

Stimulus-Response-Modell



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(Mitchell Kuhn III)

STIMULUS-RESPONSE-MODELL



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GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x43x12 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 1,2, University of Management and Communication Potsdam, Sprache: Deutsch, Abstract: Das Stimulus Response Modell gilt, sowohl in Europa, als auch in den USA als der erste systematische Ansatz zur Erfassung von Medienwirkung. Bereits in den 30er Jahren, als das Modell noch zur Propagandaforschung genutzt wurde, war klar, dass dieses Modell kein wirklich haltbares Konzept darstellt, da es intervenierende Einflüsse wie zum Beispiel Motivation und individuelles Denken bei der Rezeption vollkommen außer Acht lässt und somit kaum prognostische Qualitäten besitzt, was sehr bedenkenswert ist. Einige amerikanische Autoren sprechen dabei von einer Fiktion (Brosius / Esser 1998: S. 374) Unter dem Titel The modell that never was schreiben Lang & Lang (1981:S. 655): Few, if any reputable social scientists in the pre-World-War II aera [...] worked with what was later described as the hypodermic needle model (zit. n. Brosius/Esser) Warum also wird das Stimulus Response Modell immer wieder zitiert, zu Vergleichen herangezogen und warum wird es Generationen von Studenten als Basismodell der Wirkungsforschung weitergegeben Als Gründe für den Bestand dieses Mythos von der S-R-Theorie in folgende Umstände gesehen (Brosius/Esser1998: S. 356 ff.): 12 pp. Deutsch.



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