

Thomas Schlegtendal / Christian Schlegtendal

**Der Firmenname als Marke. Metaphorische
Bedeutungskonstitution**

Magisterarbeit

Firmenname Als Marke Metaphorische Bedeutungskonstitution

**Thomas Schlegtendal, Christian
Schlegtendal**



Firmenname Als Marke Metaphorische Bedeutungskonstitution:

Der Firmenname als Marke. Metaphorische Bedeutungskonstitution Thomas Schlegtendal, Christian Schlegtendal, 2015-06-02 Magisterarbeit aus dem Jahr 2008 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,3 Universität Duisburg Essen Institut für Kommunikationswissenschaft Sprache Deutsch Abstract Das übergeordnete Thema der vorliegenden Arbeit ist die Diskussion von Methoden zur Herstellung einer Markenidentität für ein Unternehmen. Die Markenidentität beinhaltet alle Merkmale, in denen sich eine Marke von anderen dauerhaft unterscheidet. Ihre Stärke hängt wesentlich von der Übereinstimmung zwischen dem Selbstbild eines Unternehmens und der Wahrnehmung des Unternehmens durch Außenstehende, d. h. seiner Fremdwahrnehmung ab. Ein Teil dieser Markenidentität wird durch den Namen des Unternehmens bestimmt. Im Rahmen dieser Arbeit soll für den Namen eines Unternehmens eine gewünschte Bedeutung entstehen, die es im Vorfeld zu bestimmen und sodann an die Bezugsgruppen zu vermitteln gilt. Zu diesem Zweck werden wir uns mit der Frage befassen, wie einem neuen noch nie da gewesenen Begriff dem Firmennamen eine spezielle Bedeutung zugewiesen werden kann und auf welchem Weg sich dieses neu Entstandene in einer Sprachgemeinschaft verfestigen kann. Der Weg zu diesem Ziel führt nur über Kommunikation.

Wende? Wenden! – Linguistische Annäherungen Anna Dargiewicz, Joanna Szczęk, 2024-08-12 Dieser Band ist die Fortsetzung des gleichnamigen ersten Teiles. Anknüpfend an das Vorgehen in Teil 1, in denen sich die Autorinnen mit der Problematik des Begriffs Wende linguistisch auseinandergesetzt haben, haben hier weitere Autorinnen die Möglichkeit, die Thematik fortsetzend zu vertiefen und sich dem genannten Begriff linguistisch weiter anzunähern. Die hier dargebotenen Studien sind in vier thematische Bereiche unterteilt, die auf den zentralen Begriff Wende aus unterschiedlichen Blickwinkeln Bezug nehmen. Die Bereiche sind wie folgt benannt: Wenden in der sprachwissenschaftlichen Forschung, Digitale Wenden in der medialen Welt, Wenden in ausgewählten Textsorten und Sprachwandel. **Handbuch Sprache in der Wirtschaft** Markus Hundt, Dorota Biadala, 2015-10-16 Eine kompakte und dabei fundierte Darstellung des Bereichs der Wirtschafts- und Unternehmenskommunikation ist ein Desiderat der linguistischen Forschung. Das Handbuch Sprache in der Wirtschaft schließt diese Lücke und behandelt die theoretischen Grundlagen der Wirtschaftskommunikation, Wirtschaftsfachsprachen, Unternehmenskommunikation, interkulturelle Kommunikation in der Wirtschaft. Des Weiteren werden zentrale linguistische Fragestellungen thematisiert, z. B. Stil, Rhetorik, Text, Bild, Verhältnis, Semantik, Pragmatik, Argumentationsstrategien, Textsorten, Gesprächsanalyse. Dabei liegt ein Fokus auf der externen und internen Unternehmenskommunikation. Daneben werden im Band Themen wie die interkulturelle Wirtschaftskommunikation, kommunikative Netzwerke und neue Medien, Markenkommunikation und vieles weitere behandelt. Stille, Bilder und Wörter Silvia Verdiani, 2022-12-27 Das Internet in seiner Allgegenwart hat unsere Art und Weise, wie wir interagieren, verändert. So laden Computer, Tablet und Smartphone kreativ dazu ein, Texte mit Bildern, Videos und Memes zu ergänzen. Hybride Kommunikationsstrategien sind an der

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