



Bürgerliche Frauenbilder in der Printwerbung der Zeitschrift "Daheim" in den Ausgaben von 1912 bis 1924 (German Edition)

Barbara Schilling

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Magisterarbeit aus dem Jahr 2008 im Fachbereich Gesch. Europa - Deutschland - I. Weltkrieg, Weimarer Republik, Note: 1,3, Humboldt-Universität zu Berlin, 50 Quellen im Literaturverzeichnis, Sprache: Deutsch,

Abstract: Die kulturwissenschaftliche Bedeutung der Werbung ist ein weites Feld ...

Eine Funktion der Werbung, ein Nebenprodukt ihrer ökonomischen Komponenten, ist die verzerrte Darstellung von gesellschaftlichen Werten einer Zeit. Ideale und Rollenzuweisungen werden aufgegriffen, potenziert und lassen häufig einen überhöhten Personentypus entstehen.

In der folgenden Arbeit soll der Wandel des bürgerlichen Frauenbildes in der deutschen Gesellschaft und Werbung vor, während und nach dem Ersten Weltkrieg näher betrachtet werden, wobei historische, wirtschaftliche, soziale, kulturelle, ästhetische und politische Aspekte zu berücksichtigen sind.

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