

Vítejte na Marketingu II.



Údaje



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Literatura



- **DE PELSMACKER, P. – GEUENS, M. – VAN DEN BERGH, J. *Marketingová komunikace*. 1. vydání. Praha: Grada, 2003. 600 s. ISBN 80-247-0254-1**

???

Aristotelův model komunikace



Škola Palo Alto

Paul Watzlawick

Axiomy:

- 1. nemůžeme nekomunikovat**
- 2. lidské bytosti komunikují digitálně a analogicky**
- 3. komunikace = obsah + souvislost**
- 4. povaha vztahu závisí na tom, jak obě strany přerušují komunikační sled**
- 5. komunikace je buď' souměrná n. doplňková**



Lasswellův model komunikace

Who?

Communicator

Control research

Say what?

Message

Content research

In what channel?

Channel

Medium research

To whom?

Receiver

Audience research

With what effect?

Effect

Effect research

Braddock: Why who says what to whom under what circumstances through what medium and with what effect

Claude Elwood Shannon



**Matematik, „otec“ teorie
informace**

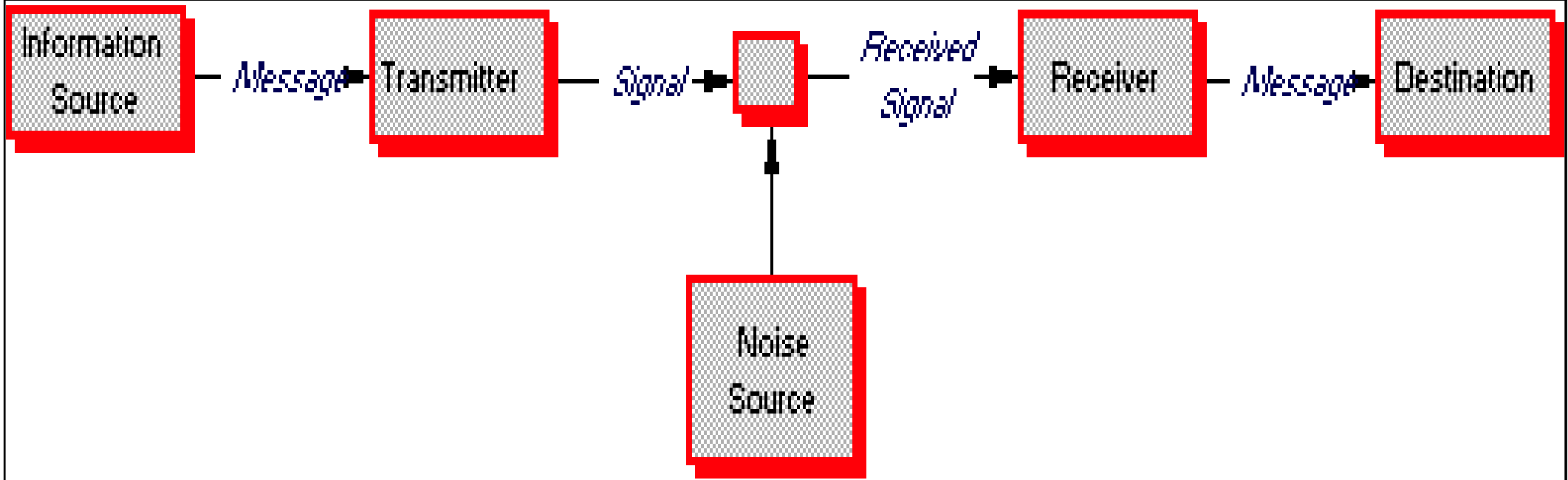
Vystudoval MIT

**National Research Fellow na
Institute for Advance Study na
Princeton University**

Bell Telephone Laboratories

**1948: A mathematical theory
of communication**

Shannon-Weaver model



Norbert Wiener



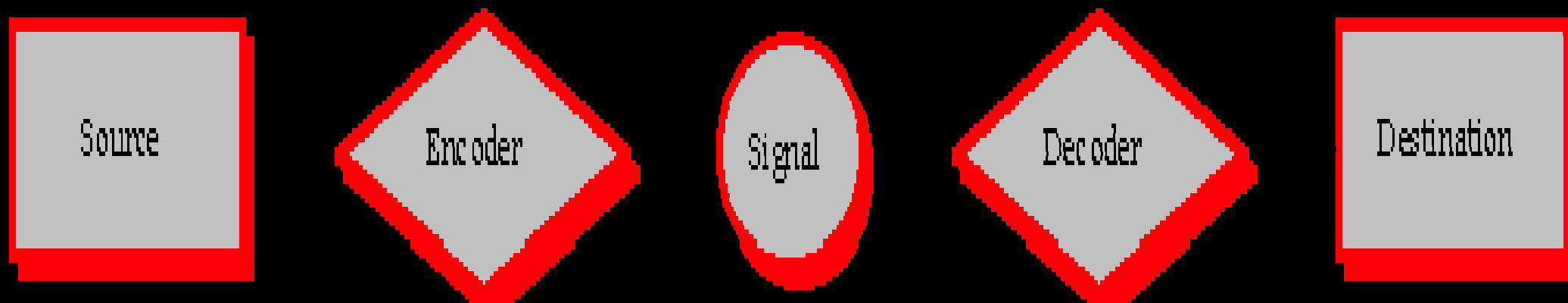
Otec Leo – učitel slovanských jazyků na Harvardu

Ve 3 letech plynně četl, v 18 letech dosáhl titulu Ph.D.

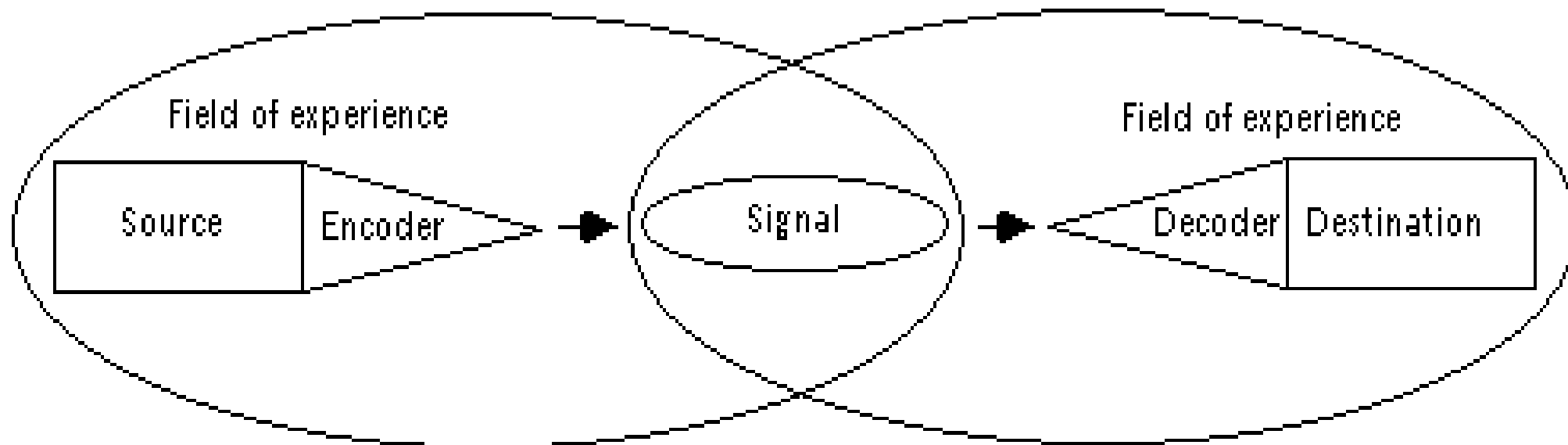
The Radiation Lab na MITu

Přidal zpětnou vazbu do Shannon-Weaverova modelu

Schrammova úprava Shannon-Weaverova modelu

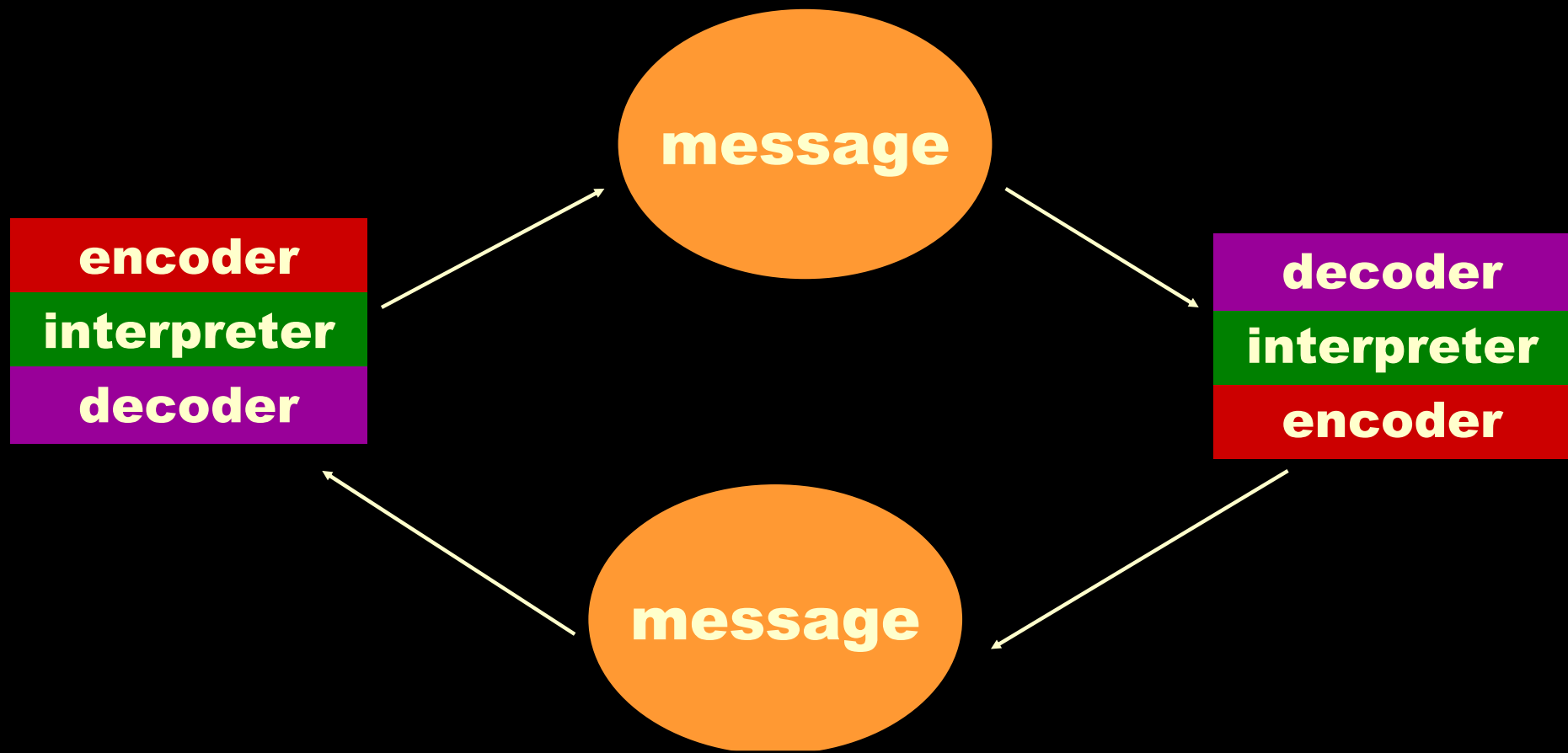


Dopad pole zkušenosti

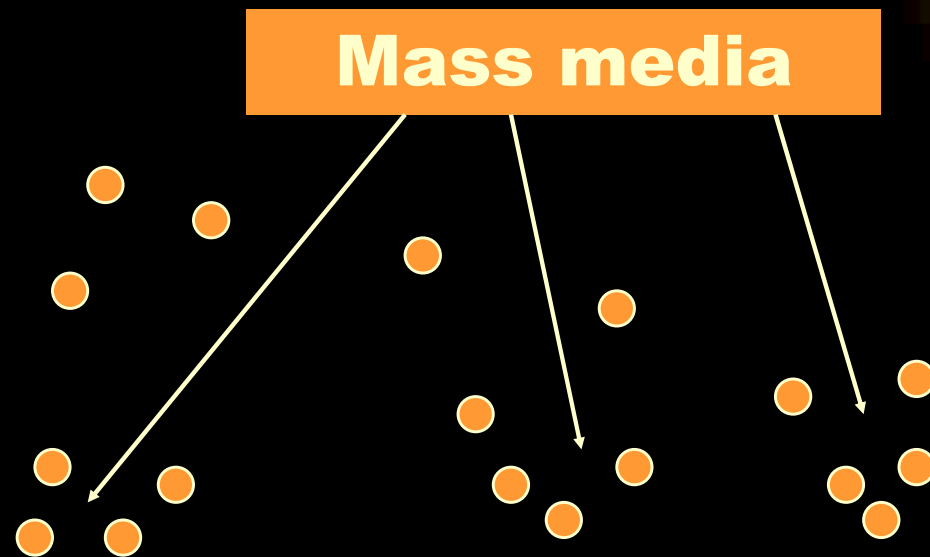


Osgood-Schrammův kruhovitý model

„In fact, it is misleading to think of the communication process as starting somewhere. It is endless.“



Teorie kouzelné střely, Hypodermic Needle Theory



30.10.1938 Orson Welles a Mercury Theater Group – rádiové vydání H.G.Wells: „War of the Worlds“

Různé modely

Dvoustupňový model komunikace



**Lazarsfeld a Katz –
názorový vůdce**

Robert Merton

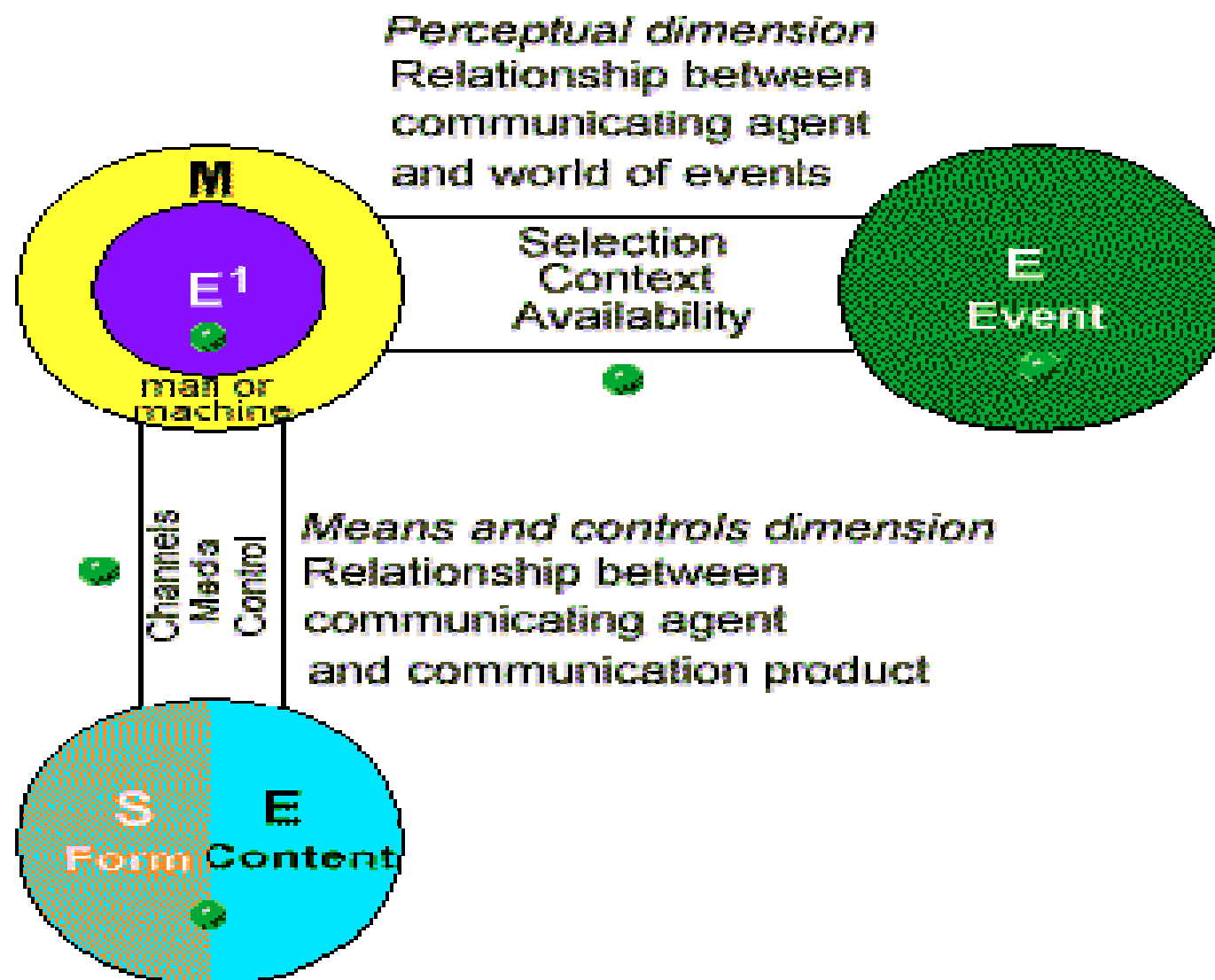


Teorie postupného rozvoje

George Gerbner – Syndrom zlého světa

Gerbnerův komunikační model

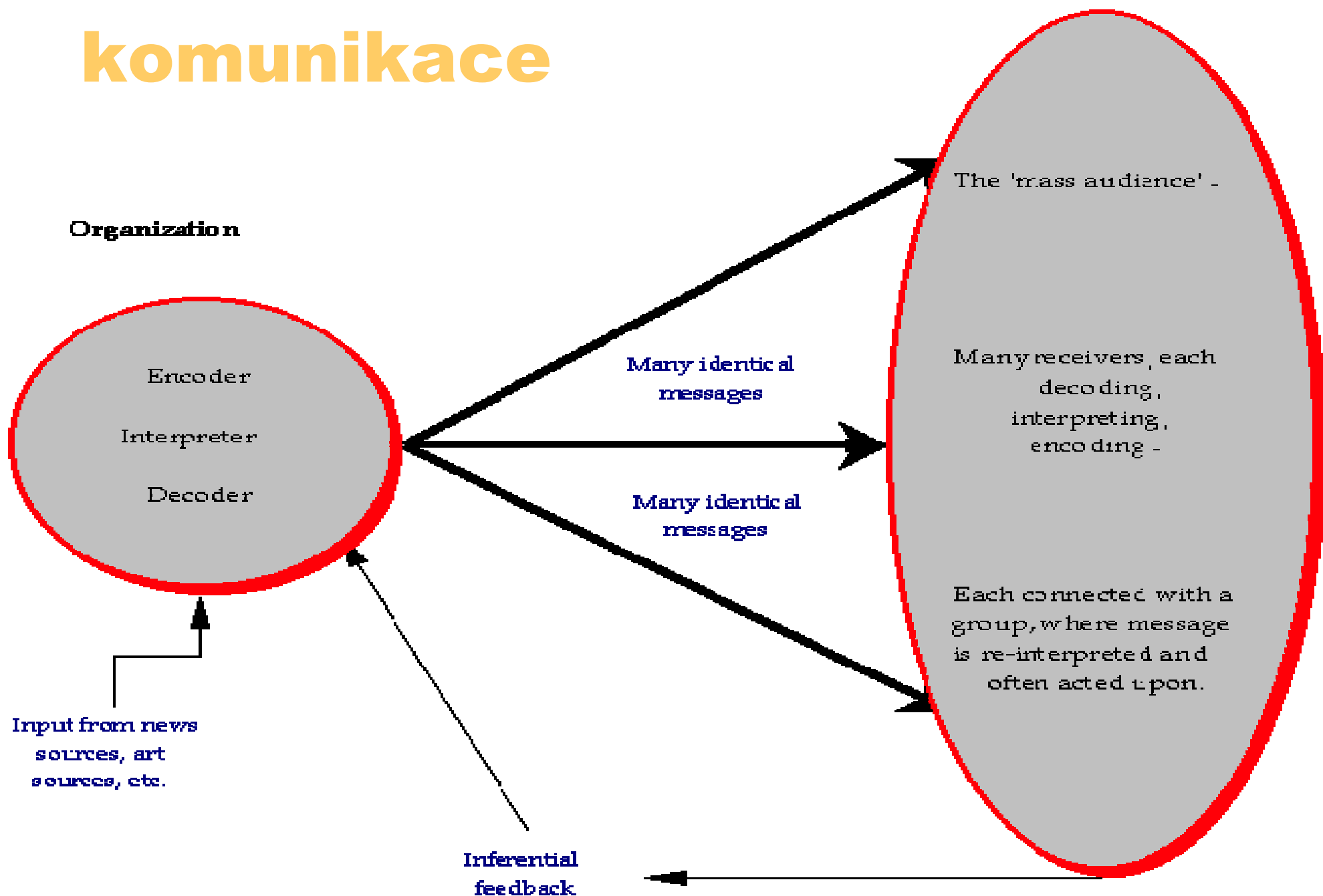
„Entertainment is the most powerful educational force of any culture.“



Gerbner's General Model

Please click a button for further information

Schrammův model masové komunikace



Berloùv model S-M-C-R



S

Source

Comm.skills

Knowledge

**Social
system**

Culture

Attitudes

M

Message

Code

Content

Treatment

Structure

C

Channel

Seeing

Hearing

Touching

Smelling

Taste

R

Receiver

Comm.skills

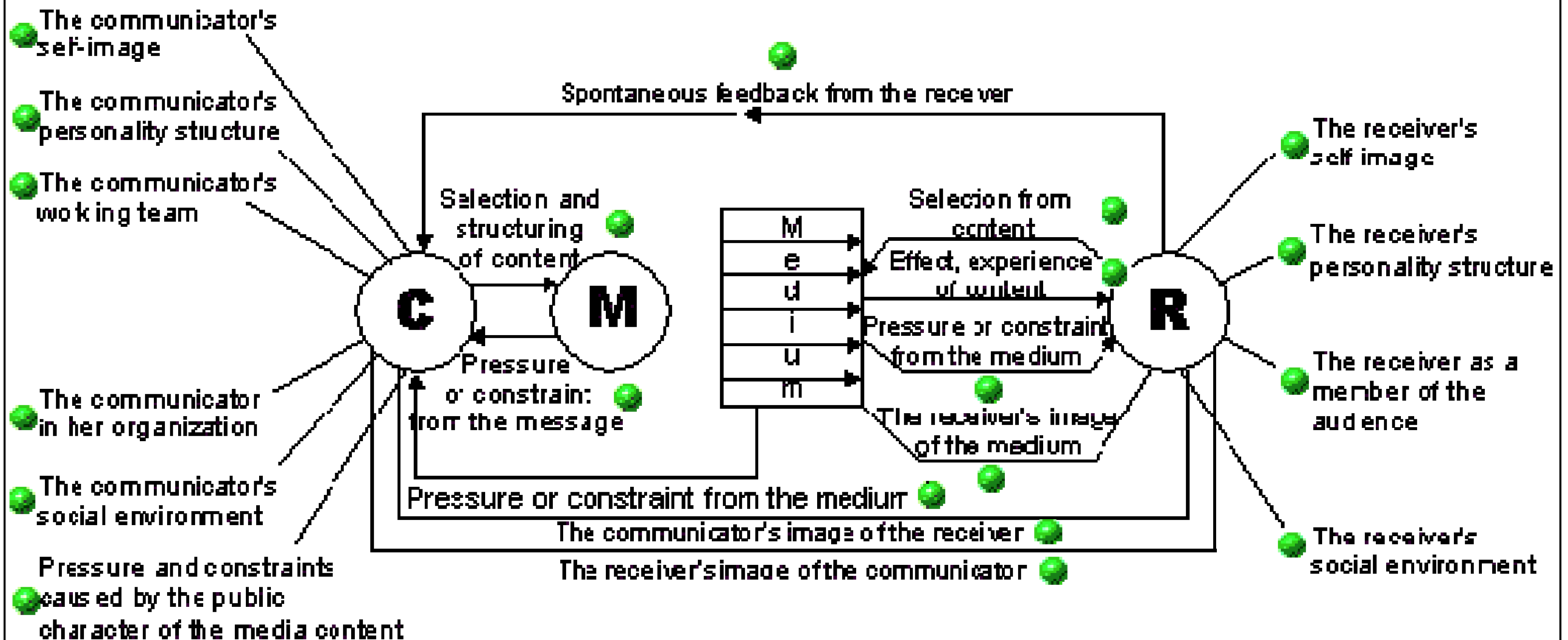
Knowledge

**Social
system**

Culture

Attitudes

Maletzkeův model masmédií



Please click a button for further information

Převzaté zdroje

- <http://oak.cats.ohiou.edu/~as491398/interactionalae.htm>
- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/introductory/lasswell.html>
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- http://www.ciadvertising.org/studies/student/99_fall/theory/lazarski/Paper%20Leck%20htm.htm
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