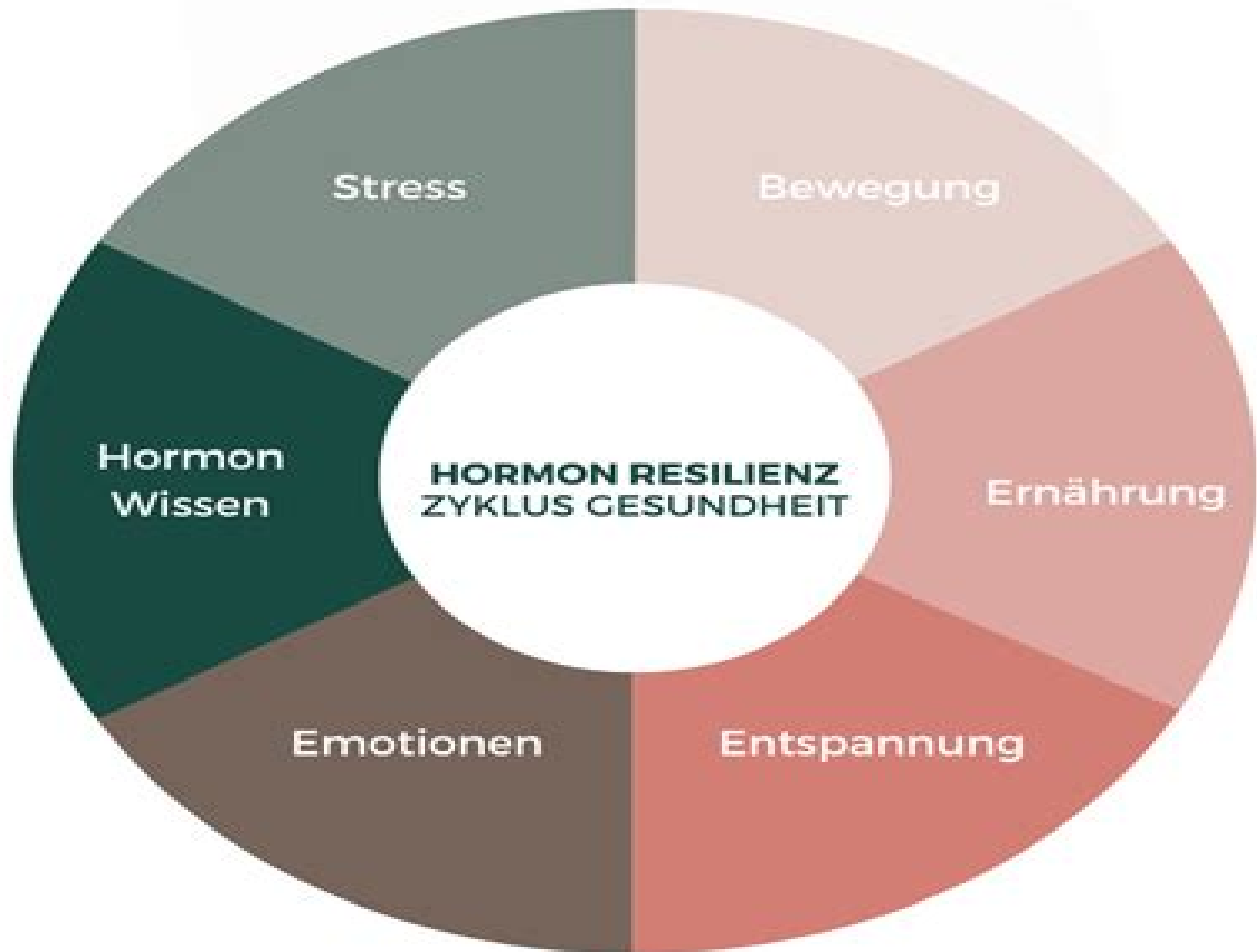
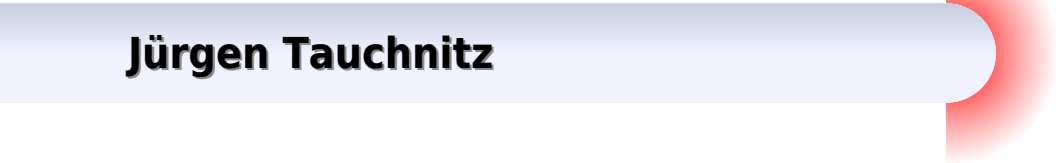




Einfluss Stimmung Erinnerungsleistung Fiktiven Radiosendung

Jürgen Tauchnitz



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Werbung mit Musik Jürgen Tauchnitz, 2013-03-13 Das Buch gibt einen umfassenden Überblick über den Einsatz der Gestaltung und vorliegende Forschungsbefunde von Musik in der Hörfunk und Fernsehwerbung. Im Vordergrund der Betrachtung stehen dabei die kommunikativen Möglichkeiten von Hintergrundmusik zur Markenpositionierung weitgehend homogener Konsumentengruppen bei schwach involvierten Konsumenten. Anhand von fünf experimentellen Studien wird der Einfluss unterschiedlicher Hintergrundmusik im Hörfunk-Programmkontext auf verschiedene Werbewirkungsindikatoren untersucht.

Der Einfluss der Stimmung auf die Erinnerungsleistung. Eine Studie im Rahmen einer fiktiven Radiosendung Magdalena Köhler, 2015-05-06 Wissenschaftliche Studie aus dem Jahr 2011 im Fachbereich Psychologie Persönlichkeitspsychologie Note 1,3 Ludwig-Maximilians-Universität München Sprache Deutsch Abstract In der Emotions- und Gedächtnisforschung wird seit längerem das Phänomen der Stimmungskongruenz untersucht. Stimmungen beeinflussen unsere Erinnerungsfähigkeit, indem sie den Abruf von Informationen, deren Emotionsgehalt mit der aktuellen Stimmung übereinstimmt, erleichtern. Die vorliegende Studie beschäftigt sich mit der Frage, inwieweit dies auch in ganz alltäglichen Situationen zutrifft. Dazu wurden den Teilnehmern Ausschnitte aus fiktiven Radiosendungen vorgespielt, die jeweils aus einem Klavierstück und anschließenden Nachrichten positiven, neutralen und negativen Inhalts bestanden. Im Anschluss an die Sequenzen wurden die Teilnehmer dann gebeten, sich an die Nachrichten zu erinnern. Es bestand die Vermutung, dass Personen, die zuvor fröhliche Musik gehört hatten, sich besser an die positiven Nachrichten erinnern würden, und umgekehrt. Die Hypothese wurde zwar durch deskriptive Tendenzen bestärkt, konnte aber nicht durch signifikante Ergebnisse bestätigt werden. Aufgrund der geringen Stichprobengröße dürfen diese Resultate jedoch nicht verallgemeinert werden und dienen lediglich als Anregung für weitere Forschungen.

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