

WERBUNG

IN DEUTSCHLAND  
1945-1965



MICHAEL  
KRIEGESKORTE  
DUMONT

# Werbung In Deutschland 1945 1965

**Sylke Wunderlich**



## **Werbung In Deutschland 1945 1965:**

**Werbung in Deutschland 1945-1965** Michael Kriegeskorte, 1992 Michael Kriegeskorte Werbung in Deutschland 1945 1965 Die Nachkriegszeit im Spiegel ihrer Anzeigen DuMont Buchverlag K In 1992 192 S 149 Abb geb 39 80 DM **The Advertising Age Encyclopedia of Advertising** John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert [Pop Culture Germany!](#) Catherine C. Fraser, Dierk O. Hoffman, 2006-09-25 From the reality TV show Superstar to Formula One ace Michael Schumacher Pop Culture Germany explores the exciting world of contemporary German popular culture Like no other volume of its kind Pop Culture Germany captures the breadth and vitality of popular culture in modern Germany exploring both familiar and lesser known aspects of German art entertainment television music and film Written by expert contributors who are rooted in German language and culture the book focuses on German popular culture since 1945 providing an indispensable guide for anyone planning a trip to Germany for business or pleasure or for those who wish to have a deeper understanding of the German nation This book offers a concise in depth overview of the evolution and impact of German media arts lifestyles and recreation written with a historical perspective **Consuming Germany in the Cold War** David F. Crew, 2003-09-01 Sitting in the ruins of the Third Reich most Germans wanted to know which of the two post war German states would erase the material traces of their wartime suffering most quickly and most thoroughly Consumption and the quality of everyday life quickly became important battlefields upon which the East West conflict would be fought This book focuses on the competing types of consumer societies that developed over time in the two Germanies and the legacy each left Consuming Germany in the Cold War assesses why East Germany increasingly fell behind in this competition and how the failure to create a viable socialist consumer society in the East helped lead to the fall of the Berlin Wall in 1989 By the 1970s East Germans were well aware that the regime's bombastic promises that the GDR would soon overtake the West had become increasingly hollow For most East German citizens West German consumer society set the standards that East Germany repeatedly failed to meet By exploring the ways in which East and West Germany have functioned as each other's other since 1949 this book suggests some of the possibilities for a new narrative of post war German history While taking into account the very different paths pursued by East and West Germany since 1949 the contributors demonstrate the importance of competition and highlight the connections between the two German successor states as well as the ways in which these relationships changed throughout the period By understanding the legacy that forty

plus years of rivalry established we can gain a better understanding of the current tensions between the eastern and western regions of a united Germany      **Encyclopedia of Contemporary German Culture** John Sandford, 2013-04-03 Pre and post unification culture Includes Austria and Switzerland Annotated suggestions for further reading English and German language works      **Selling Modernity** Pamela Swett Leighninger, S. Jonathan Wiesen, Jonathan R. Zatin, 2007-08-29 A historical study of modern German advertising from the Imperial period through the 1970s that explores mass consumption in modern society and the relationship between business mentalities artistic creation consumer behavior and ideology      **Plakatkunst in der SBZ, DDR 1945/1949 - 1969** Sylke Wunderlich, 2003 betrifft auch Plakatausstellungen in Halle      **Die Kultur der sechziger Jahre** Werner Faulstich, 2003      *Zur Entwicklung überregionaler Werbestrategien: Textuelle und visuelle Elemente der Anzeigenwerbung für Bier im Nachrichtenmagazin DER SPIEGEL* Angela Exel, 2004-10-13 Magisterarbeit aus dem Jahr 2004 im Fachbereich Didaktik für das Fach Deutsch Pädagogik Sprachwissenschaft Note gut Justus Liebig Universität Gießen Sprache Deutsch Abstract Die Arbeit wendet sich der Warenwerbung zu speziell der Anzeigenwerbung für Bier im Nachrichtenmagazin Der Spiegel seit seines Erscheinens 1947 bis zum Jahr 2003 Der Spiegel war im Jahr 2000 die werbestärkste Publikumszeitschrift und bildet die Basis für die Anzeigenanalysen dieser Arbeit Sämtliche Hefte der Zeitschrift bis zum Ende des Jahres 2003 wurden durchgesehen und die Fundstellen von Bierwerbung in der Anzeigenliste im Anhang notiert Der erste Teil der Arbeit widmet sich den Marktänderungen im Allgemeinen sowie den daraus entstandenen Folgen für die Brauereibranche seit Ende des Zweiten Weltkrieges Es wird der Zusammenhang zwischen Werbung und der Verschiebung vom ungesättigten zum gesättigten Markt dargelegt Sowohl Ursachen für die Notwendigkeit einer gezielten Werbung stehen im Mittelpunkt als auch deren Umsetzung durch die Positionierung der Marke Weiterhin wird das Getränk Bier vorgestellt auf seine historische Entwicklung eingegangen und nach möglichen Differenzierungen innerhalb einer Produktkategorie durch Zutaten und Herstellung gefragt Mit Werbung als einer bestimmten Form von Kommunikation setzt sich das zweite Kapitel auseinander Die Art und Weise der Argumentation das Ziel und die Strategie dieser Kommunikationsform werden vorgestellt Außerdem wird ein Einblick in die Interpretationsmöglichkeiten von Text und Bild gegeben Mit Rücksicht auf die vielfältige Gestaltung von Werbung wird die Frage nach dem Sinn einer systemorientierten Beschreibung erörtert Andere Aspekte in diesem Kapitel sind die formale Gestaltung einer Anzeige Aufmerksamkeitserzeugung und -lenkung sprachliche Charakteristika Besonderheiten des Satzes und der Textverknüpfung Für das dritte Kapitel wurden zwei Brauereiunternehmen und deren Marken gewählt an denen die Entwicklungslinie der Anzeigenwerbung für Bier verdeutlicht wird König Pilsener und Beck's Bier Den Einstieg bildet eine Anzeige für Herrenhäuser Biere die erste Bierwerbung im Spiegel Nur wenige Abbildungen wurden für die ausführlichen Einzelanalysen in das Kapitel aufgenommen Diese sind jedoch unter den Kriterien dass sie einer Reihe angehören und typisch für Zeit und Unternehmen sind ausgesucht worden Im Zeitverlauf werden Änderungen für die beiden gewählten Marken sichtbar Diese Veränderungen in der Werbung können als Spiegelbild

gesellschaftlicher Entwicklungen gelten Wertevorstellungen und Verschiebungen beleuchten sowie Lebensstile von Zielgruppen aufzeigen **Informations- und Dokumentarsendungen** Peter Ludes, Hans Dieter Erlinger, 1994

*Marken, Moden und Kampagnen* Dirk Schindelbeck, 2003 **Werbung im Jahr 1947** Christiane Adam-Wintjen, 1998  
Beschrieben werden in dieser Arbeit die ersten Werbeanzeigen der Nachkriegszeit die noch vor der Währungsreform 1948 erschienen Werbung als ein Teil der Alltags und Kulturgeschichte die die besonderen Lebensbedingungen sowie das geistige Klima dieser Zeit abbildet ist dabei ein Themenschwerpunkt Im Rahmen einer historischen Sprachpragmatik werden diejenigen Elemente des historischen Kontextes dargestellt die sowohl die semantische Qualität der in der Werbung gemachten Aussagen als auch bestimmte stilistische und graphische Merkmale der Werbung bedingen Der Rekonstruktion historischen Sprachhandelns gelten zwei weitere Analysekapitel Dabei werden die Intentionen der Werbefachleute und ihr Einfluss auf die Ausprägung bestimmter Stilzüge und Methoden der Werbung aufgezeigt Wie die Betrachtung der historischen Situation zeigt war die Entwicklung von alternativen Handlungsweisen die sich von alten unglaublich gewordenen Formensprachlichen Handelns in Werbung und Propaganda abhoben ein besonderes Problem der Nachkriegswerbung Dies gilt auch für die Frage der graphischen Gestaltung denn die für die Werbung so wichtigen Sehmuster waren in den letzten 20 Jahren von der nationalsozialistischen Ikonographie bestimmt und damit unbrauchbar geworden Welchen Weg schlug man ein auf der Suche nach neuen Gestaltungsmöglichkeiten und wie sind diese vom heutigen Standpunkt aus zu bewerten Die Verfasserin zeigt auf welche Traditionen aufgegriffen werden und welche neuen Gestaltungsmuster entstehen die der modernen zeitgenössischen Werbung den Weg weisen Prominente in der Werbung Petra Rösgen, 2001 Boris Becker ist darin nicht nur im Internet sondern auch im Nutella Glas Claudia Schiffer riskiert ihr schönes Lächeln für Citroen und lädt anschließend zur Kaffeepause mit Jacobs und Thomas Gottschalk tritt sie mit Goldbrillen bei den Crash am Aktienmarkt der auch vor Gelb nicht halt macht hinweg ist alles Gold was Prominente glücken lassen Ist Werbung mit Prominenten ein Phänomen unserer Tage Wer ist prominent Bismarck Zlatko und wann nutzt sich ein prominentes Gesicht ab Diesen Fragen widmet das Haus der Geschichte in Bonn nicht nur eine sehenswerte Ausstellung sondern auch ein reich bebildertes Katalogbuch in dem der Mensch als Marke die Werbung als Teil des Show Business das Rollenklischee in der Werbung aber auch Menschliche Werbefiguren wie Herr Kaiser Klementine und Karin Sommer beleuchtet dokumentiert und analysiert werden Damit ist Prominente in der Werbung nicht nur Pflichtlektüre vor dem Casting von Promis sondern auch ein Streifzug durch die Geschichte der Wünsche Vorbilder und Verführung **Die Kultur der fünfziger Jahre** Werner Faulstich, 2002

*Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen*, 1994 **Zeitungsjahrbuch Deutschland 1992/93** Christoph Burgauner, 1994 **A Nation Fermented** Robert Shea Terrell, 2023-11-21 How did beer become one of the central commodities associated with the German nation How did a little known provincial production standard the Reinheitsgebot or Beer Purity Law become a pillar of national consumer

sentiments How did the jovial beer drinking German become a fixture in the global imagination While the connection between beer and Germany seems self evident A Nation Fermented reveals how it was produced through a strange brew of regional commercial and political pressures Spanning from the late nineteenth century to the last decades of the twentieth A Nation Fermented argues that the economic regulatory and cultural weight of Bavaria shaped the German nation in profound ways Drawing on sources from over a dozen archives and repositories Terrell weaves together subjects ranging from tax law to advertising public health to European integration and agriculture to global stereotypes Offering a history of the Germany that Bavaria made over the twentieth century A Nation Fermented eschews both sharp temporal divisions and a conventional focus on northern and industrial Germany In so doing Terrell offers a fresh take on the importance of provincial influences and the role of commodities and commerce in shaping the nation

*Handel und Verkehr im 20. Jahrhundert* Christopher Kopper, 2002 Diese erste Gesamtdarstellung zur Geschichte des Verkehrs im 20. Jahrhundert zeigt in einem ausführlichen historischen Abriss Ziele und Mittel der deutschen Verkehrspolitik von 1918 bis 1990 Sie erschüttert den Mythos von der erfolgreichen Motorisierungspolitik des Dritten Reiches und stellt die bisherige Forschungsmeinung in Frage dass die Verkehrspolitik der fünfziger Jahre einseitig das Auto gefördert habe Das Verkehrsmittel Eisenbahn ist geprägt durch die unendliche Geschichte der verzögerten und verhinderten Bundesbahnreformen von 1950 bis 1990 Der zweite Schwerpunkt dieses Lehrbuchs verfolgt die Entwicklung des deutschen Einzelhandels Der Verfasser untersucht warum der mittelständische Einzelhandel den Filialunternehmen weichen musste und stellt dar wie sich der Strukturwandel des Einzelhandels und die Veränderungen des Konsumverhaltens gegenseitig bedingten

**Artbibliographies Modern**, 1992 Abstracts of journal articles books essays exhibition catalogs dissertations and exhibition reviews The scope of ARTbibliographies Modern extends from artists and movements beginning with Impressionism in the late 19th century up to the most recent works and trends in the late 20th century Photography is covered from its invention in 1839 to the present A particular emphasis is placed upon adding new and lesser known artists and on the coverage of foreign language literature Approximately 13 000 new entries are added each year Published with title LOMA from 1969 1971

**Die stummen Verkäufer** Matthias Nast, 1997 Dass steigender Wohlstand Ausdehnung der Selbstbedienung nach US amerikanischem Muster und wachsende Müllberge zusammenhängen stellt für aufmerksame Zeitgenossen keine Neuentdeckung dar Die Fragen zum komplexen Hintergrund dieser Verpackungsrevolution seit den fünfziger Jahren hat sich das Volumen des Verpackungsmülls von 10 auf über 120 kg pro Kopf vervielfacht blieben bisher jedoch unbeantwortet In seinem umwelthistorischen Beitrag der insbesondere den Teilbereich der Lebensmittelverpackungen zum Gegenstand hat versucht M Nast diese Forschungsücke zu schließen Mit der Rolle der Verpackung im Marketing Mix der Lancierung der Selbstbedienungsläden der Haushaltstechnisierung dem Aufkommen neuer Ernährungsstile sowie der Diskussion um Methoden zur Abfallverminderung werden alle Probleme besprochen die im Zusammenhang mit der Produktion Verwendung und Entsorgung von

Lebensmittelverpackungen aufgetreten sind Da der Verfasser das Thema in die These des 1950er Syndroms einordnet kommt der Frage welche Auswirkungen der Rückgang der relativen Preise für fossile Energieträger seit den späten 1950er Jahren auf den Verpackungsmarkt hatte zentrale Bedeutung zu

## The Enigmatic Realm of **Werbung In Deutschland 1945 1965**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Werbung In Deutschland 1945 1965** a literary masterpiece penned with a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those that partake in its reading experience.

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