



# Humor in der Radiowerbung (German Edition)

*Jonas Lobgesang*

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Studienarbeit aus dem Jahr 2007 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1.3, Universität Hamburg, Veranstaltung: Spots und Sounds - Radiowerbung in Deutschland, 9 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Zunächst will ich mich mit den beiden Begriffen „Witz“ und „Humor“ aus sprachwissenschaftlicher Sicht nähern und davon ausgehend auf Auseinandersetzungen mit beiden Begriffen aus dem Bereich der Geisteswissenschaften eingehen. Nachdem ich mich in einem nächsten Schritt kurz dem Begriff der „Werbung“ und dessen Beziehung zum Humor widme, um aus der Historie heraus die Gegenwart nachvollziehbarer darstellen zu können, folgt die konkrete Auseinandersetzung zum Thema Humor in der Radiowerbung. Dazu ist zu sagen, dass in der Literatur mehrfach auf einen ungenügenden Forschungsstand zum Thema hingewiesen wurde. Ausführliche Studien fehlen vor allem im deutschsprachigen Raum, weshalb auf us-amerikanisches Material zurückgegriffen wird. Da aber den Humor sein kulturspezifische Wesen auszeichnet ist das keine zufrieden stellende Lösung. Zum Schluss meiner Arbeit will ich eine kleine Analyse von humorigen Werbespots mit Rücksicht auf die von mir in der Theorie gewonnen Erkenntnisse durchführen.

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