



Analyse der Werbesprache der Firma Prénatal (German Edition)

Gregor Bazzanella

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Studienarbeit aus dem Jahr 2014 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2, , Sprache: Deutsch, Abstract: Im Rahmen des Proseminars „Werbesprache in Italien“ am Institut der Romanistik der Universität Wien im Sommersemester 2014 wurden von den Studierenden die italienischsprachigen Werbungen und Markennamen der unterschiedlichsten Firmen einer sprach- und kulturwissenschaftlichen Analyse unterzogen. Gegenstand meiner Arbeit war und ist hier nun eine Analyse der Werbung der Marke Prénatal.

Ausgehend von einer kurzen Übersicht der Firmengeschichte, soll zunächst das gesammelte Textcorpus, sprich die einzelnen sprachlichen Elemente der verschiedenen Werbungen, sprachwissenschaftlich analysiert werden, worauf jeweils eine Interpretation der einzelnen Werbungen im Hinblick auf die mediale Absicht und Wirkung, sowie den kulturellen und soziologischen Aspekt folgen soll. Ein resümierender Kommentar soll abschließend die Werbungen nochmals auf einen gemeinsamen Nenner bringen und ein Fazit ziehen, welches Gemeinsamkeiten herausstreicht und diese beurteilt.

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