



Das Comedy-Format: Die Sitcom (German Edition)

Tim-Andre Elstner

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Studienarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Film und Fernsehen, Note: 2,0, Universität zu Köln (Institut für Theater-, Film- und Fernsehwissenschaft), Veranstaltung: Übung: Fernsehen, Sprache: Deutsch, Abstract: Seit den 90er Jahren lässt sich ein sprunghafter Anstieg von Comedy-Formaten in der Fernsehlandschaft beobachten. So beschäftigen sich auch Gerlinde Schumacher und Daniela Hammer mit den Ergebnissen einer vom ZDF in Auftrag gegebenen qualitativen Medienforschungsstudie. Angefangen mit der Sketch- bzw. Stand-Up-Comedien-Show „RTL Samstag Nacht“ (1993), gibt es nun ein breites Angebot an Comedy-Formaten. Überwiegend sind es Privatsender, die ihr Programm immer mehr mit Humorsendungen ausfüllen. Mit „Comedy Central“ gibt es seit Anfang 2007 sogar einen Sender, der sich ausschließlich auf die Sparte des Humors konzentriert. Doch was macht eine Sitcom aus? Dieser Fragestellung möchte ich im Rahmen meiner Hausarbeit etwas näher kommen. Besonders erfolgreich im Genre der Humorsendungen können „Sitcoms“ sein. Sie können langfristig hohe Einschaltquoten erzielen. Bei erfolgreichen Sitcoms lassen sich Episoden bzw. gesamte Staffeln zudem sehr häufig wiederholen. Das Münchner Forschungsinstitut „iconkids & youth, international research GmbH“, welches vom ZDF mit der qualitativen Untersuchung von Comedy-Formaten betraut worden ist, belegte einer gut produzierten bzw. erfolgreichen Sitcom ein rentables Geschäft, mit hohen Werbeeinnahmen und zunehmenden Absatz von Merchandisingartikeln zur jeweiligen Sitcom, bei vergleichsweise niedrigen Produktionskosten.

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