

Survey of Professional Media  
Fall 2016  
Film Assignment

**DUE DATE:** Monday, Oct. 31, 2016 BEFORE NOON at [jforrester@lindenwood.edu](mailto:jforrester@lindenwood.edu)

**INSTRUCTIONS:**

Find a way to watch the film “Forrest Gump” in its entirety. It is currently available on Netflix. There are also ways, like Amazon Video, to watch it online by paying a small fee. As you are watching the film, identify five (5) product/brand placements. Briefly discuss how each product or brand was used in the film. A brand’s logo might appear in the background of a scene, or a character might use a product, like a Coca-Cola bottle, as a prop. Please also answer the questions below the product placement entry area.

Example:

Coca-Cola

*A Coca-Cola sign hung in the background of the cafe in XYZ scene when Character A saw Character B for the first time in a decade. The logo was clearly visible to the audience as Character A leaned in to kiss Character B.*

**PRODUCT PLACEMENTS**

1.) PRODUCT:

DESCRIPTION OF USE:

2.) PRODUCT:

DESCRIPTION OF USE:

3.) PRODUCT:

DESCRIPTION OF USE:

4.) PRODUCT:

DESCRIPTION OF USE:

5.) PRODUCT:

DESCRIPTION OF USE:

6.) Why do you think these particular products were included in “Forrest Gump”? What were these companies trying to “say” to the audience of this film? Please include each of the five products in your answer. (5 points)