

SPEAKING ACTIVITY II: PANEL DISCUSSION
TOPIC: PRODUCT PLACEMENT IN MOVIES & TV SHOWS

ADVERTISERS

STANCE: FOR

PURPOSE: to introduce the advantages of product placement for all stakeholders



Try to answer the following questions to support your ideas effectively:

- Why does product placement work better compared to traditional advertising?
 - How has the viewers' reaction to commercials changed over time?
 - What are the benefits for advertisers?
 - What are the benefits for viewers?
 - What are the benefits for the movie/TV industry?
 - Should there be a limit concerning the amount of product placement?
 - Should there be some criteria concerning the way products are placed in the movies or TV shows?
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SCRIPTWRITERS

STANCE: AGAINST

PURPOSE: to explain the challenges you are faced with due to product placement



Try to answer the following questions to support your ideas effectively:

- How does product placement affect your creative process?
- How does product placement affect the artistic value of your work?
- What is the effect of product placement on the dialogues & scenes?
- How does product placement affect the way your work is perceived by audiences?
- Should there be a limit concerning the amount of product placement?
- Should there be some criteria concerning the way products are placed in the movies or TV shows?

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PRODUCERS

STANCE: FOR

PURPOSE: to explain the contributions of product placement agreements to the quality of your work



Try to answer the following questions to support your ideas effectively:

- How does product placement contribute to the budget of TV Shows/Movies?
- How does product placement contribute to the authenticity and realism in TV Shows/Movies?
- What advantages does an increased budget offer concerning the total quality of a production?
- How could it be possible to integrate the products into the show/scenario without distorting the natural flow of the movie/show?
- Should there be a limit concerning the amount of product placement?
- Should there be some criteria concerning the way products are placed in the movies or TV shows?

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VIEWERS

STANCE: FOR

PURPOSE: To explain the benefits of product placement from audiences' viewpoint



Try to answer the following questions to support your ideas effectively:

- What are the advantages of product placement compared to commercial breaks?
- How does product placement contribute to the authenticity of movies/TV shows?
- How does product placement affect the pleasure you get from watching TV/movies?
- Should there be a limit concerning the amount of product placement?
- Should there be some criteria concerning the way products are placed in the movies or TV shows?

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VIEWERS

STANCE: AGAINST

PURPOSE: To complain about the amount of product placement in TV shows/Movies and their effects on you.

Try to answer the following questions to support your ideas effectively:



- How does product placement affect the pleasure you get from watching TV/movies?
- What are some ethical concerns related to product placement?
- Do you favor product placement or commercial breaks more? Why? To what extent?
- How does product placement jeopardize the artistic value of the TV shows/Movies?
- Should there be a limit concerning the amount of product placement?
- Should there be some criteria concerning the way products are placed in the movies or TV shows?