

Adrian Kaschubowski

Die Entwicklung des Films vom
Kunstobjekt zur Ware.
Vermarktungsstrategien und Hintergründe

Studienarbeit

Entwicklung Films Kunstobjekt Vermarktungsstrategien

Hintergr Nde

Chao Zhang



Entwicklung Films Kunstobjekt Vermarktungsstrategien Hintergründe:

Die Entwicklung des Films vom Kunstobjekt zur Ware. Vermarktungsstrategien und Hintergründe Adrian Kaschubowski, 2015-06-29 Studienarbeit aus dem Jahr 2014 im Fachbereich Soziologie Medien Kunst Musik Note 2,0 Universität Trier Veranstaltung Soziologie des Films Sprache Deutsch Abstract Innerhalb des letzten Jahrhunderts hat die Filmindustrie mehrere grosse Wandlungen durchlaufen Von der produktionsorientierten Industrie des frühen 20. Jahrhunderts über die verkaufsorientierung der 30er bis 60er Jahre bis hin zur marketingorientierten Industrie von heute Waren Filme früher noch v.a. Kunstobjekte so steht heute ihr ökonomischer Wert im Vordergrund Diese Kommerzialisierung der Industrie hat grosse Auswirkungen nicht zuletzt auch direkt auf das Produkt Film Die Ausgaben für Marketingmassnahmen sind fast exponentiell gestiegen in den letzten Jahrzehnten Filme werden gezielt für einzelne Bevölkerungsschichten gedreht und z.T. werden vermeintlich banalste Dinge wie der Filmtitel oder Erscheinungsdatum einzig und allein unter dem Gesichtspunkt der Profitmaximierung gewählt Viele Kritiker auch und v.a. innerhalb der Industrie bemängeln bei dieser Entwicklung die Vernachlässigung des Kunst und Qualitätsaspekts eines Films So sehen sie in der heutigen Filmindustrie bspw. einen Hang zur Benutzung von risikoarmen altbewährten Mustern auf Kosten von innovativen Filmideen Ob und warum die Filmindustrie hierbei schwerpunktmässig v.a. die amerikanische ihre Filme heutzutage tatsächlich vorwiegend mit einer Blockbuster Mentalität produziert und ob der künstlerische Aspekt eines Films tatsächlich nur noch eine sehr untergeordnete Rolle spielt bzw. überhaupt spielen kann soll den zentralen Untersuchungsgegenstand dieser Arbeit darstellen

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