



# Grundlagen der Visuellen Kommunikation: Theorieansätze und Analysemethoden (German Edition)

*Marion G. Müller, Stephanie Geise*

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Wie lassen sich Bilder beschreiben, analysieren und interpretieren? Marion G. Müller und Stephanie Geise geben anhand zahlreicher Beispiele aus den Bereichen Bildjournalismus, Wahlkampfkommunikation, Werbung, Onlinekommunikation oder auch der bildenden Kunst eine praktische Einführung in die Analyse visueller Phänomene.

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