



Werbesprache als Spiegel der Gesellschaft? (German Edition)

Nathalie Klüver

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Beeinflusst die Werbung unsere Gesellschaft - oder beeinflusst unsere Entwicklung die Werbung? Ist die Werbesprache nur ein Spiegel unserer Gesellschaft? Anhand der Werbesprache von unterschiedlichsten Anzeigentexten aus zwei Jahrzehnten analysiert die Autorin die Entwicklung der Werbesprache quantitativ und inhaltlich, zieht Parallelen zur Entwicklung der Gesellschaft und wagt Prognosen für die Zukunft. Wie spiegelt sich die Rolle der Frau in der Werbung wider? Wie hat sich das soziale Bewusstsein der Verbraucher entwickelt? Wirken sich wirtschaftliche Stimmungsschwankungen auf die Werbesprache aus? Das vorliegende Buch geht Fragen wie diesen auf den Grund und liefert überraschende Antworten.

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