

**Vítejte na Marketingu II.**



# Údaje



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**Út: 13-14**

# 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**

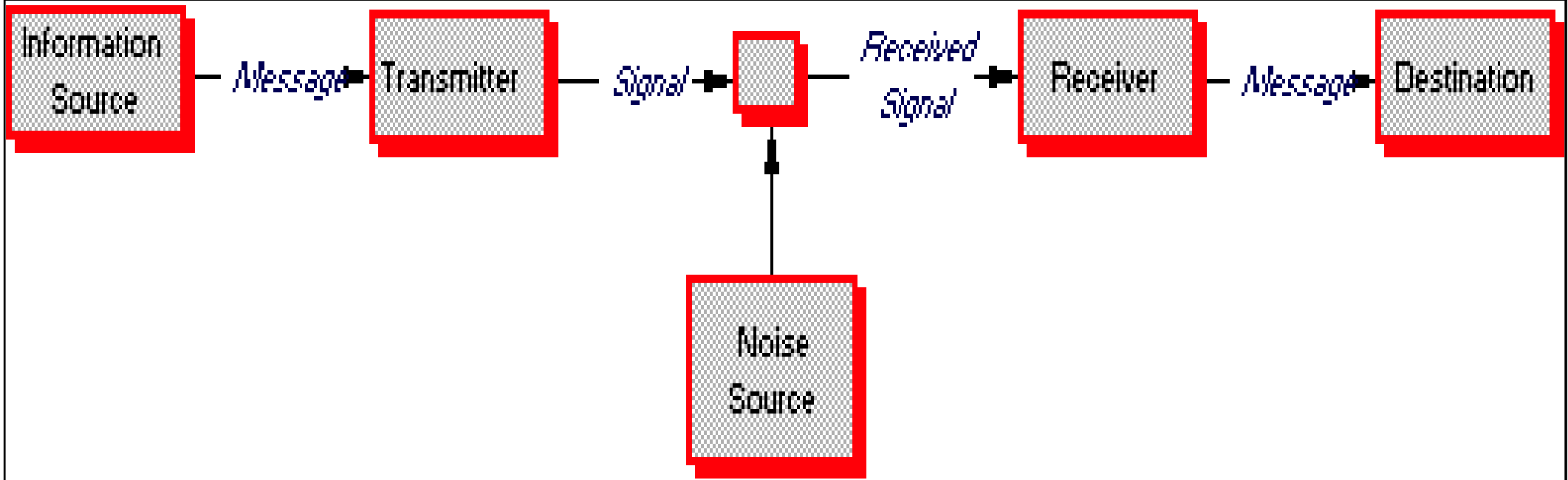
**Vystudoval MIT**

**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**

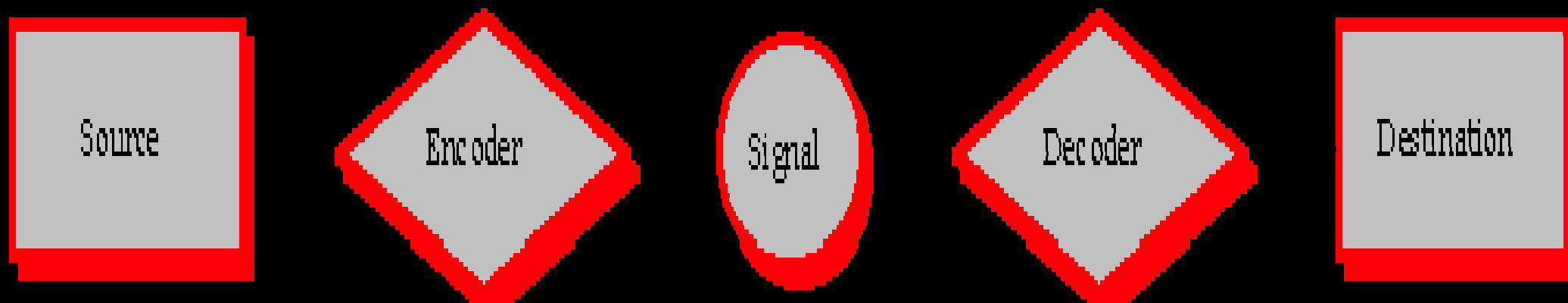
**Ve 3 letech plynně četl, v 18 letech dosáhl titulu Ph.D.**

**The Radiation Lab na MITu**

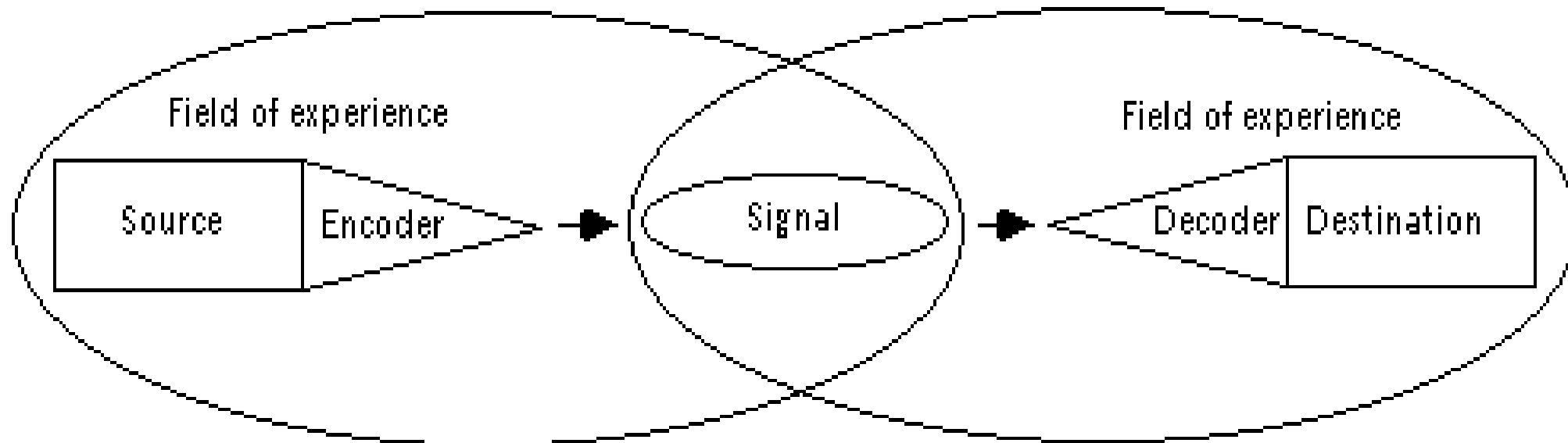
**Přidal zpětnou vazbu do Shannon-Weaverova modelu**



# Schrammova úprava Shannon-Weaverova modelu

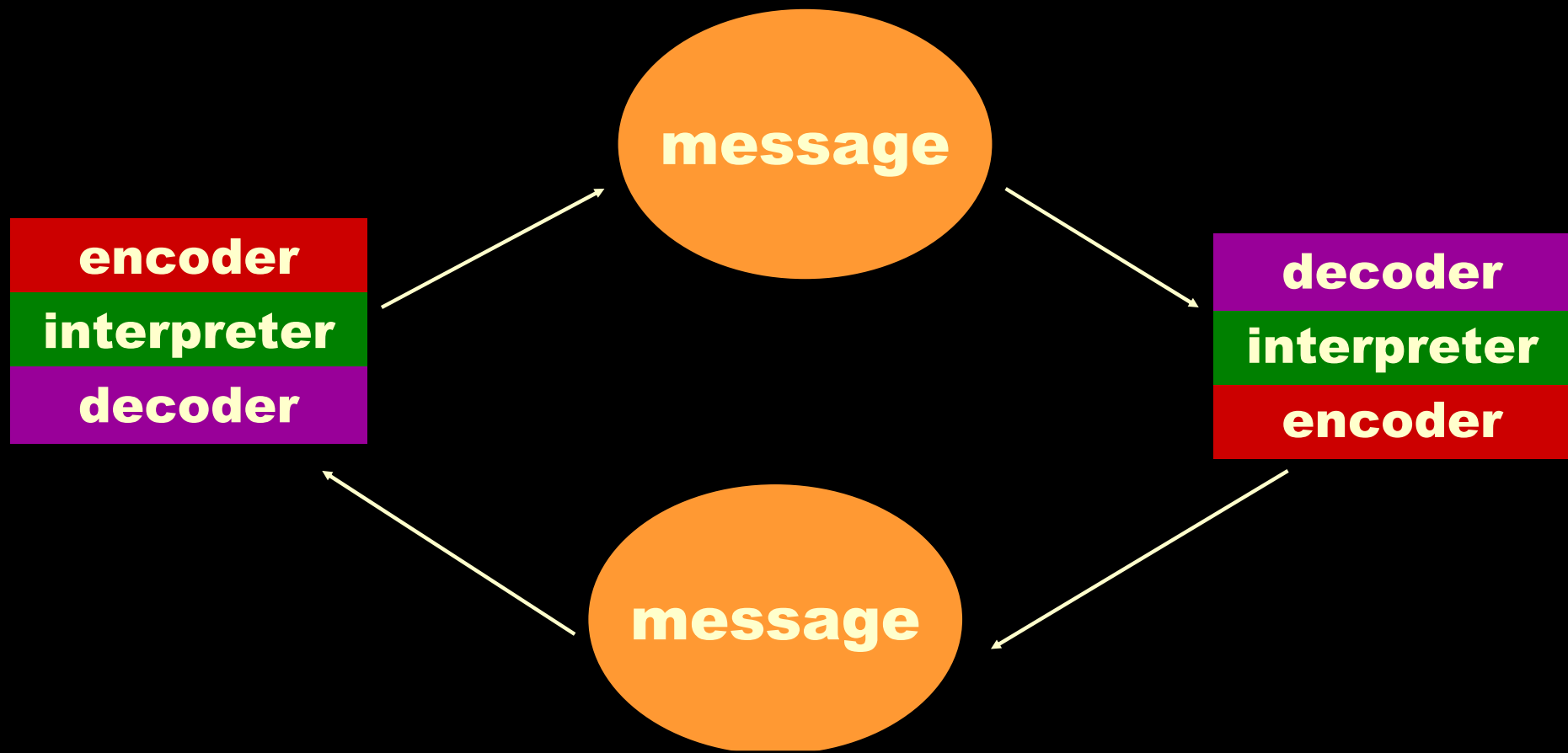


# Dopad pole zkušenosti

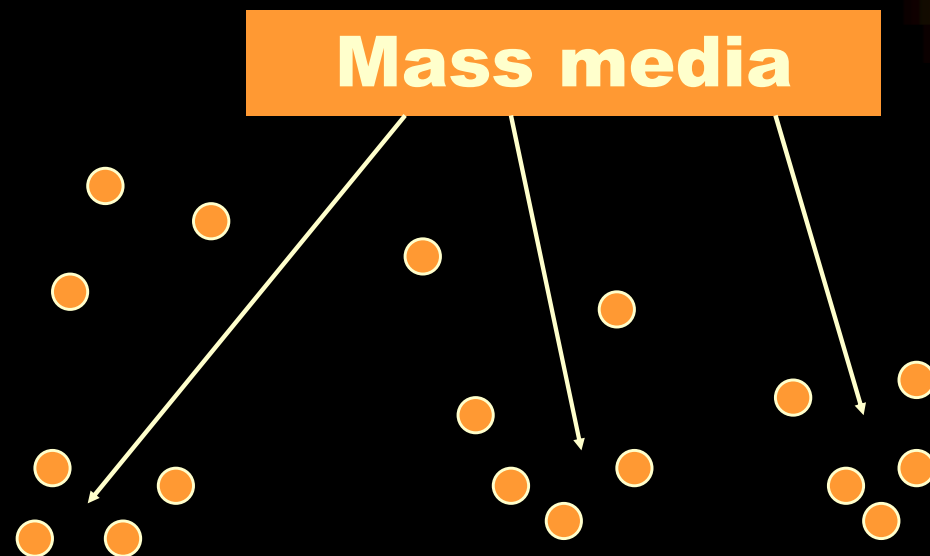


# Osgood-Schrammův kruhovitý model

„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**

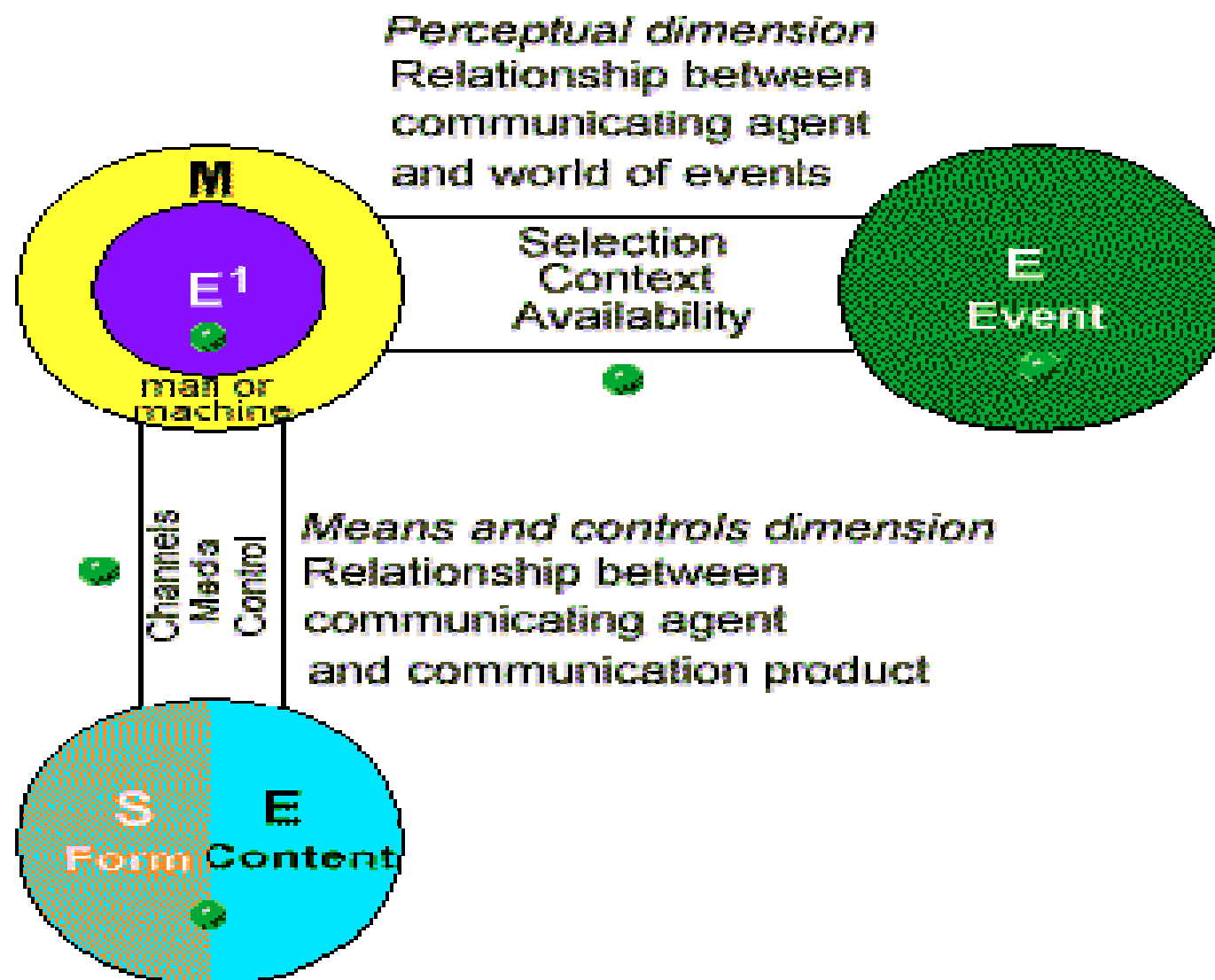


## **Teorie postupného rozvoje**

**George Gerbner – Syndrom zlého světa**

# Gerbnerův komunikační model

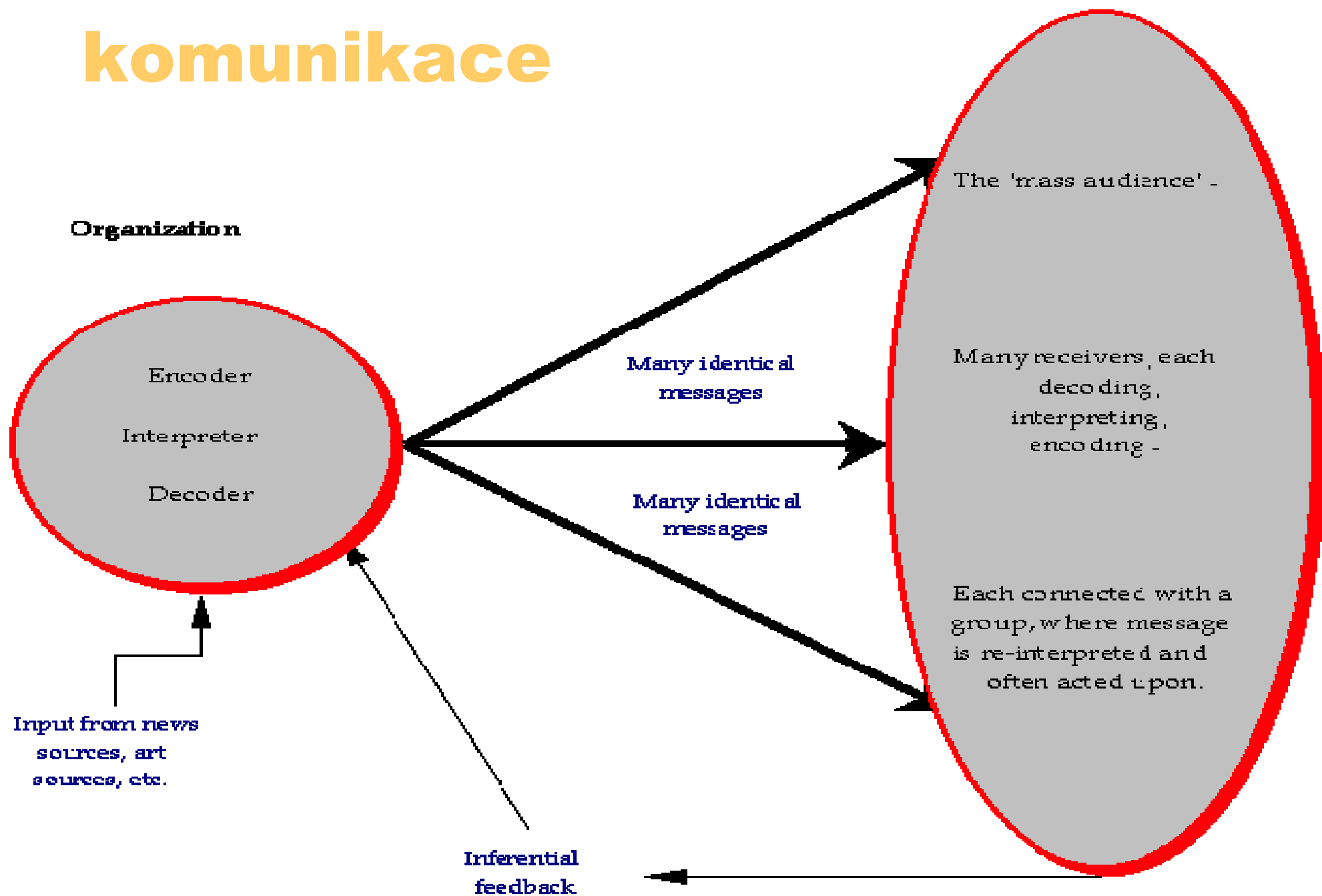
**„Entertainment is the most powerful educational force of any culture.“**



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**

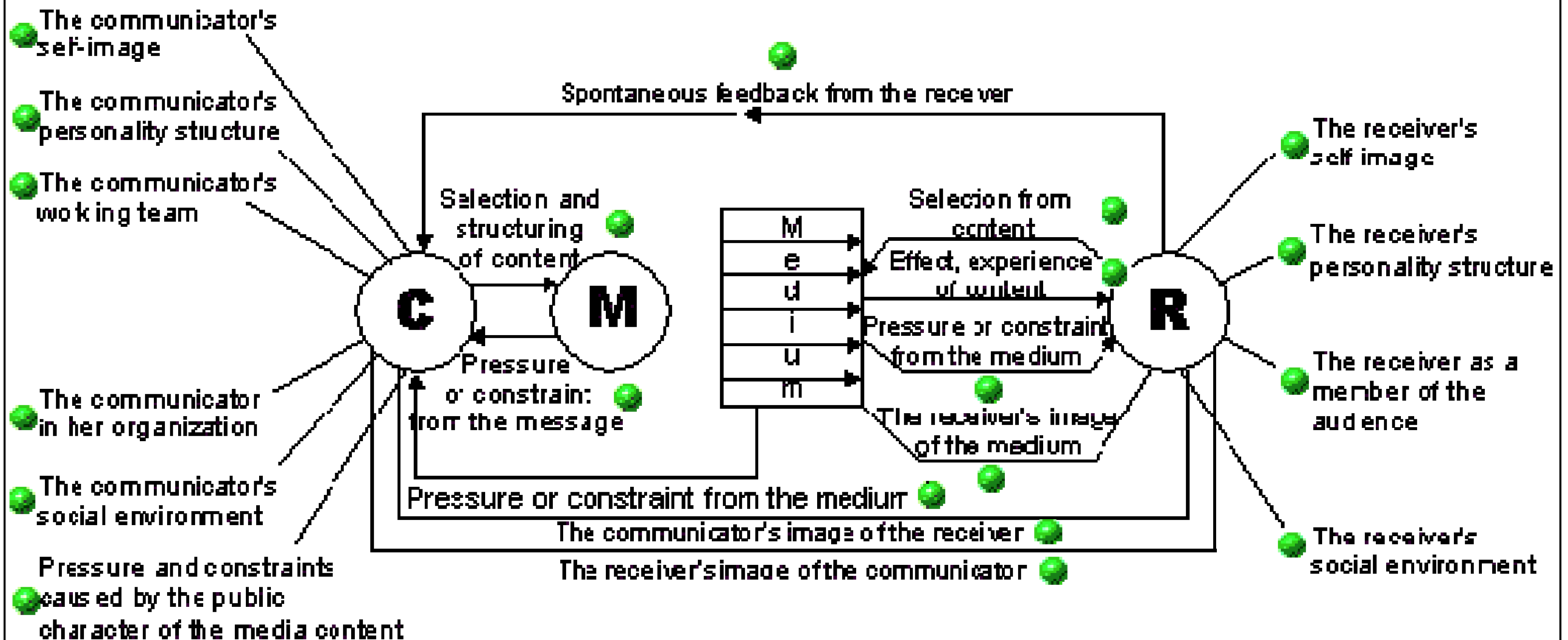
**Social  
system**

**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>
- <http://scienceworld.wolfram.com/biography/Shannon.html>
- <http://www.afirstlook.com/archive/information.cfm?source=archther>
- [http://www.ciadvertising.org/studies/student/99\\_fall/theory/lazarski/Paper%20Leck%20htm.htm](http://www.ciadvertising.org/studies/student/99_fall/theory/lazarski/Paper%20Leck%20htm.htm)
- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/introductory/sw.html>
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- <http://systems.open.ac.uk/page.cfm?pageid=resourceWiener>
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- <http://www.utexas.edu/coc/journalism/SOURCE/j363/merton.html>
- [http://www.bolender.com/Dr.%20Ron/SOC4044%20Sociological%20Theory/Class%20Sessions/Sociological%20Theory/Merton,%20Robert%20King/merton,\\_robert\\_king.htm](http://www.bolender.com/Dr.%20Ron/SOC4044%20Sociological%20Theory/Class%20Sessions/Sociological%20Theory/Merton,%20Robert%20King/merton,_robert_king.htm)
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- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/introductory/gerbner.html>
- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/media/maletzke.html>
- [http://www.ciadvertising.org/SA/fall\\_02/adv382j/machadoma/paper1/paper1main.html](http://www.ciadvertising.org/SA/fall_02/adv382j/machadoma/paper1/paper1main.html)