

## Discourse Film (Marketing of Independent v.s. Hollywood)

Speed, L. (2007). The Possibilities of Roads Not Taken: Intellect and Utopia in the Films of Richard Linklater. *Journal Of Popular Film & Television*, 35(3), 98-106.

This scholarly Journal entry written by Lesley Speed, a lecturer of humanities at the University of Ballarat, Australia, explains in detail how the independent and studio films of Richard Linklater changed the relationship between the two industries, and how Linklater creates films that are dense, alternative and intellectual, Unlike the typical Hollywood piece that is purely for consumer gratification.

First Speed analyzes Hollywood film industry; specifically how after the 70's it was a market for "high concept films" examples given were Grease, Jaws, Titanic. "High Concept" Speed provided a definition from Justin Wyatt's journal "*High Concept: Movies and Marketing in Hollywood*" "This type of film includes an easily summarized plot, a defined target market, established stars, product tie-ins and merchandising, an instantly recognizable logo, and a visual style redolent of advertising." (Wyatt 1-4, 23-34) Then Speed concludes by contrasting this with the intellectualism Richard Linklater used in his independent films that also appealed to larger audiences thus creating a market and a profitable film. In this way the article showed how independent films could become marketable if the audience is removed for the comfort of stereotypes and entertained by alternative narrative style.

Nowell, R. (2011). "The Ambitions of Most Independent Filmmakers": Indie Production, the Majors, and Friday the 13th (1980). *Journal Of Film & Video*, 63(2), 28-44.

The Journal entry featured in The "Journal of Film and Video" explains the independent origins of 'slasher' films, in detail. It explains how they were highly experimental in the early 70's and not at all profitable. Richard Nowell has taught for the University of Miami; the University of Salford, UK; the University of East Anglia, UK; and the University of Heidelberg, Germany. He is the author of *Blood Money: A History of the First Teen Slasher Film Cycle* (2011) and has published articles in *Cinema Journal* and *Post Script*.

The article focuses primarily on the unanticipated success of the independent film "Friday the 13th". The film was revolutionary in these ways; it was independently filmed and distributed, upon its success it displayed the marketability of "slasher" films, and lastly it open doors for future films such as "Blair Witch Project" and "Paranormal Activity".

WYATT, J. (2010). On the Intersection of Media Studies and Market Research: Exploring the Exchange Between Academia and Business. *Cinema Journal*, 49(3), 110-115.

A film's marketability is discussed primarily in this next article written by Justin Wyatt. Wyatt is a researcher who has a degree in economics (BA degree at the University of British Columbia) and Film and Television Studies (MA and PhD degrees at the University of California-Los Angeles [UCLA]). The focus of the article is to consider the opportunities for film and television doctorates in what he calls the "media industries". Justin Wyatt's piece "High concept: Movies and Marketing in Hollywood" is also cited in an article by Lesley Speed.

Marketing in the media industry is described as a technical part of the field- apart from the creative side. Wyatt shows how it is just as important as the creative side and even crucial to film production. The specific role marketing plays in film can range from market sizing to pilot testing and ad testing. Quantitative/qualitative research and client/supplier affiliation, generally, most media market research divides into two functional areas: quantitative research (large-sample testing through online, phone, or occasionally mail surveys) and qualitative research (small-sample projects including focus groups, in-depth interviews, ethnographies, and usability testing). This is important to filmmakers because it will narrow down your audience and if one knows who their audience is they could create a more effective film towards that specific audience.