

# AdME– Forschungs– kolloquium

Sommersemester 2020  
Raum 7.03

Interessent\*innen sind  
herzlich willkommen!

**23. April 2020 / Marina F. Thomas**  
**14.00 – 15.00 Uhr**

“Gender, Sexuality, and Romantic Relationships in Entertainment Media: Effects on Young People's Socialization and Well-Being.”

**4. Juni 2020 / Melanie Hirsch**  
**14.00 – 15.00 Uhr**

“Personalized Political Advertising: Perceptions and Implications for Voters and Society.”

**18. Juni 2020 / Ariadne Neureiter**  
**14.00 – 15.00 Uhr**

“Information Processing in Misleading Green Advertising – Underlying Cognitive Strategies, Measurement and Effects on Brand Evaluations and Purchase Intentions.”

**18. Juni 2020 / Ruta Kaskelėviciute**  
**15.00 – 16.00 Uhr**

“Visual Framing and News Differentiation of Terrorism News: Content, Perceptions, and Effects.”