

Language of Film: Marketing

See also: [Business; For Your Consideration Ads](#)

Timely news:

[10 Best Movie Marketing Campaigns](#)(video)

[Golden Trailer Awards](#)

[Warner Bros Wonder Woman Campaign Plans](#)

[ICG Publicists Awards](#)

[How Ads Attempt To Sway Oscar Voters](#)

[What Is the Top Movie Poster Ever?](#)

[Movie Posters As Mesmerizing GIFs](#)

[The Best Graphic Movie Posters of All Time](#)

[Even Now, Nobody Knows Anything](#)

[Cracking The Code For Film Marketing](#)

[Oscar Campaigning 101: 5 Ways Contenders Are Getting Attention](#)

[Marketing Your Movie To Oscar Gold](#)

[Marketing Hunger Games: Catching Fire](#)

[Using Facebook to Create Buzz; Drive Audiences to The Movies](#)

[The Power of Crowds: Social Sentiment & The Future Of Movies](#)

[The Evolution of Movie Poster Colors Throughout Film History](#)

[Classic Hollywood: Posters that make you feel you 'Gotta Dance!'](#)

[How top studios create their best movie posters for Hollywood and indie films](#)

Recommended resources:

[Age of Persuasion Goes To The Movies](#) (CBC Radio)

All About [Movie Trailers](#)

[ANALYZING MEDIA: Movie Posters](#)

[Create Your Own Movie Poster](#)

[Deconstructing Film Posters](#)

[Designing the Perfect Blockbuster Movie Poster](#) (infographic)

[Elements of a Great Movie Poster Design](#)

[Every Film Poster Saul Bass Ever Made](#)

[Film Marketing Buzz](#)

[Films Marketed with viral movie campaigns](#) (BBC)

[For Your Consideration](#): Marketing & Advertising During Awards Time

[FTC Confirms Violent PG-13 Movies Intentionally Marketed to Young](#)

[Gavin Berliner: Designer of Movie Posters](#)

[Generating Buzz and Profits for Independent Films](#)

[History of the Movie Trailer](#)

[How Movies are Marketed](#) -The Movie Blog

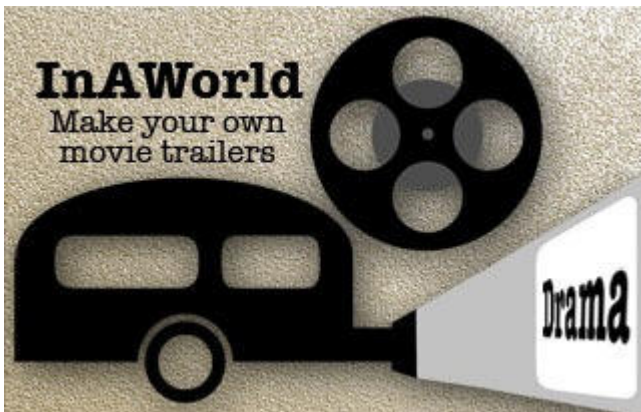
[How Movie Marketing Works](#) (How Stuff Works)

[How Studio Movie Posters Are Created](#)

[How to Edit a Movie Trailer](#)

[What is a marketing campaign](#): Case study/Gravity

Recommended App



[InAWorld](#) where you can be the star of your own movie trailers... InAWorld...Drama is a fun app that lets you create and star in your very own movie trailers. It's a combination of Mad Libs meets the movies that's very entertaining and surprisingly addictive.

Lesson Plans:

[Analyzing & Creating Movie Marketing Posters](#)

[The Blockbuster Movie](#)

[Deconstructing Movie Ads](#) (starts on page 53)

[Designing A Movie Poster](#) (starts on page 100)

[Design A Film Poster-Template](#) (IntoFilm)

[Film Adaptation of a Novel](#): Creating the Movie Poster

[Film Marketing & Publicity](#) (Fis)

[Glogster Movie Poster](#)

[How to Create A Film Poster](#) (eHow)

[Making The Movie Poster](#)

[Making Trailers](#) (Film Education)

[Market A Movie](#)

[Movie Poster Analysis](#)

[Movie Poster Studies](#)

[Movie Posters](#): Capturing the Essence of a Story

[What Makes A Good Film Poster](#) (IntoFilm)

[Media Studies Movie Marketing](#)

[Mosaic of Movie Poster Cliches](#)

[Movie Marketing: To Kill A Mockingbird](#)

[Movie Marketing: Trying to Create Buzz in Time of Twitter](#)

[Movie Madness Marketing Blog](#)

[Movie Poster Creator](#)

[MovieViral.com](#)

[Reel to Real: A Political Reflection of Hollywood Film Posters](#)




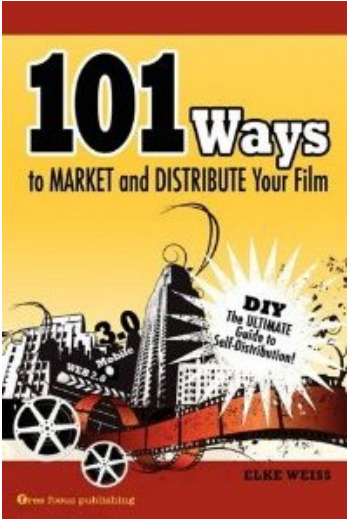
[Representation of Gender In Movie Posters](#)

[Teaching Trailers](#) (Film Education)

[Trailers As Persuasive Texts](#)

[Why Good Posters Matter](#)

Recommended texts:

			
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