



# Methoden zur Analyse von Werbefilmen (German Edition)

*C. Gruber, I.G. Mayer, M. Gratzl, R. Kolendic*

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Studienarbeit aus dem Jahr 1999 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2, Universität Wien, 19 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im Vergleich zu allen anderen Medien bietet die Gestaltung von TV-wesentlich komplexere Wirkungsmöglichkeiten. Das ergibt sich aus dem Umstand, daß TV-Spots zwei Sinnesorgane direkt ansprechen. Der Gestaltungsspielraum ist im Vergleich zu Print- oder Hörfunkwerbung bedeutend größer. TV-Spots kommt vor allem die Aufgabe zu, "Erlebnisswelten" zu vermitteln. Dies ist aufgrund der Möglichkeit, Atmosphäre und Stimmungen zu vermitteln und damit Emotionen aufzubauen möglich. Beurteilt man den Stellenwert eines TV-Spots innerhalb einer Werbekampagne, so kommt diesem immer mehr die Aufgabe eines Basismediums zu, mittels dem Gefühlswelten aufgebaut werden, während die anderen Medien eher als ergänzende Zusatzmedien eingesetzt werden.

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