

Das Frauenbild In Der Werbung - Philipp Gau?

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Der deutsche Werbemarkt erwirtschaftete 2009 den Wert von 29,14 Mrd. Euro. Täglich flimmern knapp 9.000 Werbespots über unsere Fernsehbildschirme, um die Kaufgunst des Rezipienten zu gewinnen. Diese Flut an Werbebotschaften macht es für Werbetreibende immer schwieriger Aufmerksamkeit zu erhalten und für Ihre Produkte Interesse zu wecken. Aufgenommen wird vom potentiellen Käufer nur noch was im Gehirn auch aktiviert wird. Oftmals dienen hierzu Stereotypen. Männer verkörpern meist wichtigere gesellschaftliche Positionen und werden als stark und intelligent dargestellt. Frauen dagegen als Hausfrau, hilflose Blondine oder als Sexobjekt dargestellt. Dieser Aussage zum Trotz sind Frauen heute zu 80% für die Ausgaben im Haushalt und Konsum verantwortlich und daher die wichtigste Zielgruppe in der Werbeindustrie. In Zuge dieser Arbeit werden zunächst theoretische Grundlagen erläutern, woraus hervorgeht, weshalb Menschen nach bestimmten ethischen und moralischen Grundsätzen handeln. Im Weiteren werden die stereotypischen Frauenbilder in der Werbung mit Beispielen dargestellt. Darauf folgt der Wandel des Frauenbildes in der Gesellschaft, beginnend mit den 1870ern bis zum heutigen Tage. Abschließend werde ich Stellung und einen Ausblick zu den zuvor erarbeiteten Kapiteln nehmen. Author: Gau, Philipp Publisher: GRIN Verlag Illustration: N Language: GER Title: Das Frauenbild in der Werbung Pages: 00034 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640696642 Category: Business & Economics : General

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