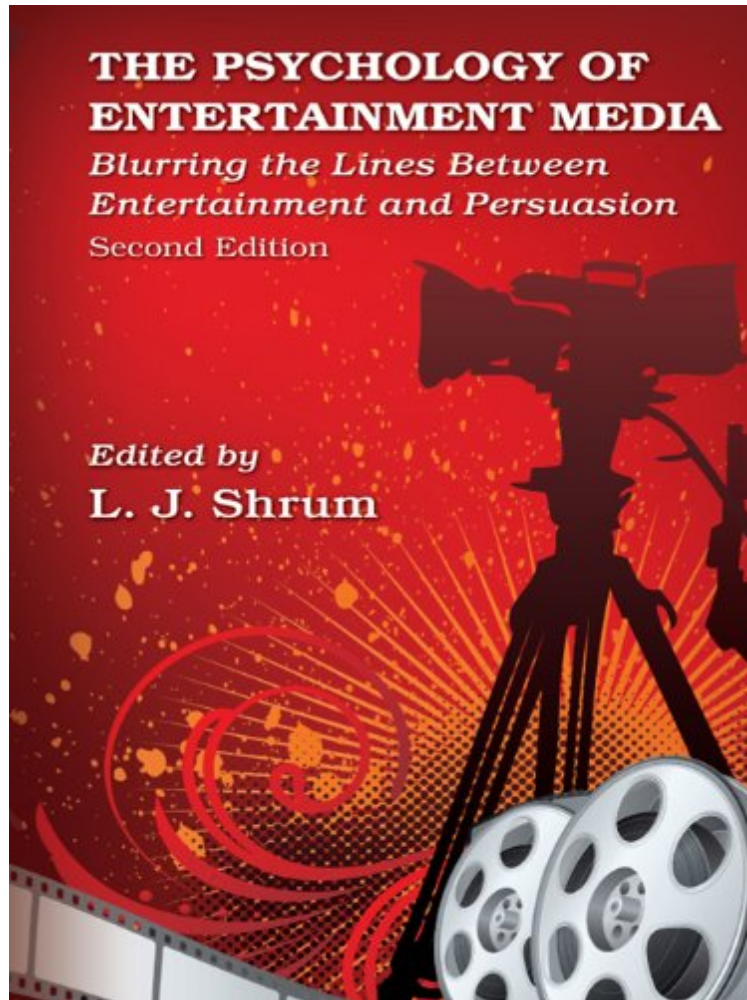


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From Routledge : The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion:

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 researchers in psychology, marketing, communication, advertising, and consumer behavior.

"People spend more time with entertainment media than with any other activity outside of work. Yet given how ubiquitous it is, we have spent far too little effort learning about how entertainment media affects how we think and act. This volume seeks to address this limitation in our knowledge by explaining how and why entertainment media may affect our everyday beliefs and actions." - Ron Faber, School of Journalism and Mass Communication, University of Minnesota, USA "This volume is carefully developed and the approach has a clear significance to this important and rapidly changing field. The chapters that deal with the ways product and brand messages are integrated into media content (chs 1, 2, 4) deal with a new and unique, as well as urgent, research priority." - Sharon Shavitt, Department of Business Administration, University of Illinois, USA
About the Author
L. J. Shrum is Professor and Chair of Marketing at the University of Texas at San Antonio. He received his PhD from the University of Illinois in Communication and his MS in Advertising. He is Past President of the Society for Consumer Psychology. His current research focuses on the multiple roles of the self in consumer judgment.