



Analyse einer Printanzeige (German Edition)

Christian Daniel Koch

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Studienarbeit aus dem Jahr 2004 im Fachbereich Medien / Kommunikation - Massenmedien allgemein, Note: 1,5, Design Akademie Berlin (Studiengang Kommunikationsmanagement), Veranstaltung: Einführung in die Kommunikationstheorie, Sprache: Deutsch, Abstract: Kommunikationsbegriff und -modelle

Der Begriff „Kommunikation“ leitet sich aus dem lateinischen Wort „communicare“ ab und heißt übersetzt „einander mitteilen“. Kommunikation bedeutet darüber hinaus auch Informationen gezielt zu übermitteln. Gezielt meint, den Prozess der Informationsübermittlung zu steuern und zu unterstützen. Wer kommuniziert, der will etwas mitteilen und einen solchen Prozess beeinflussen. Der deutsch-französische Fernsehsender „Arte“ kommuniziert mit dieser Printanzeige, da eine Printanzeige ein Mittel der Werbung ist und man unter Werbung man alle Formen der gezielten und geplanten Beeinflussung von Menschen versteht.

Mit dem wissenschaftlichen Verständnis für Kommunikation entstand eine Vielzahl von Kommunikationsmodellen. Für die Erläuterung des Kommunikationsprozesses der Printanzeige bietet sich die senderorientierte Kommunikationskette von Umberto Eco an (vgl. Eco 1972, S. 47-49), dem Begründer der Semiotik. Gedanklich basiert sein Modell auf der Kommunikationskette von Shannon/Weaver. Es enthält jedoch zusätzlich den semantischen Aspekt des Kommunikationsprozesses, der bei Printanzeigen sehr wichtig ist.

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