) is from the University of South Florida, Tampa. Her research appears in journals such as "Journalism & Mass Communication Quarterly, The Howard Journal of Communications, Sex Roles," and "Journalism Educator," and in book chapters in "Growing Up Girls, Dressing in Feather"rs, and "The Girl Wide Web." She is currently writing a book on race, gender and media (Blackwell). She teaches courses in communication and cultural studies, media and society, sex, love, romance, and media, and girl culture and the media.

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**Ruth Jones:**

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