



"Das Schild ist's, das die Kunden lockt" - Vergleichende Analyse zweier Werbeanzeigen von Ritter Sport und Lindt (German Edition)

Christina Wimber, Robert Bliedung

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Studienarbeit aus dem Jahr 2008 im Fachbereich Deutsch - Grammatik, Stil, Arbeitstechnik, Note: 1,0, Universität Trier, 24 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im Kern dieser Seminararbeit steht die vergleichende Analyse der aktuellen Anzeigenwerbung der Schokoladenfabrikanten Lindt und Ritter Sport. Das Ziel der vorliegenden Arbeit ist es nun, diese vagen Annahmen über das Selbstbild der Marken, deren Werbestrategien und jeweiligen Zielgruppen zu untersuchen und entweder zu verifizieren oder zu falsifizieren. Dazu stützen wir uns in erster Linie auf Klaus Brinker, der in seinem Buch Linguistische Textanalyse die grundlegenden Schritte zur Text- bzw. Werbeanalyse beschreibt. Darüber hinaus liefert Ingrid Hantsch ein systematisches Analyserepertoire aus welchem wir schöpfen können. Zentral für unsere Arbeit sind außerdem die Ausführungen Helene Karmasins zum sogenannten elitären Code und seinen Realisationsformen.

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