



Markenlogos - speziell Automarken (German Edition)

Miriam Funke

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Studienarbeit aus dem Jahr 2004 im Fachbereich Deutsch - Pädagogik, Didaktik, Sprachwissenschaft, Note: 1,7, Universität Duisburg-Essen, 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In der heutigen Zeit, in der die Menschen mit Informationen überflutet werden, wird es immer notwendiger die Vermittlung von Informationen zu optimieren. Nicht nur die Informationsvermittlung muss optimiert sein, auch die Möglichkeit einer eindeutigen Zuordnung und einen Wiedererkennungswert bei der Vermarktung von Produkten muss gegeben sein.

Markenlogos oder Produktsymbole nehmen demnach in der visuellen Werbung einen großen Raum ein. Nahezu jedes Unternehmen, welches den nationalen aber auch vor allem internationalen Markt erobern möchte, präsentiert sich mit einem einprägsamen Namen und auch zugehörigen Symbol des Unternehmens oder des entsprechenden Produkts, das vermarktet werden soll. Daher beschäftigt sich diese Arbeit mit einer Untersuchung verschiedener Logos einer Unternehmensbranche.

Im ersten Teil wird das Zeichenmodell von CHARLES MORRIS vorgestellt, um vor die-sem Hintergrund im zweiten Teil einige Produkt- bzw. Unternehmenssymbole auf ihre Wirksamkeit und auch Einprägsamkeit zu untersuchen. Gewählt wurden die Symbole der deutschen Automarken Audi, BMW, Mercedes, und Volkswagen.

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