

Vítejte na Marketingu II.



Údaje



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Konzultační hodiny:

Po: 13:00-14:00

St: 13:30-14:30

Cvičící: Ivana Gregorová

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**



Harold Lasswell

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**

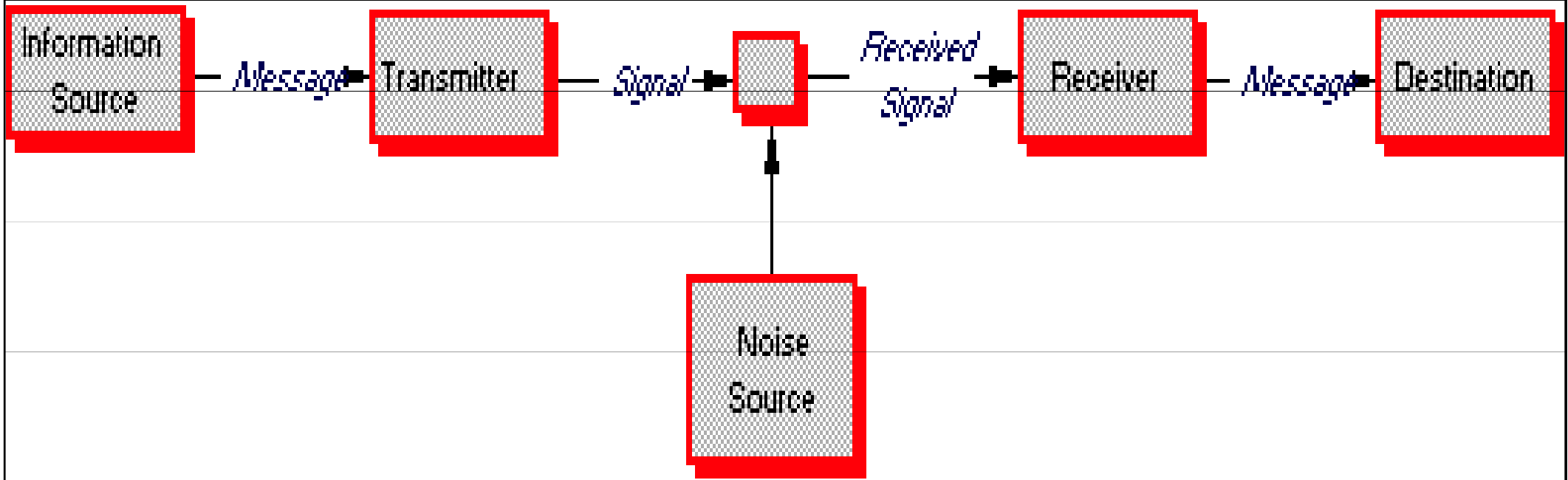
Vystudoval MIT

**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



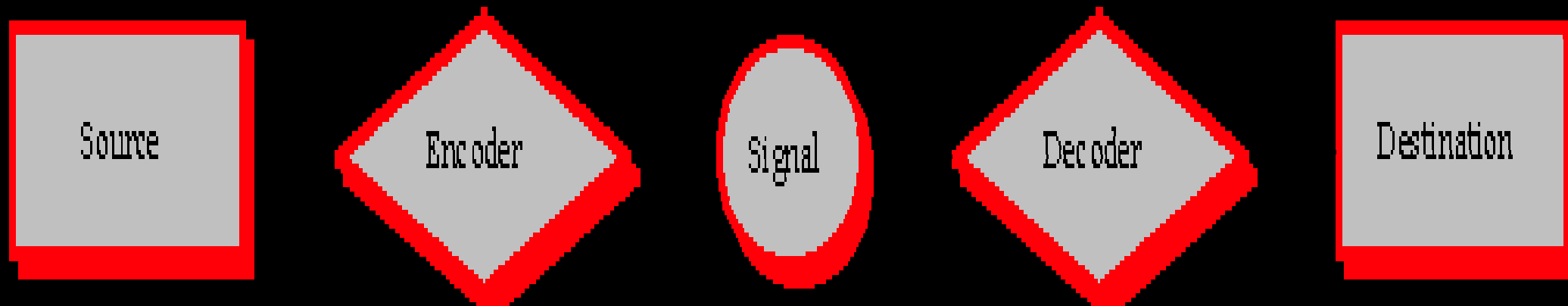
Otec Leo – učitel slovanských jazyků na Harvardu

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

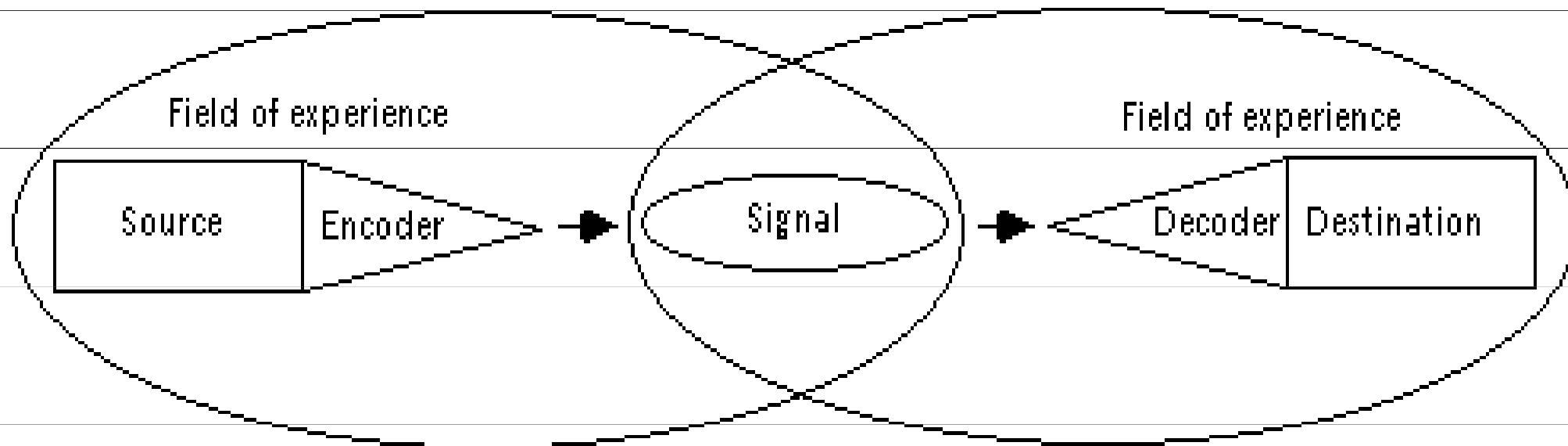
The Radiation Lab na MITu

Přidal zpětnou vazbu do Shannon-Weaverova modelu

Schrammova úprava Shannon-Weaverova modelu

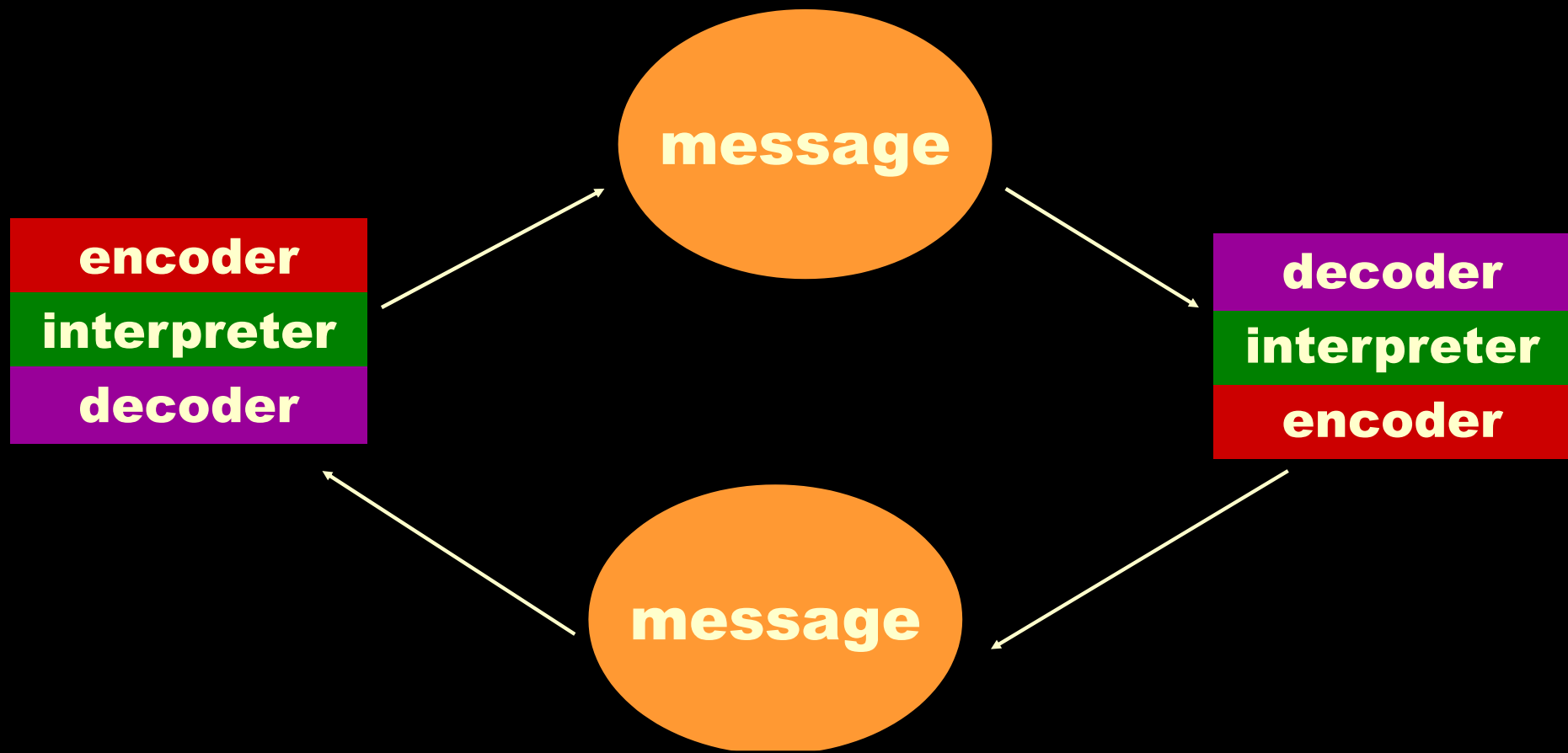


Dopad pole zkušenosti

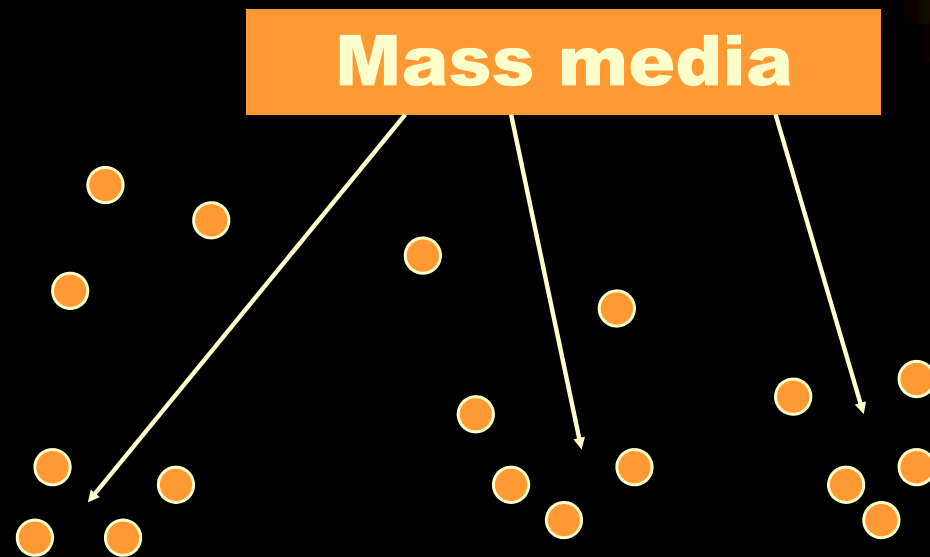


Osgood-Schrammův kruhovitý model

„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

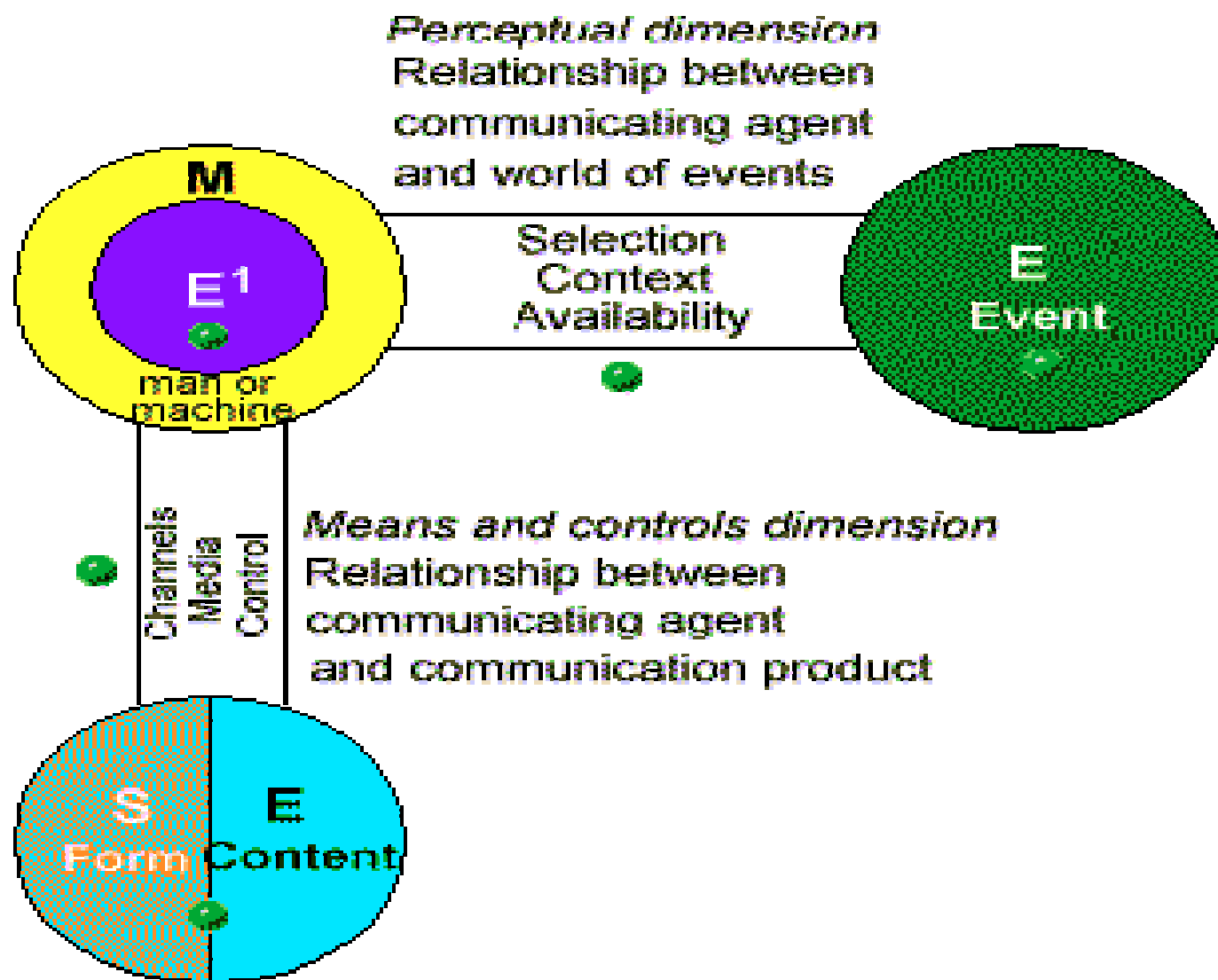


Kultivační analýza

George Gerbner – Syndrom zlého světa

Gerbnerův komunikační model

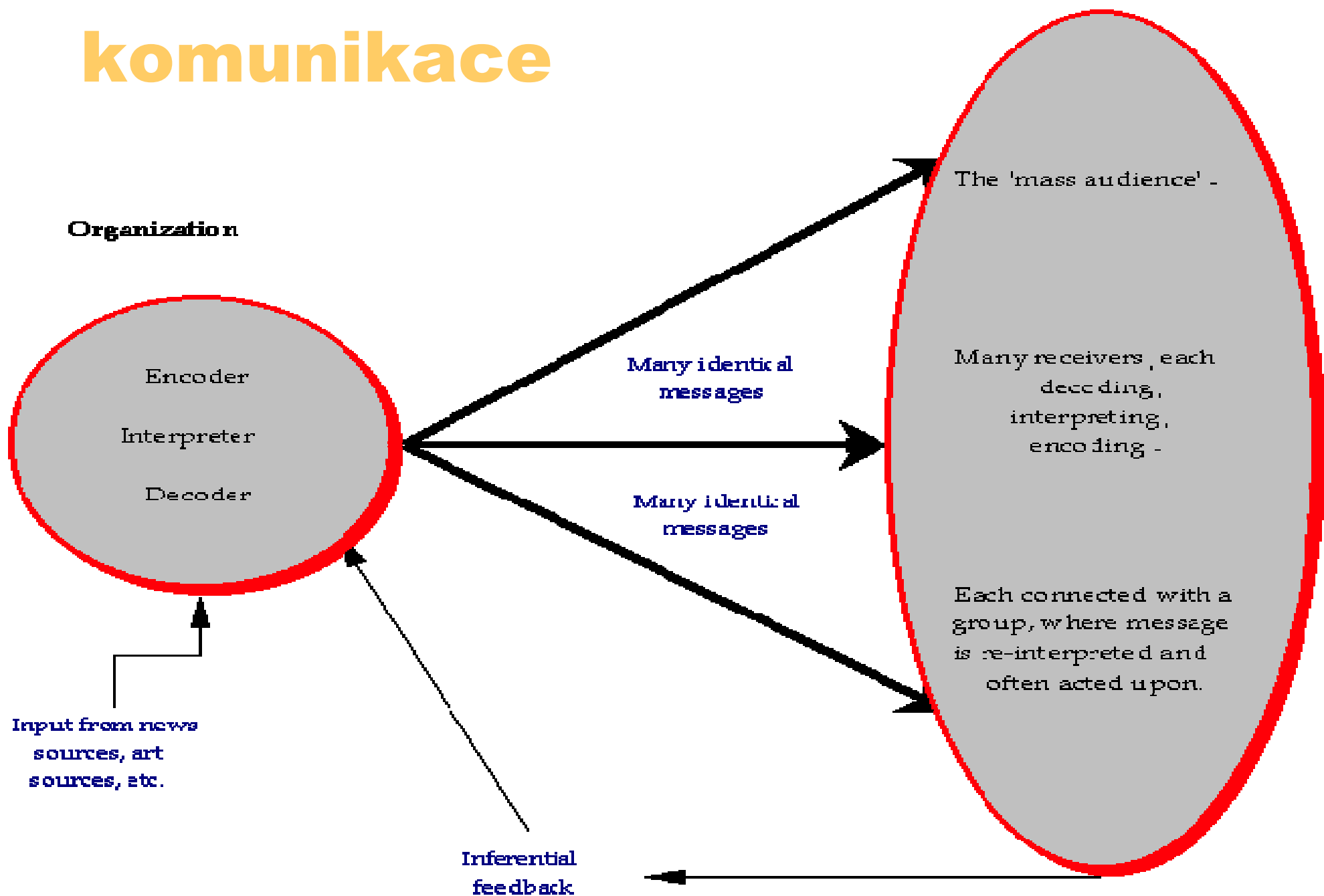
„Entertainment is the most powerful educational force of any culture.“



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

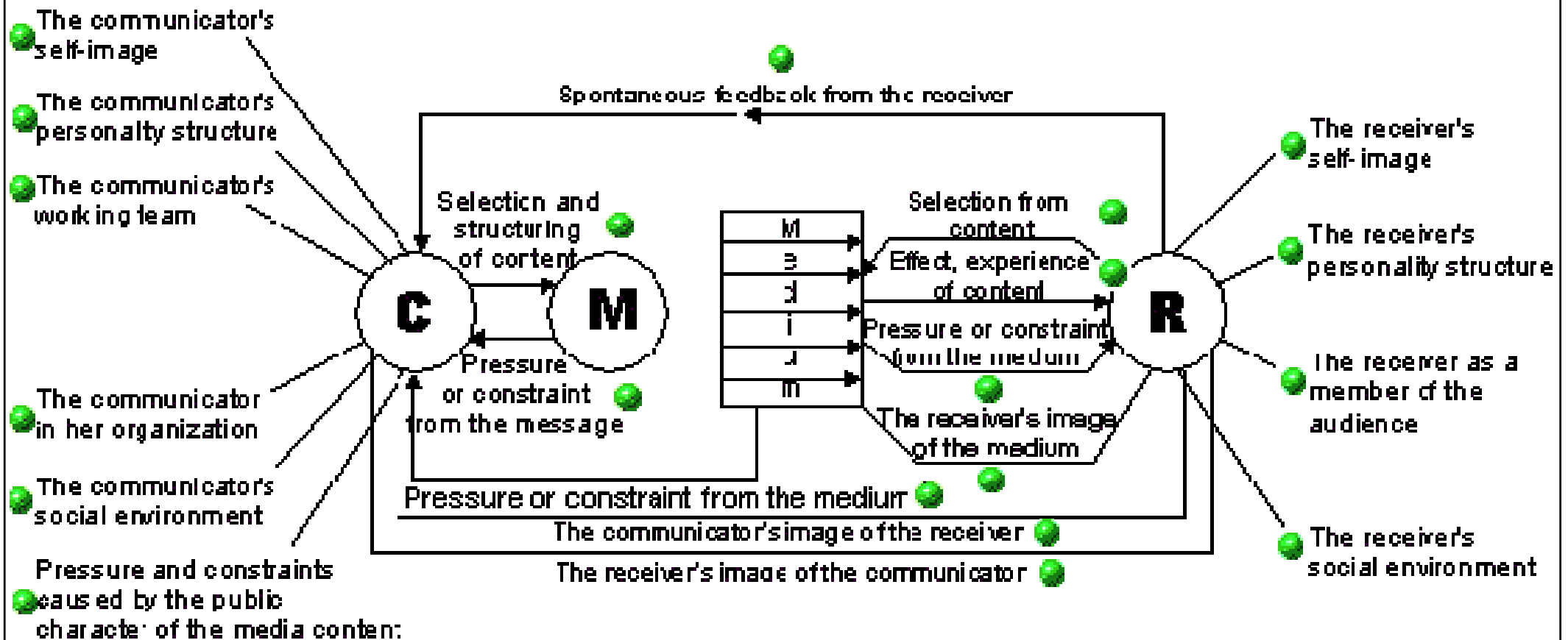
Knowledge

**Social
system**

Culture

Attitudes

Maletzkeův model masmédií



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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>
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- http://www.ciadvertising.org/studies/student/99_fall/theory/lazarski/Paper%20Leck%20htm.htm
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- http://www.ciadvertising.org/studies/student/99_spring/theory/griswold/twostep.html
- <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
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- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/media/maletzke.html>
- http://www.ciadvertising.org/SA/fall_02/adv382j/machadoma/paper1/paper1main.html