

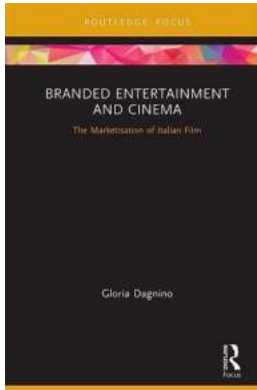
# **The Marketisation Of Italian Film: Examining the Role of Advertising and Consumer Culture in Shaping Cinema**

In recent decades, the global film industry has undergone a significant transformation. With the rise of digital platforms, the proliferation of international collaborations, and the increasing influence of advertising and consumer culture, the very nature of filmmaking and film consumption has evolved. This article explores the marketisation of Italian film and its impact on the industry, specifically through the lens of critical advertising studies.

Italian cinema has a rich history, spanning from the neorealist masterpieces of Roberto Rossellini and Vittorio De Sica to the contemporary works of Paolo Sorrentino and Luca Guadagnino. While Italian films have always reflected the cultural and socio-political landscape of the country, the shift towards marketisation has brought about new challenges and opportunities for filmmakers, advertisers, and audiences alike.

The marketisation of Italian film refers to the increasing commercialisation and commodification of cinema as a product. It involves the use of advertising strategies, consumer research, and brand partnerships to promote films and attract audiences. This phenomenon is part of a broader global trend in which the film industry is becoming more aligned with market forces and the principles of consumer capitalism.

**Branded Entertainment and Cinema: The  
Marketisation of Italian Film (Routledge Critical**



## Advertising Studies)

by Adam Gower (1st Edition, Kindle Edition)

★★★★★ 5 out of 5

Language	: English
File size	: 682 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 116 pages
Item Weight	: 1.15 pounds
Dimensions	: 5.47 x 1.18 x 8.39 inches



### The Influence of Advertising

Advertising plays a central role in the marketisation of Italian film. Traditionally, film posters, trailers, and print ads were the primary means of promoting films to audiences. However, with the advent of digital platforms and social media, the advertising landscape has expanded significantly.

Today, online trailers, teaser clips, and interactive campaigns have become essential tools for generating buzz and building anticipation for film releases. Italian filmmakers and distributors are now leveraging digital advertising strategies to engage with their target audiences and maximise box office revenues.

One of the key aspects of advertising in the marketisation of Italian film is the use of long descriptive keywords for the alt attribute. The alt attribute is an HTML attribute that provides alternative text for an image in case it cannot be displayed. By using long descriptive keywords, filmmakers and advertisers can enhance the

search engine optimisation (SEO) of their film-related content, allowing it to be more easily discoverable by users online.

For instance, a film like "La vita è bella" (Life is Beautiful) could use alt attribute keywords like "Italian Holocaust comedy-drama," "Academy Award winner," and "Roberto Benigni," to enhance its visibility and reach when users search for related content.

## **Consumer Culture and Film**

The marketisation of Italian film is also intertwined with consumer culture. Consumer culture refers to the social and economic system in which individuals are encouraged to engage in conspicuous consumption and the pursuit of pleasure and entertainment.

Film has always been a form of entertainment, but the marketisation of the industry has elevated it to a new level. Italian films are now marketed as experiences, with the aim of enticing audiences to not only watch the film but also consume related merchandise, attend film premieres, and engage in various interactive activities.

This shift towards consumer-oriented marketing strategies has led to the rise of long tail clickbait titles. Clickbait titles are attention-grabbing headlines designed to generate curiosity and encourage users to click on a link. Long tail clickbait titles provide a more detailed, descriptive, and persuasive approach compared to traditional clickbait titles.

For example, instead of using a generic clickbait title like "You won't believe what happens in this Italian film," a long tail clickbait title could be "This Italian film will take you on an emotional rollercoaster with its captivating storyline and stunning

cinematography." This type of title appeals to the curiosity of the audience while also providing specific information about the film.

## **Critical Advertising Studies and Italian Film**

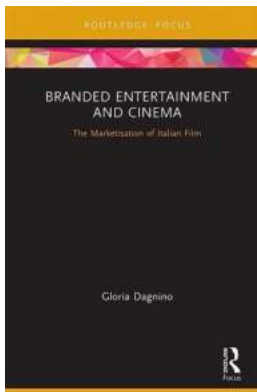
Critical advertising studies offer a valuable framework for understanding the marketisation of Italian film and its implications. This interdisciplinary field examines the political, cultural, and economic aspects of advertising, focusing on how it shapes consumer desires, social relationships, and cultural meanings.

By applying critical advertising studies to Italian cinema, researchers can delve into the complex relationship between film, advertising, and consumerism. They can explore how advertising techniques influence film production, distribution, and reception, as well as the ways in which consumer culture affects the content and aesthetics of Italian films.

Routledge Critical Advertising Studies is at the forefront of this research, providing a platform for scholars to publish their findings and engage in critical discussions. Their publications explore various dimensions of advertising, including its role in shaping cultural identities, promoting ideologies, and commodifying art forms.

The marketisation of Italian film is a multifaceted phenomenon that raises important questions about the future of cinema and its relationship with advertising and consumer culture. By examining the role of advertising and consumerism in Italian cinema through the lens of critical advertising studies, researchers and industry professionals can gain a deeper understanding of the forces shaping the industry and work towards creating a more sustainable and socially conscious film culture.

For filmmakers, advertisers, and audiences alike, navigating the evolving landscape of marketisation requires a careful balance between commercial viability and artistic integrity. By critically analyzing the impact of advertising on Italian film, we can strive for a future where cinema continues to thrive as a medium of artistic expression and cultural reflection.



## Branded Entertainment and Cinema: The Marketisation of Italian Film (Routledge Critical Advertising Studies)

by Adam Gower (1st Edition, Kindle Edition)

★★★★★ 5 out of 5

Language	: English
File size	: 682 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 116 pages
Item Weight	: 1.15 pounds
Dimensions	: 5.47 x 1.18 x 8.39 inches



The history of Italian cinema is mostly regarded as a history of Italian auteurs. This book takes a different standpoint, looking at Italian cinema from the perspective of an unusual, but influential actor: advertisers.

From the iconic Vespa scooter and the many other Made in Italy products placed in domestic and international features, to Carosello's early format of branded entertainment, up through the more recent brand integration cases in award-winning titles like *The Great Beauty*, the Italian film and advertising industries have frequently and significantly intersected, in ways that remain largely

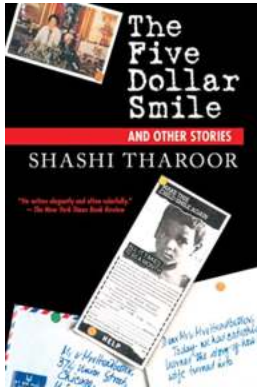
unexplored by academic research. This book contributes to fill this gap, by focusing on the economic and cultural influence that advertising and advertisers' interests have been exerting on Italian film production between the post-war period and the 2010s. Increasingly market-oriented film policies, ongoing pressure from Hollywood competition, and the abnormal economic as well as political power held by Italian ad-funded broadcasters are among the key points addressed by the book. In addition to a macro-level political economic analysis, the book draws on exclusive interviews with film producers and promotional intermediaries to provide a meso level analysis of the practices and professional cultures of those working at the intersection of Italian film and advertising industries.

Providing an in-depth yet clear and accessible overview of the political and economic dynamics driving the Italian media landscape towards unprecedented forms of marketisation, this is a valuable resource for academics and students in the fields of film and media studies, marketing, advertising, and Italian studies.

**RANDED  
CINEMA**

## **The Marketisation Of Italian Film: Examining the Role of Advertising and Consumer Culture in Shaping Cinema**

In recent decades, the global film industry has undergone a significant transformation. With the rise of digital platforms, the proliferation of international collaborations,...



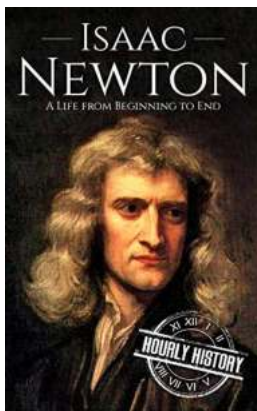
## The Five Dollar Smile And Other Stories: Unveiling the Wonders of Human Connection

Have you ever noticed how a simple smile can brighten up your day? Our encounters with one another, whether they are fleeting or enduring, often hold stories that...



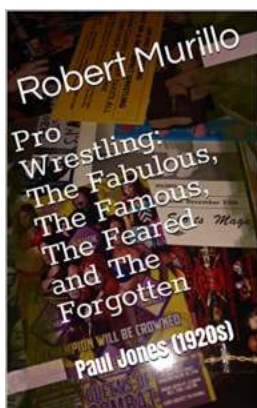
## How To Carry Out 5s Project - A Step-by-Step Guide

Are you looking for a way to improve efficiency, productivity, and organization in your workplace? Look no further than the 5s project! This project is a...



## Unveiling the Remarkable Lives of Physicists - From Inception to Legacy

Physicists are the pioneers who unravel the mysteries of the universe, probing the fundamental laws that govern the cosmos. Their contributions have shaped our understanding...



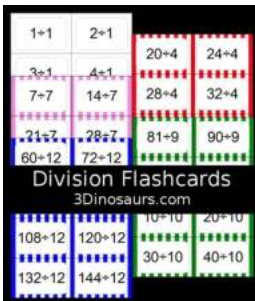
## Unlocking the Secrets of the 1920s: The Paul Jones Letter Series

The 1920s, also known as the Roaring Twenties, was a period marked by social and cultural transformation. It was a decade of change, characterized by...



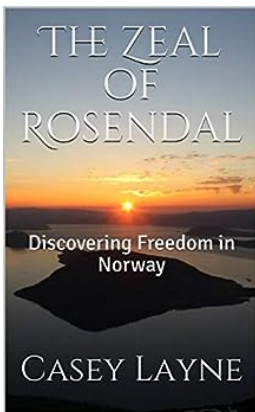
## The Adventures Of Lewis Cook: Unveiling the Mysterious Gamers Ghosts

Do you believe in ghosts? What if I told you that some gamers have encountered supernatural beings within the virtual realms of their favorite games? Today, we...



## Get Ready to Multiply and Divide like a Pro with New Multiplication Division Games Flashcards!

Learning multiplication and division can often be a challenging task for young students. However, to make this process easier and more enjoyable, a brand new set of...



## The Zeal Of Rosendal: Discovering Freedom In Norway

Nestled amidst the picturesque fjords and snow-capped mountains of Norway lies the enchanting village of Rosendal. Known for its remarkable beauty, rich history, and...