

Reality				
Comedy				
Drama				
	Program Name	Network	Featured Products	Is Placement Effect Positive or Negative? Why?

Your assignment is to watch prime-time television. Not a bad assignment, right? Watch at least two hours of prime-time programming. Try to include one drama, one comedy, and one reality program. Watch closely and try to identify brand-name products that are featured. Record the name of the program and the television channel. Then analyze the effect of the product placement and whether the placement is positive or negative.

critical thinking exercise 16-3
IDENTIFYING PRODUCT PLACEMENT

Date: _____