

## Velvet Light Trap no. 50: Advertising and Promotion

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Velvet Light Trap, no. 50:  
CFP on advertising and promotion

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### Advertising and Promotion

Since the days of early cinema, advertising and promotion have been critical for the success of film and broadcasting. Advertising and promotional campaigns themselves have influenced and been influenced by cultural change; technological developments and industrial capacity have increased the prominence and frequency with which advertising and promotional materials can circulate; and revenue from advertising and promotion supports television programs and films, especially in commercial media systems. Yet these advertising campaigns and promotional efforts are often derided, marginalized, or dismissed. Moreover, many advertising and promotional texts (posters, commercials, trailers, and the like) often fall outside traditional categories for serious analysis and consideration within the academy. We encourage explorations of advertisements and promotional materials as primary texts, as secondary texts supporting other media content or products, or as a subject represented in film or television programming. For the 50th issue of The Velvet Light Trap, we welcome submissions that examine cultural, industrial, textual, regulatory, and/or audience-centered issues surrounding advertising and promotion in media from historical and contemporary perspectives.

Possible topics for this issue include but are not limited to:

**advertising/promotion and televisual flow**

product placement and/or integrated advertising in media texts

**race, class, gender, and/or sexuality in promotional materials**

commercial broadcasting within public service media systems (e.g. ITV in Britain)

**style and authorship**

history and/or development of cinematic trailers

**advertising bans or taboo products (e.g. hard liquor, condoms, cigarettes, feminine hygiene products)**

controversial advertising campaigns

**synergy and marketing strategy**

Super Bowl commercials

**promotional tie-ins, ancillary products, and merchandising**

advertising boycotts and cultural politics (e.g. refusals to advertise on "Ellen" or "NYPD Blue")

**government regulations, industry self-regulation, and advertising**

public service announcements

**infomercials and celebrity testimonials**

relationship(s) between advertising agencies and radio/television/film industry

**local cinema or television promotions**

film/television advertising and minority communities (e.g. television/film advertising in the Black press)

**audience targeting and advertising (e.g. demographics, Nielsen ratings)**

advertising and film/television genres

**advertising and national identity; globalization**

advertising and star image

**culture jamming (e.g. fake advertisements)**

underwriting and public service broadcasting

**branding and the formation of brand communities**

promotion and the political economy of film distribution

**commercials as content (e.g. music videos, "World's Funniest Commercials" specials)**

advertising and propaganda (e.g. war bonds campaigns)

Papers should be approximately 7500 words (roughly 20-25 pages double-spaced) plus bibliography and endnotes in MLA style. Please submit four copies of the paper, plus a one-page abstract with each copy, in a format suitable to be sent to a reader anonymously. Papers should be accompanied by a single cover page that includes the author's name and contact information. Submissions must not be sent exclusively via email. Submissions will be refereed by the journal's Editorial Advisory Board.

To obtain more information or to ask questions, please contact Doug Battema (dbattema@students.wisc.edu, 608-263-3997), Bill Kirkpatrick (mwkirkpa@students.wisc.edu, 608-238-6656), or Michael Newman (mznewman@students.wisc.edu, 608-263-3998). Submissions are due by Monday, 17 September 2001, and should be sent to:

The Velvet Light Trap  
University of Wisconsin-Madison  
Department of Communication Arts

ArtHist.net

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Madison, Wisconsin 53706-1497  
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The Velvet Light Trap is an academic, peer-reviewed journal of film and television studies. The journal is published biannually in March and September by the University of Texas Press. The Editorial Advisory Board includes such notable scholars as Don Crafton, Michael Curtin, Alexander Doty, Herman Gray, Heather Hendershot, Barbara Klinger, Walter Metz, Charles Musser, Chon Noriega, and Lynn Spigel.

Reference:

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