



Provokante Werbung. Was verursachte die Trendwende in der Medien- und Werbelandschaft? (German Edition)

Anna Fritzsche

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Akademische Arbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1, Universität Wien (Institut für Publizistik und Kommunikationswissenschaft), Veranstaltung: Kommunikationswissenschaftliches Forschungsseminar, Sprache: Deutsch, Abstract: Bei der Betrachtung der Entwicklung von gesellschaftlichen Strömungen der letzten Jahrzehnte werden neue Tendenzen sichtbar, deren Ausprägung alle Bereiche des Alltags erreicht. Die Kommunikationsstrategie von Benetton ist gewissermaßen Teilstück dieser gesamtgesellschaftlichen Umwälzung, die auch vor der Werbebranche nicht halt machte. Phänomene wie zunehmende Informationsflut, Globalisierung der Medienlandschaft und Wertewandel in der Gesellschaft, sowie verstärkte Sättigung des Marktes und immer größere Austauschbarkeit von Produkten verlangen nach Umstrukturierung der klassischen Methoden der Kommunikation und bedingen die Ablösung von der bis dahin etablierten informativen Werbung, die weitestgehend mit Qualitäten des Produktes warb, zum ansteigenden Einsatz von emotionaler Werbung, die nebenhin auch Gefühle, Wünsche und Lebensideale verkaufte. Immer häufiger wird dabei auch das Element der Provokation zum neuen Gestaltungskriterium.

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