

Analyse Frauenbezogener Automobilwerbung - Sebastian Hornemann

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Das Ziel dieser Arbeit ist es, zunächst einen Überblick über die frauenbezogene Automobilwerbung in den Zeitschriften zu geben und zu analysieren, welche Hersteller die Frauen als Zielgruppe besonders erkannt haben und diese auch direkt ansprechen. Des Weiteren soll die Analyse klären, wie sich die Ansprache der Frauen in der Automobilwerbung verändert hat und wie diese in Zukunft noch zu verbessern ist. Nach diesen einleitenden Worten wird in Punkt 2 dieser Arbeit der Begriff Werbung erklärt, um dann die Zielgruppe Frau im Hinblick auf ihr Selbstverständnis, die Veränderung ihrer Rolle innerhalb der Gesellschaft, ihre Beziehung zum Automobil und ihre Ansprache durch die Automobilindustrie zu beschreiben. Im Anschluss daran wird im Punkt 3 die Vorbereitung der Analyse im Hinblick auf die Wahl des Mediums und das Vorgehen bei der Analyse erläutert. Der Punkt 4 der Arbeit stellt dann die Analyse und ihre allgemeinen Ergebnisse vor. Des Weiteren werden hier einige ausgewählte Anzeigen näher analysiert und an Hand einiger Beispiele wird auf den Wandel des Rollenbilds der Frau in der Automobilwerbung eingegangen. Punkt 5 bildet mit einem Fazit den Abschluss dieser Arbeit. Author: Hornemann, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Analyse frauenbezogener Automobilwerbung Pages: 00040 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638379953 Category: Business & Economics : Marketing - General

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