

Werbende Unterhaltung Oder Unterhaltende Werbung? Sonderwerbformen Im Schweizer Fernsehen - Carmen Koch

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Werbende Unterhaltung oder unterhaltende Werbung - deutlich zeigt bereits der Titel die Problematik auf, um welche es in dieser Seminararbeit gehen soll: um die Verschmelzung von Werbung und Unterhaltung. Es ist eine Tatsache, dass es für den Rezipienten von Fernsehprogrammen immer schwieriger wird die darin enthaltene Werbung als solche zu erkennen. Zumindest aber ist er gezwungen, sie zu sehen, wenn er ein bestimmtes Programm konsumieren will. Die klassischen Fernsehspotwerbungen haben zwar längst nicht ausgedient, aber innovative Sonderwerbformen wie zum Beispiel Product Placement, Sponsoring oder Gewinnspiele nehmen einen bedeutenden Platz im Fernsehen ein. Mit solchen programmintegrierten Werbformen will man unter anderem den Rezipienten, welche bei Werbeunterbrechungen wegzappen, ein Schnippchen schlagen. Man erhofft sich also einen größeren Aufmerksamkeitswert als bei der klassischen Spotwerbung (vgl. Schaar 2000: 256 - 259). Auch in der Schweiz sind solche Sonderwerbformen keine Seltenheit mehr. In dieser Arbeit werden die verschiedenen Sonderwerbformen vorgestellt. In den näheren Blickwinkel in Bezug auf Sonderwerbformen werden daraufhin die Sendungen L'Archi und Blanc, Joya rennt sowie Telescoop genommen. Es wird aufgezeigt, welche Sonderwerbformen sie verwenden und welchen Einfluss diese auf den Verlauf der Sendung haben. Studienarbeit aus dem Jahr 2004 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Note: sehr gut, Universität Zürich (IPMZ Zürich), Veranstaltung: Seminar Unterhaltungsformate, 32 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Koch, Carmen Publisher: GRIN Verlag Illustration: N Language: GER Title: Werbende Unterhaltung oder unterhaltende Werbung? Sonderwerbformen im Schweizer Fernsehen Pages: 00024 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638415163 Category: Social Science : Media Studies Category: Political Science : General

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