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THE SOUNDTRACK TO THE FILM AS A SPECIAL TYPE PRODUCT PLACEMENT

**Саундтрек у кінопродукції як особливий вид product placement
Саундтреки в кинопродукции как особый вид Product Placement**

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Abstract

Product Placement was analyzed: its peculiarities and species, including the soundtrack to the film. Concept of «soundtrack» and its relation to Product Placement were substantiated too. Article was given classification and measurement of soundtracks.

Keywords: Product Placement, soundtrack, movie trailer, OST, movie music.

Резюме

Розглянуто Product Placement: його особливості та види, зокрема саундтрек до фільму. Обґрунтовано поняття «саундтрек» і його відношення до Product Placement, дано класифікацію та оцінку саундтреків.

Ключові слова: Product Placement, саундтрек, фільм, трейлер, OST, кіно музика.

Резюме

Рассмотрено Product Placement: его особенности и виды, в частности саундтрек к фильму. Обосновано понятие «саундтрек» и его отношение к Product Placement, дана классификация и оценка саундтреков.

Ключевые слова: Product Placement, саундтрек, фильм, трейлер, OST, кино музыка.

Product Placement - this is not hype quite natural, but such that there is effective because the recipient advertising message can immediately determine which product it proposed [1, c.143].

When word «Product Placement» just remembers favorite hero favorite TV show or movie and product which with it associated correctly, it must be so. No this now nowhere and confirmation this is the billions of dollars spent branding the film company and its product placement in the frame they pay fortune to Heroes blockbusters or movie star drinking Their beer or chased on cars a brand.

In today's world straight advertising causes the audience disgust. During ad units people try change channels, and hence it efficiency falls. This phenomenon is due to the standard way of moving goods to market. Therefore, companies are looking for other, newer, more original ways to connect with their target audience. After all, everyone wants to be the best and you want to stand out.

In constant struggle by consumer advertisers not only and not so much beat number commercials: they used more sophistic acted tactics. And in this Helps Product Placement. They try on product on star and like say: "See how looks great this dress on heroine. "And, of course, want to you bought then the same product.

Product Placement does not limit the range of "Goods." Music, film, and other TV show or cable channel.

There are three types of Product Placement: visual, when a product, service or logo can just see verbal, when the actor remembers about this product, and finally complex, which suggests that the film characters use it in my virtual life. Such diversity Product Placement most in demand by advertisers. When choosing Kino heroes, which will be associated product, it is also important not to be mistaken. This should be attractive to the viewer an image that I want to follow [2].

Product Placement (literally - "product placement") - this type of advertising on television and in film, which includes a demonstration of "natural" situations of consumption of the product being promoted representatives of the target audience or opinion leaders to soft (indirect) impact on purchasing behavior [6]. So to Product Placement can be attributed to the soundtracks for movies, it's also a kind

of product that is placed in the film. The soundtrack can accompany the trailer, heard at the beginning or at the end of films, or directly to exist harmoniously in the frame (as an option, especially upon can listen to a song, dance or sing.)

There are the following types of soundtracks:

The content:

1. The background music of the movie, television series or shows without voice (score), such as "Star Wars," "Santa Barbara" (TV)
2. Soundtrack music movie or musical performance of songs voice
3. Collection of songs by different artists that are in the movie (can also contain dialogues of the characters from the film, specifically added to the album): for example, "Brother" and "Brother 2"
4. Background Music of Video Game
5. Music written for reading books. [8]

By way of creation:

1. Official Soundtrack - Original soundtrack (OST) - Music album, which may include themselves as composers of original music (composed specifically - score), as well as popular songs that were heard in the film, but not written for him. Sometimes it may also contain dialogues voiced characters, sound and special effects noises that were used in the dubbing material. Also, score-soundtrack is released in a separate album.
2. Unofficial Soundtrack (born unofficial). - Amateur collections of music that has been collected from various sources and third-party album. These soundtracks are called unofficial [8].

Scientists calculated that enough two secondly blink in the frame brand to the imprinted in subconscious viewer. If more - already irritating [3]. But this does not apply to this type of Product Placement as a soundtrack. Indeed, the increased frequency meeting musical accompaniment only enhances commitment to the film as well as to the artist and the author of the work.

Music the film can be as original, written specially for film, so and composed of known tunes, songs, classical musical works. In modern film often

used music classics - J. Haydn Bach, V. A. Mozart and etc. Which helps film makers link narrative about modern world and with high humanistic traditions [7].

Therefore, with sound tracks can become as already existing melody and written specifically for the film or its trailer. Trailer (English trailer - naturally, trailer) – Video or Kino rollick exhibited for advertising purposes on different media before output new film, for example, before session other, already came rolling in, like by topic movie. Strictly speaking, the trailer - it one species promotional video. [5]

No music, our world would gray and interesting. If same we say About the project by training film then here and the language is not can be to establish Project without musical accompaniment. Indeed all us before all necessary emotions, atmosphere and experiences. Touch these feelings People can only via music for this created the direction music as soundtrack.

Soundtrack (English words Soundtrack)- literally translated as soundtrack. Represents musical arrangement any material, such as film, cartoon or computer game and there is powerful tool management feelings and thoughts person. Primary task of creating and recording soundtrack - call certain emotions: joy, fear or amounts in accordance with the nature Scene or genre. Often, to soundtrack used abbreviation OST, this stands for English. Original Sound Track and means original track [4].

Sometimes filmmakers underestimate the role of soundtracks and then the matter is pirates (illegals). They experience market conditions even better Film makers. Example, producers "Antikiller" and "Boomer" decided refuse from Release soundtrack and considering movie, it unprofitable. But pirate record music "Boomer" successfully sold [6].

Theorists distinguish the following possibilities soundtracks:

- transmit mood, evoke feelings
- set the rhythm, to
- determine the geographical location of the scene and the historical period;

- clarify intrigue,
- draw the image of the hero,
- draw connections between different places, characters, shots or moments;
- strengthen or weaken realistic or ambiguity,
- pay attention to the details of the picture,
- highlight sudden changes between shots or scenes;
- emphasize the development of dramatic effect,
- to describe the acoustic space [8].

Music and film - are two integral parts of one whole. They were together from the very beginning of cinema. Even in the days of silent film music for the film was created in parallel with the picture individual musicians or entire orchestras. Viewing a good movie is always a celebration: a wonderful heartwarming story, play your favorite actors, beautiful scenery, incredible graphic picture. All this makes the film a masterpiece, but most in the minds of the audience sinks with music and songs from the film [6].

Sound - one of the main elements of perception information. Kino sound and film music extend beyond screen tell us than we can see.

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