

# risky business sunglasses

**risky business sunglasses** have become a cultural icon, largely thanks to their association with the classic film "Risky Business," starring Tom Cruise. These sunglasses not only serve as a fashion statement but also symbolize a certain carefree attitude and youthful rebellion. In this article, we will explore the history and significance of risky business sunglasses, delve into their design features, and discuss how to choose the perfect pair for your style. Additionally, we will provide tips on care and maintenance, as well as highlight some of the most popular brands and models in the market. Whether you are a fan of the film or simply looking to elevate your eyewear game, this comprehensive guide will equip you with all the necessary information.

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## History of Risky Business Sunglasses

The history of risky business sunglasses is intrinsically linked to the 1983 film "Risky Business." In this film, Tom Cruise's character, Joel Goodson, exemplifies the carefree and adventurous spirit of youth. The iconic moment when he dons a pair of Wayfarer sunglasses while dancing in his living room has cemented these shades in pop culture history. The film not only showcased the sunglasses but also contributed to the resurgence of Ray-Ban Wayfarers, which had been struggling in popularity prior to the movie's release.

Wayfarers are characterized by their distinctive trapezoidal shape and bold frames, making them a perfect fit for the film's themes of rebellion and self-discovery. Following the film's success, these sunglasses became synonymous with the 1980s youth culture and have remained a staple in fashion ever since. Today, they are not just a symbol of nostalgia but also a timeless accessory that continues to attract new fans and wearers.

# Design Features of Risky Business Sunglasses

Risky business sunglasses, particularly the Wayfarer style, are known for their unique design features that combine both aesthetics and functionality. The most notable aspects include:

- **Frame Material:** Typically made from durable plastic, the frames offer flexibility and comfort while being lightweight.
- **Lens Types:** Available in various lens options, including polarized, tinted, and gradient lenses, allowing for different levels of UV protection and style.
- **Color Variations:** From classic black to vibrant colors, these sunglasses come in a range of hues to suit personal tastes.
- **Shape and Fit:** The trapezoidal shape of the Wayfarer frames complements many face shapes, making them a versatile choice for many wearers.

In addition to these features, risky business sunglasses often emphasize comfort and durability. With advancements in lens technology, modern versions can include anti-reflective coatings, scratch resistance, and greater UV protection, enhancing the wearing experience significantly.

## Choosing the Right Pair

Selecting the right pair of risky business sunglasses is crucial for both style and functionality. Here are some factors to consider when making your choice:

### Face Shape

Your face shape plays a significant role in determining which sunglasses will look best on you. Wayfarers generally suit most face shapes, but here's a quick guide:

- **Round Faces:** Opt for angular frames that add definition.
- **Square Faces:** Choose rounder frames to soften strong angles.
- **Heart-Shaped Faces:** Select wider frames that balance the narrower chin.
- **Oval Faces:** Most styles will work, but try to avoid overly large frames.

## Lens Color

Lens color not only affects style but also impacts vision and comfort. Consider the following:

- **Gray Lenses:** Provide true color perception and reduce brightness.
- **Brown Lenses:** Enhance contrast and depth perception.
- **Green Lenses:** Offer a natural color balance and reduce glare.

## Fit and Comfort

Ensure that the sunglasses fit comfortably on your face. They should not slide down your nose or pinch your temples. Look for models with adjustable features or flexible frames for a better fit.

## Caring for Your Sunglasses

To prolong the life of your risky business sunglasses, proper care and maintenance are essential. Here are some tips for keeping them in optimal condition:

- **Store Properly:** Always store your sunglasses in a protective case when not in use to prevent scratches.
- **Clean Regularly:** Use a microfiber cloth and lens cleaner to avoid damaging the lenses.
- **Avoid Heat:** Do not leave your sunglasses in hot environments, such as a car, as this can warp the frames.

By following these simple care tips, you can maintain the quality and appearance of your sunglasses for years to come.

## Popular Brands and Models

While Ray-Ban's Wayfarers are the quintessential risky business sunglasses, many brands offer similar styles. Here are some popular brands and alternative models to consider:

- **Ray-Ban:** The original Wayfarers remain a top choice for their classic design and quality.
- **Persol:** Known for their high-quality lenses and stylish frames, Persol offers a sophisticated

alternative.

- **Oakley:** For those seeking sporty designs, Oakley provides a variety of stylish options with enhanced performance features.
- **Maui Jim:** Renowned for their polarized lenses, Maui Jim offers exceptional visual clarity and UV protection.

Each of these brands provides a range of styles that can embody the spirit of risky business sunglasses while catering to different personal tastes and functional needs.

## Conclusion

Risky business sunglasses have transcended their cinematic origins to become a timeless accessory that embodies style, attitude, and functionality. With a rich history, distinctive design features, and a variety of choices available, they cater to a broad audience. Whether you are looking to emulate the iconic look from "Risky Business" or simply want a stylish and protective eyewear option, understanding the nuances of these sunglasses will help you make an informed choice. Remember to consider your face shape, lens color, and proper care techniques as you select the perfect pair to enhance your style.

### Q: What are risky business sunglasses?

A: Risky business sunglasses refer primarily to the iconic Ray-Ban Wayfarer style made famous by Tom Cruise in the film "Risky Business." They symbolize a carefree and rebellious spirit associated with youth culture.

### Q: Why are Wayfarers so popular?

A: Wayfarers are popular due to their timeless design, versatility, and comfort. They suit a variety of face shapes and have become a fashion staple since their introduction in the 1950s.

### Q: How can I tell if sunglasses fit properly?

A: Properly fitting sunglasses should sit comfortably on your nose without sliding or pinching. The frames should align with your temples, and the lenses should provide clear vision without distortion.

### Q: How do I clean my sunglasses without damaging them?

A: To clean your sunglasses, use a microfiber cloth and a lens cleaner specifically designed for eyewear. Avoid paper towels or clothing, as these can scratch the lenses.

## **Q: What are some alternatives to Ray-Ban Wayfarers?**

A: Alternatives to Ray-Ban Wayfarers include styles from brands like Persol, Oakley, and Maui Jim, which offer different designs while maintaining high-quality standards.

## **Q: Are polarized lenses worth it?**

A: Yes, polarized lenses are worth it as they reduce glare from reflective surfaces, improve visual clarity, and enhance comfort, especially in bright conditions or while engaging in outdoor activities.

## **Q: Can risky business sunglasses be worn for sports?**

A: While risky business sunglasses are primarily fashion eyewear, some brands like Oakley offer sporty designs that are specifically made for active use, providing both style and functionality.

## **Q: How do I choose the right lens color for my sunglasses?**

A: Choosing the right lens color depends on your intended use. Gray lenses provide true color perception, brown lenses enhance contrast, and green lenses offer a natural color balance. Consider your activities when selecting lens colors.

## **Q: How should I store my sunglasses when not in use?**

A: Always store your sunglasses in a protective case to avoid scratches and damage. Keep them in a cool, dry place away from direct sunlight or heat sources.

## **Q: What should I do if my sunglasses get scratched?**

A: If your sunglasses get scratched, you can try using a specialized lens polish or scratch repair kit. However, if the scratches are deep, it may be best to consult a professional or consider replacing the lenses.

## **Risky Business Sunglasses**

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**risky business sunglasses:** The World's Greatest Brands Nick Kochan, 1996-11-11 The magic of brands is as old as Coke and as young as Tango. But getting beneath the packaging to understand

a brand's winning technique is tough. Why do Kellogg's or Barbie still remain the consumer's friend? Why should a computer name or a sporting logo win favour with consumers worldwide? The World's Greatest Brands asks such key questions of over 350 of the world's leading brands. Explanations of a brand's history, its management and exploitation will appeal to the expert and the consumer. Anecdotes and analysis are combined to explain the science and art that have contributed to great branding case histories. Also included here is branding consultancy Interbrand's ranking of the world's 100 most powerful brands along with their assessment of brand owners' skills and winning techniques. This is a unique compilation on a subject with a fascination for all consumers. No-one who enjoys the benefits of great brands can fail to enjoy and profit from this book.

**risky business sunglasses: The Royally Series Collection** Emma Chase, 2018-04-26 Prepare to be swept off your feet by The Royally Series Collection- three sexy, swoony, modern royal romances that will capture your heart, and satisfy your desire for a breathtaking happily ever after. *Royally Screwed*- By order of the Queen, Crown Prince Nicholas Pembroke has five months to choose a suitable bride. Then one snowy night, in New York City, he meets spirited and beautiful waitress, Olivia Hammond. Their whirlwind romance makes Nicholas question everything—who he is and who he wants to be—a King...or the man who gets to love Olivia forever. *Royally Matched*- Responsibility has never been Prince Henry Pembroke's strong suit. So when an unexpected heap of it is dropped in his regal lap, he reacts accordingly—by secretly signing up for a reality TV dating show. Henry plans on partying his worries away. What he doesn't plan on...is Lady Sarah Von Titebottom...the quiet, stunning, shy, librarian hiding behind a book. As Henry and Sarah grow closer, old words take on new meanings for the irresponsible royal. Words like Duty, Honor and most of all—Love. *Royally Endowed*- For years, broody royal bodyguard Logan St. James has watched over—and wanted—perfect, perky, beautiful Ellie Hammond, the younger sister of Princess Olivia. But he's bound by loyalty to the crown and, of course, the golden bodyguard rule: Never lose focus, never let them out of your sight, and never, ever fall in love. But Logan and Ellie are about to learn that when it comes to passion and pleasure, rules were definitely made to be broken. *Royally Raised*— This sweetest of short stories focuses on Henry and Sarah, 20 years after the conclusion of *Royally Matched*.

**risky business sunglasses: New York Magazine** , 1985-06-10 New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

**risky business sunglasses: All Our Worst Ideas** Vicky Skinner, 2025-08-22 Two teens who have nothing in common work together at a record store in *All Our Worst Ideas*, a powerful and voice-driven YA novel from Vicky Skinner. When Amy, on her way to becoming valedictorian of her graduating class and getting accepted to her dream school, gets dumped by her long-term boyfriend, she takes a job at a record store to ease the pain. She needs a distraction, badly. Oliver, Amy's record store co-worker, isn't so sure about Amy—his complete opposite—but what he is sure of is his decision not to go to college. He just can't figure out how to tell his mother. As they work late-night shifts at the record store, Amy and Oliver become friends and then confidantes and then something more, but when Amy has a hard time letting go of what she thought was her perfect future with her ex, she risks losing the future she didn't even know she wanted with Oliver.

**risky business sunglasses: Everything Eyes** Bobbi Brown, 2021-10-12 The bestselling author and world-famous makeup artist reveals her expert techniques for creating show-stopping eyes—from everyday natural to party sparkle. To complement Bobbi's eyewear range and eye makeup palette, *Everything Eyes* covers basic eye care, essential brushes and tools, and step-by-step tutorials for ten stunning looks: Clean Sparkly Nude Bronzed Fun Winged Gilded Winged Smokey Soft Smokey Retro Glam Famous for her signature glasses look, Bobbi also shares her tried-and-true tips for selecting frames and wearing makeup with glasses. This chic book is the manual for all

women who want gorgeous eyes. And that means every woman!

**risky business sunglasses:** Escape From Bridezilla Jacqueline deMontravel, 2007-02-01 I will not turn into one of those Wedding Girls. . . This is Emily Briggs' mantra from the minute her boyfriend, Henry, proposes. Although she's crazy in love and has waited for this moment since she was a little girl, she is dead-set against becoming the Bride from Hell. She is not going to wallpaper her kitchen with wedding magazine tear sheets. She is not going to obsess over the date, tracking weather patterns for the slightest hint of rain. But as her Town & Country mother tries to pick out her wedding night lingerie, and Henry grows obsessed with let's-do-lunch work meetings, Emily is turning into a bridezilla, leaving no part of Manhattan--from Bergdorf's dressing rooms to Tiffany's sparkling cases--unscorched. The only person who seems to understand is J3 Hopper. Easy-going and easy-on-the-eyes, with a love of art and a habit of turning Emily's crazed tirades into delirious laugh-fests, J3 is the sort of man every manic bride needs--and wants. J3 listens to her woes, laughs at her jokes, and even compliments her clothes. In fact, he's making her feel just the way Henry made her feel when they first met--and that just may be the biggest problem of all! But is this just a jittery bride-to-be's nerves or could this be something more? DeMontravel's style is smart and sassy. . . her wit is as sharp as her characters. This is a fun romp. --Romantic Times

**risky business sunglasses: Product Placement in Hollywood Films** Kerry Segrave, 2014-11-18 This is the history of advertising in motion pictures from the slide ads of the 1890s to the common practice of product placement in the present. Initially, product placement was seen as a somewhat sleazy practice and also faced opposition from the film industry itself; it has grown dramatically in the past 25 years. From Maillard's Chocolates advertising with a shot of Cardinal Richelieu enjoying a hot cup of cocoa in 1895, to product placements in 2002's *Minority Report*, for which advertisers were rumored to have paid \$25 million, this book explores the developing union of corporate America and Hollywood. This work addresses such topics as television's conditioning of filmgoers to accept commercials, companies' donation of props, the debate about advertising such activities as smoking and drinking in films, and product displacement, or demands by companies to keep their products absent from unpopular or controversial films. Film stills and a bibliography complete the book.

**risky business sunglasses:** Royally Screwed Emma Chase, 2016-10-18

**risky business sunglasses: After Francesco** Brian Malloy, 2022-04-26 Acclaimed author Brian Malloy brings insight, humor, and the authenticity of his own experiences as a member of the AIDS generation to this universal story of love and loss set in New York City and Minneapolis at the peak of the AIDS crisis. Both a tribute to the generation gutted by the pandemic and a powerful exploration of heartbreak, recovery, and how love can defy grief, *AFTER FRANCESCO* is a balm for anyone who's ever struggled through a period of darkness and come out the other side thanks to good friends, a bit of dark humor, and a reason to fight. Like Rebecca Makkai's *The Great Believers*, author-activist Malloy's newest novel is a heartrending portrayal of the realities of healing." —Oprah Daily, Best LGBTQ Books of the Year The year is 1988 and 28-year-old Kevin Doyle is bone-tired of attending funerals. It's been two years since his partner Francesco died from AIDS, an epidemic ravaging New York City and going largely ignored by the government, leaving those effected to suffer in silence, feeling unjustifiable shame and guilt on top of their loss. Some people might insist that Francesco and the other friends he's lost to the disease are in a better place, but Kevin definitely isn't. Half-alive, he spends his days at a mind-numbing job and nights with the ghost of Francesco, drunk and drowning in memories of a man who was too young to die. When Kevin hits an all-time low, he realizes it's time to move back home to Minnesota and figure out how to start living again—without Francesco. With the help of a surviving partners support group and friends both old and new, Kevin slowly starts to do just that. But an unthinkable family betrayal, and the news that his best friend is fighting for his life in New York, will force a reckoning and a defining choice. "This novel is fresh, well-observed, often funny, sometimes angry, and always real. I can't think of another novel about the AIDS years that captures that difficult, messy, intense age more accurately or movingly." —Christopher Bram, author of *Gods & Monsters*

**risky business sunglasses: Kapua** Ahna E. Bali, 2014-06-25 Kapua is fun, adventurous, and full of life. Come take an amazing journey with the friendliest dog from Montara. He will make you laugh and smile and give you some of the most amazing experiences of a lifetime. Dream big and make things happen. He will fill your heart with love, compassion, and good spirit. Friendly, loving, full-of-life, and free-spirited Kapua will take you along for an incredible ride of his most-fun and unforgettable adventures.

**risky business sunglasses: Deep Focus (Engaging Culture)** Robert K. Johnston, Craig Detweiler, Kutter Callaway, 2019-03-19 Three media experts guide the Christian moviegoer into a theological conversation with movies in this up-to-date, readable introduction to Christian theology and film. Building on the success of Robert Johnston's *Reel Spirituality*, the leading textbook in the field for the past 17 years, *Deep Focus* helps film lovers not only watch movies critically and theologically but also see beneath the surface of their moving images. The book discusses a wide variety of classic and contemporary films and is illustrated with film stills from favorite movies.

**risky business sunglasses: Dixieland Sushi** Cara Lockwood, 2009-11-24 Wax on.... Jen Nakamura Taylor thought she left behind her awkward past of growing up half-Japanese, half-white in a small Southern town when she moved north to produce a popular Chicago television show. But when she gets word that her Southern Belle cousin is marrying Kevin Peterson, the very boy Jen loved-with-a-capital-L for years, she realizes she can't run from her past forever. Not only does the news conjure up sticky memories of growing up with a mixed heritage in the South (soy sauce on chicken fried steak, anyone?) but now the very single and very busy Jen has got to find a date for the wedding -- a grand affair that could put Scarlett O'Hara to shame. Wax off.... Riley -- Jen's cute British friend from work -- seems just the ticket; even his girlfriend thinks it's a good idea. But as Jen and Riley whistle on down to Dixie, sparks start to fly. Add to the fire the grown-up but still charming Kevin Peterson, who appears to have a soft spot for Jen, and, well, whoa. It's going to take everything Jen has (and a lot of help from the Karate Kid-wisdom of her pop culture hero Mr. Miyagi) to survive the meeting of past and present, and of North and Far East and South...where Jen finally learns to come to terms with her heritage, her love life, and herself.

**risky business sunglasses: Fashion & Merchandising Fads** Frank Hoffmann, Beulah B Ramirez, 2014-06-23 Fads by nature and by definition are hard to capture, yet Hoffmann and Bailey have captured over one hundred of the passing fashion fancies and merchandising miracles during America's short history in their latest collection of fads, *Fashion & Merchandising Fads*. Life devoid of fads is impossible to imagine, and the fads that do enter our lives become vehicles for amusement upon retrospection. How long any fad stays in vogue is anybody's guess, but Hoffmann and Bailey have again found those fads that somehow took root and flourished, if only for a short period of time, in America. Concise entries describe each fad from its beginning to its demise and its devout followers. Readers are sure to recognize many of the trends and fads collected in *Fashion & Merchandising Fads*. A browse through the contents will have readers smiling as they remember Alex, Stroh's Beer-Drinking Dog and "Baby On Board" Stickers Barbie Dolls and Celebrity Perfumes Convertibles, Digital Watches, and Drive-In Banking Garfield, G. I. Joe, and Handbags for Men Knickers and Matchbox Cars The Model T and the Mustang Paper Dolls and Rubik's Cube Silly Putty, the Slinky, and Synthetics in Clothes Top Hats, the Trilby, and Twiggy VCRs, Yuppies, and Zubaz Each fad featured in *Fashion & Merchandising Fads* is examined thoroughly and concisely by the authors. They look at the historical setting, how the trend became popular, and the people most fascinated and involved with the trend. References follow each entry to make further reading on each fad a relatively easy task for those intrigued by fads. As fads enter and encompass society for a period of time, this collection of fads, arranged alphabetically, is sure to captivate readers from beginning to end, or, in a world of fads, from the A-2 Flight Jacket to the Zipper.

**risky business sunglasses: If You Would Have Told Me** John Stamos, 2023-10-24 New York Times Bestseller "...I love him, and I respect him, and I need him. We all do." —from the foreword by Jamie Lee Curtis If you would have told a young John Stamos flipping burgers at his dad's fast-food joint that one day he'd be a household name and that, at the height of his success, he'd be living



alone, divorced, with no kids, high on a cocktail of forgetting, he might've asked, "You want fries with that?" John burst onto the scene in General Hospital, propelling him into the teen idol stratosphere, a place that's often a point of no return. But Stamos beat the odds and over the past four decades has proved himself to be one of his generation's most successful and beloved actors. Whether showing off his comedic chops on Full House or his dramatic skills on ER, pushing the boundaries on Broadway or living out his youthful dreams as an honorary Beach Boy, John has surprised everyone, most of all himself. A universal story about friendship, love, loss, and the courage to embrace love once more, John Stamos's memoir is filled with some of the most memorable names in Hollywood, both old and new. Funny, deeply poignant, and brutally honest, *If You Would Have Told Me* is a portrait of a boy who went from believing in Disney magic to a man who learns that we have to create our own magical moments in life.

**risky business sunglasses:** Planet Funny Ken Jennings, 2019-07-09 A Kirkus Reviews Best Book of the Year The witty and exuberant New York Times bestselling author and record-setting Jeopardy! champion Ken Jennings relays the history of humor in "lively, insightful, and crawling with goofy factlings," (Maria Semple, author of *Where'd You Go Bernadette*)—from fart jokes on clay Sumerian tablets to the latest Twitter gags and Facebook memes. Where once society's most coveted trait might have been strength or intelligence or honor, today, in a clear sign of evolution sliding off the trails, it is being funny. Yes, funniness. Consider: Super Bowl commercials don't try to sell you anymore; they try to make you laugh. Airline safety tutorials—those terrifying laminated cards about the possibilities of fire, explosion, depressurization, and drowning—have been replaced by joke-filled videos with multimillion-dollar budgets and dance routines. Thanks to social media, we now have a whole Twitterverse of amateur comedians riffing around the world at all hours of the day—and many of them even get popular enough online to go pro and take over TV. In his "smartly structured, soundly argued, and yes—pretty darn funny" (Booklist, starred review) *Planet Funny*, Ken Jennings explores this brave new comedic world and what it means—or doesn't—to be funny in it now. Tracing the evolution of humor from the caveman days to the bawdy middle-class antics of Chaucer to Monty Python's game-changing silliness to the fast-paced meta-humor of *The Simpsons*, Jennings explains how we built our humor-saturated modern age, where lots of us get our news from comedy shows and a comic figure can even be elected President of the United States purely on showmanship. "Fascinating, entertaining and—I'm being dead serious here—important" (A.J. Jacobs, author of *The Year of Living Biblically*), *Planet Funny* is a full taxonomy of what spawned and defines the modern sense of humor.

**risky business sunglasses:** *Reel Spirituality (Engaging Culture)* Robert K. Johnston, 2006-12-01 Increasingly, thinking Christians are examining the influential role that movies play in our cultural dialogue. *Reel Spirituality* successfully heightens readers' sensitivity to the theological truths and statements about the human condition expressed through modern cinema. This second edition cites 200 new movies and encourages readers to ponder movie themes that permeate our culture as well as motion pictures that have demonstrated power to shape our perceptions of everything from relationships and careers to good and evil. *Reel Spirituality* is the perfect catalyst for dialogue and discipleship among moviegoers, church-based study groups, and religious film and arts groups. The second edition cites an additional 200 movies and includes new film photos.

**risky business sunglasses:** Reel Spirituality Robert K. Johnston, 2006-12 A comprehensive study of theology and film that explores how the Christian faith is portrayed in film throughout history.

**risky business sunglasses:** *Cruise Control* Wensley Clarkson, 2003 Over the last two decades, Tom Cruise has steered himself coolly to superstardom—and of the screen names today, his is the biggest. From the start, his fine acting, boy-next-door looks, and winning smile ensured him a place at the top of Hollywood's A-list, and his increasingly fine performances in films like *Vanilla Sky*, *Magnolia*, *Minority Report*, and *Eyes Wide Shut* have kept him there. Author Wensley Clarkson has spent years interviewing those close to the actor, and in this perceptively written profile, he reveals a complex and intriguing personality who, from his teens, has been driven by a potent

combination of talent, ambition, personal demons, and the need for total control in every area of his life.

**risky business sunglasses: Epic Fails** Salvador Jiménez Murguía, 2018-09-15 Many of the most successful innovations—from the light bulb to the Internet—have often resulted from ingenuity, ambition, and dedication. Such achievements have changed lives for the better. Yet for every new development that the public embraces, there is a dark side of progress: cultural byproducts that litter the road to obscurity. Just because something is a failure, however, doesn't necessarily mean that it shouldn't matter. In *Epic Fails: The Edsel, the Mullet, and Other Icons of Unpopular Culture*, Salvador Jiménez Murguía examines some of the most iconic missteps of the past several decades. In order to shed light on the inherent, often comic strain in American life between fame and infamy, the author surveys some of the best—or rather, worst—of what man has to offer. From fashion flops like the mullet and Zubaz pants to marketing mistakes like Bud Dry, New Coke, and Crystal Pepsi, this text captures the unintentionally entertaining milieu of failure. Placing these gaffes in cultural context, Murguía considers how each of these products crashed and burned, while trying to arrive at an answer to the ultimate question: "What were they thinking?" Whether these attempts were doomed from the start, failed because of consumer indifference, or were simply the victims of poor timing, this book returns them, however briefly, to the spotlight. A fascinating look at man-made disasters, *Epic Fails* is an entertaining treatise about the forgotten—and infamous—endeavors of American creativity, or lack thereof.

**risky business sunglasses: The Psychology of Entertainment Media** L. J. Shrum, 2003-10-03 The *Psychology of Entertainment Media* provides a cutting-edge look at how entertainment media affects its viewers, both in intended and unintended ways, and the psychological processes that underlie these effects. The collection represents an international, multidisciplinary investigation of an age-old process--persuasion--in a relatively new guise, which includes product placements, brand films, television programs, and sponsorships. The collection covers three broad areas: the potential effects of embedding promotions within entertainment media content; the persuasive power of the entertainment media content itself; and individual differences in the interplay between media usage and media effects. Contributions focus on a variety of topics, including product placement, subliminal perception, narrative impact, cultivation effects on consumers, and individual differences in media use. Virtually all the chapters speak to the issue of how entertainment media are processed, with the conclusion that media consumers do tend to process entertainment and promotional information differently. Providing a broad perspective on how entertainment media may have an effect that goes largely unnoticed or unattended by consumers, this volume makes a substantial contribution toward creating a more knowledgeable field, as well as a more knowledgeable consumer. With its origins in the 21st Annual Advertising and Consumer Psychology Conference, the volume represents scholarship from prominent and emerging scholars in psychology, marketing, and communications. It is appropriate for advanced students and scholars in marketing, advertising, psychology, and mass communication; for research-focused practitioners working in marketing, advertising, and public policy; and for individuals interested in entertainment studies, consumer behavior, attitudes, persuasion, media studies, and consumer psychology.

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