



Emotionspsychologische Grundlagen im Überblick (German Edition)

Frederike Braitinger

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Studienarbeit aus dem Jahr 2007 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,0, Fachhochschule für Technik und Wirtschaft, 7 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: 1 Einleitung

Die vorliegende Arbeit umfasst die schriftliche Ausarbeitung einer Präsentation zu dem Thema emotionspsychologische Grundlagen. Es werden in diesem ersten Kapitel grundlegende Klärungen von Begrifflichkeiten und deren Zuordnung in diesem Kontext vorgenommen. Im zweiten Teil der Ausarbeitung wird ein Überblick über bestehende Theorien gegeben. Im dritten und letzten Kapitel werden die erarbeiteten emotionspsychologischen Grundlagen im Hinblick in deren Wirkung in und mit Medien betrachtet. Diese schriftliche Ausarbeitung schließt mit einem Fazit mit der Fragestellung: Haben Emotionen eine Funktion für den, der sie hat??

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