



Das Potential verschiedener Messmethoden zur Untersuchung des "Multi-Reference Appraisal Model of Emotion" (German Edition)

Linda Knab

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Bachelorarbeit aus dem Jahr 2008 im Fachbereich Medien / Kommunikation - Methoden und Forschungslogik, Note: 2,0, Freie Universität Berlin (Institut für Publizistik- und Kommunikationswissenschaft), 36 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Kommunikationswissenschaft beschäftigt sich, wenn auch nicht sehr intensiv, seit ihren Anfängen mit Emotionen in den Medien (vgl. Schramm/Wirth 2006: 25). Dabei treten starke emotionale Reaktionen auf. Besonders im Zuge der audiovisuellen Rezeption von Massenmedien können tiefe emotionale Erfahrungen gemacht werden (vgl. Schenk 2002: 192).

Der situative Rahmen der Rezeption kann die emotionale Erlebniswelt des Zuschauers erheblich verändern. Im Flughafen von Hong Kong werden 4D-Kinofilme präsentiert, jede Vorstellung ist restlos ausverkauft.

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