

Das Bild Der Frau In Der Werbung - , Jasmin Walzel

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Die Zielsetzung dieser Seminararbeit ist es, einen Einblick zu erhalten, wie das Bild der Frau in der Werbung dargestellt wird. Im Anschluss an diese Einführung wird der Begriff 'Werbung' definiert und dessen Einordnung in den Marketing-Mix kurz aufgezeigt. Im dritten Kapitel wird zunächst der Wandel unterschiedlicher Frauenbilder mit Hilfe eines kurzen historischen Rückblickes beleuchtet. Danach wird auf die einzelnen Frauentypologien, welche in der Werbung eingesetzt werden, eingegangen und diese anhand von Beispielen illustriert. Auf diese einzelnen Rollen folgend, wird im nächsten Gliederungspunkt die Frau als Konsumentin dargestellt. Das vierte Kapitel beschäftigt sich mit dem Bild der erotischen Frau in den Medien. In diesem Zusammenhang wird gezeigt, welche Wirkung der Einsatz von Erotik in der Werbung hat und ob dieser eher positiv oder negativ bewertet wird. Es wird erlutert, welche Tatbestände eine frauenunwürdige Werbung belegen und welche Möglichkeiten der Deutsche Werberat nach Eingangeiner Beschwerde hat. Abschließend werden neben einem Urteil des Bundesgerichtshofes zum Thema Frauendiskriminierung auch einige Fälle aus der Praxis aufgeföhrt, die zwar vom Bundesgerichtshofgeduldet, vom Deutschen Werberat jedoch beanstandet wurden. Die Arbeit endet mit dem fünften Kapitel, einem Fazit. Author: Merz, Tanja Author: Walzel, Jasmin Publisher: GRIN Verlag Illustration: N Language: GER Title: Das Bild der Frau in der Werbung Pages: 00040 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638381215 Category: Business & Economics : Marketing - General

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