

Discussion and Finding about the Analysis of Consumer and Communication with the Reference of Drug Brand mentioned through Music

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Abstract

Music listeners are uncovered to a slew of branded messages inside tune selling a number of product kinds including apparel, automotive, and alcohol. Promotion in tune has been validated to be a powerful automobile for constructing logo attention whilst listeners are inquisitive about the tune. Brands promoted inside tune revel in a number of the advantages of promotional approaches including celeb endorsement in addition to the gain of the masks product placement provides, wherein the life of persuasive reason isn't obvious. The volume to which branded alcohol promoting is happening in tune and the consequences of this promoting has been explored. Prescription drug logo promoting in tune had now no longer acquired the equal stage of interest previous to this look at. To deal with this, a content material evaluation of famous hip-hop tune from 2016-2020 become carried out and located branded prescription drug mentions in a mean of 7 songs consistent with the year. The prescription drug manufacturers most customarily promoted have been Percocet and Xanax. An in-intensity interview has been carried out with listeners of hip-hop tune to get a deep know-how in their thoughts and reviews approximately the promoting of prescription drug manufacturers in tune and the manufacturers being promoted. These interviews exposed that the contributors have been now no longer capable of actually outline why they believed artists selected to encompass prescription drug logo names of their lyrics. But they did now no longer accept as true with the mentions have been being paid for or subsidized through the pharmaceutical businesses. Additionally, the pharmaceutical fetishism of the prescription drug logo being promoted becomes obvious.

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