



Der Stunt in der Filmwerbung (German Edition)

Patrick Assmann

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Studienarbeit aus dem Jahr 2008 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2, Bauhaus-Universität Weimar (Fakultät Gestaltung), Veranstaltung: Seminar "Theorien der Werbung", 12 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: „Ich habe in Erfahrung gebracht, dass das Wort Stunt „Kunststück“ bedeutet, und Kunst kommt von Können und Können von Lernen. Kurzgefasst: Wagemut gekoppelt mit Vorsicht [...] eine Actionszene sollte wie eine Choreographie erarbeitet werden.“, so beschreibt Evelyne Gutkind-Bienert – Deutschlands erste Stuntfrau – ihren Beruf.¹ Der Stunt ist ein Kunststück. Das soll Teil meiner Hausarbeit sein und dabei klären, wie er sich entwickelte und in welcher Verbindung er zur Filmwerbung oder sogar zur Werbung allgemein steht. Ich möchte Fragen klären wie: Welche Arten von Stunts gibt es? Wie entwickelte sich die Filmwerbung und welche Formen gibt es? Was sind Stars im Film und in welcher Verbindung stehen sie zum Stunt? Ebenfalls möchte ich Zusammenhänge von Stuntman und Star sowie Star und Filmwerbung näher beleuchten. In meinem letzten Abschnitt erläutere ich eine zweite Art des Stunt, den Werbestunt.

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