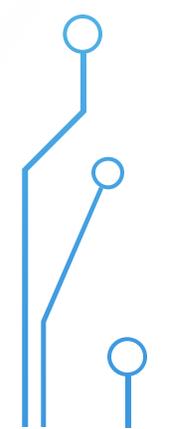
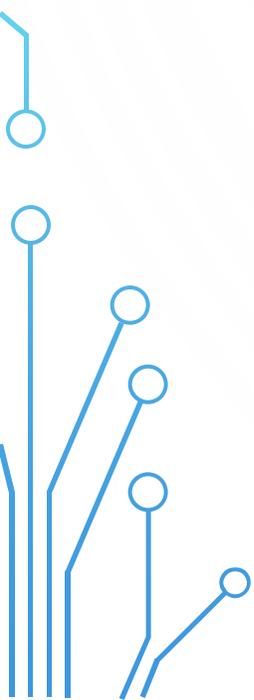
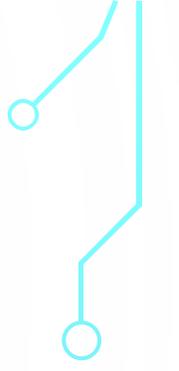
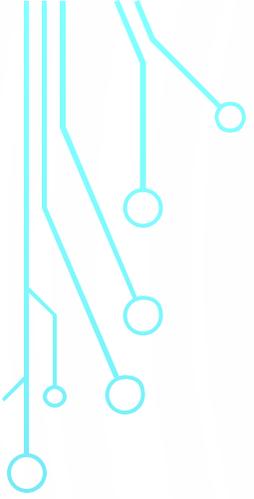
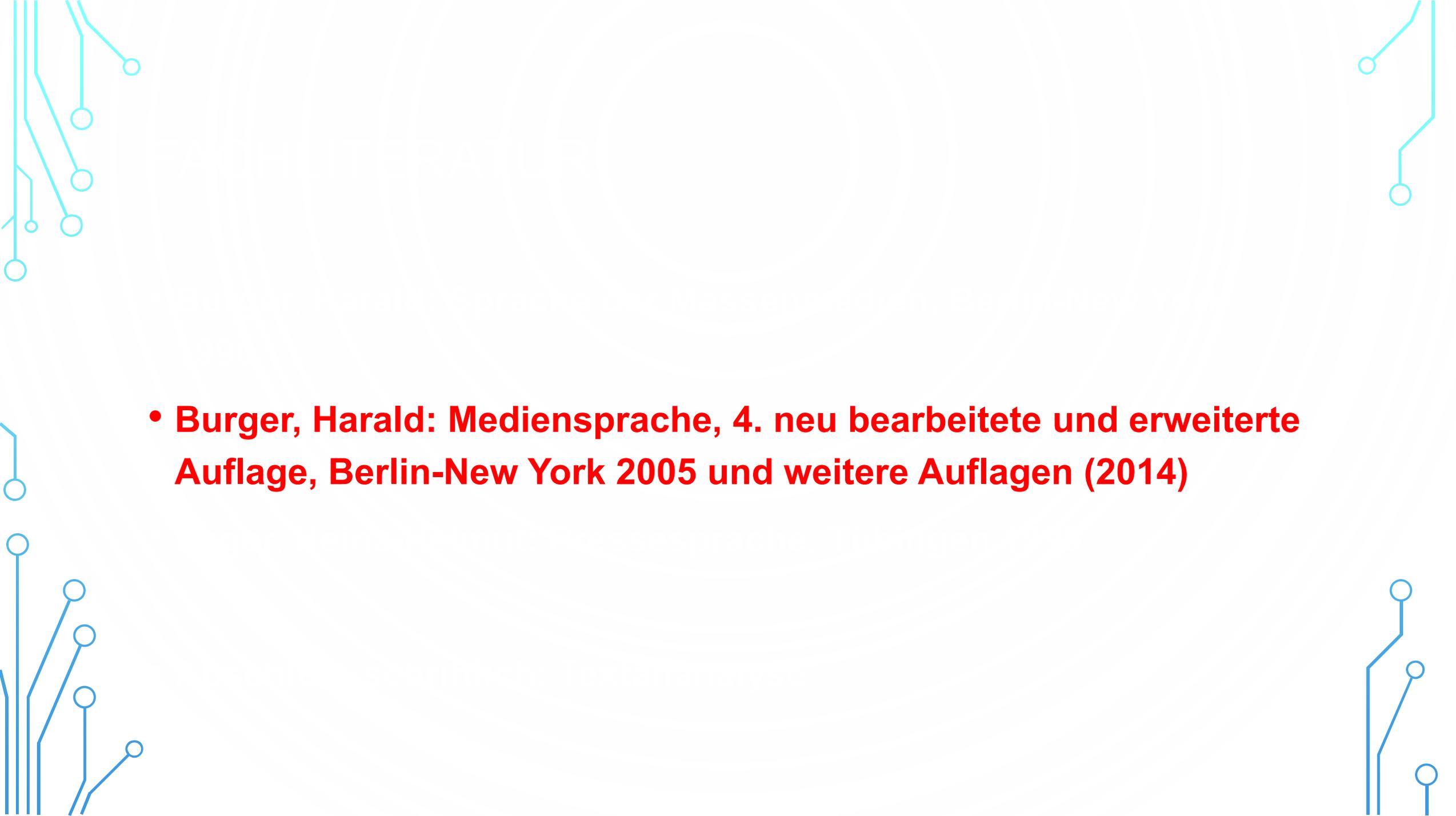




WAHLVERANSTALTUNG



- 
- **Burger, Harald: Mediensprache, 4. neu bearbeitete und erweiterte Auflage, Berlin-New York 2005 und weitere Auflagen (2014)**

linguistische

- **Medienforschung**
- **Linguistik**

- 
- **1. Übertragungskanal (Medium):**
 - **1.1. Printmedien:**
 - 1.2. elektronische Medien:
 - 1.3. Internet:
 - **2. Rezipientenorientierung:**
 - **2.1. solide/seriöse Presse:**

- 
- **2.2. lokale Presse**
 - **2.3. Boulevardpresse:**

 - **2.4. Zeitschriften**

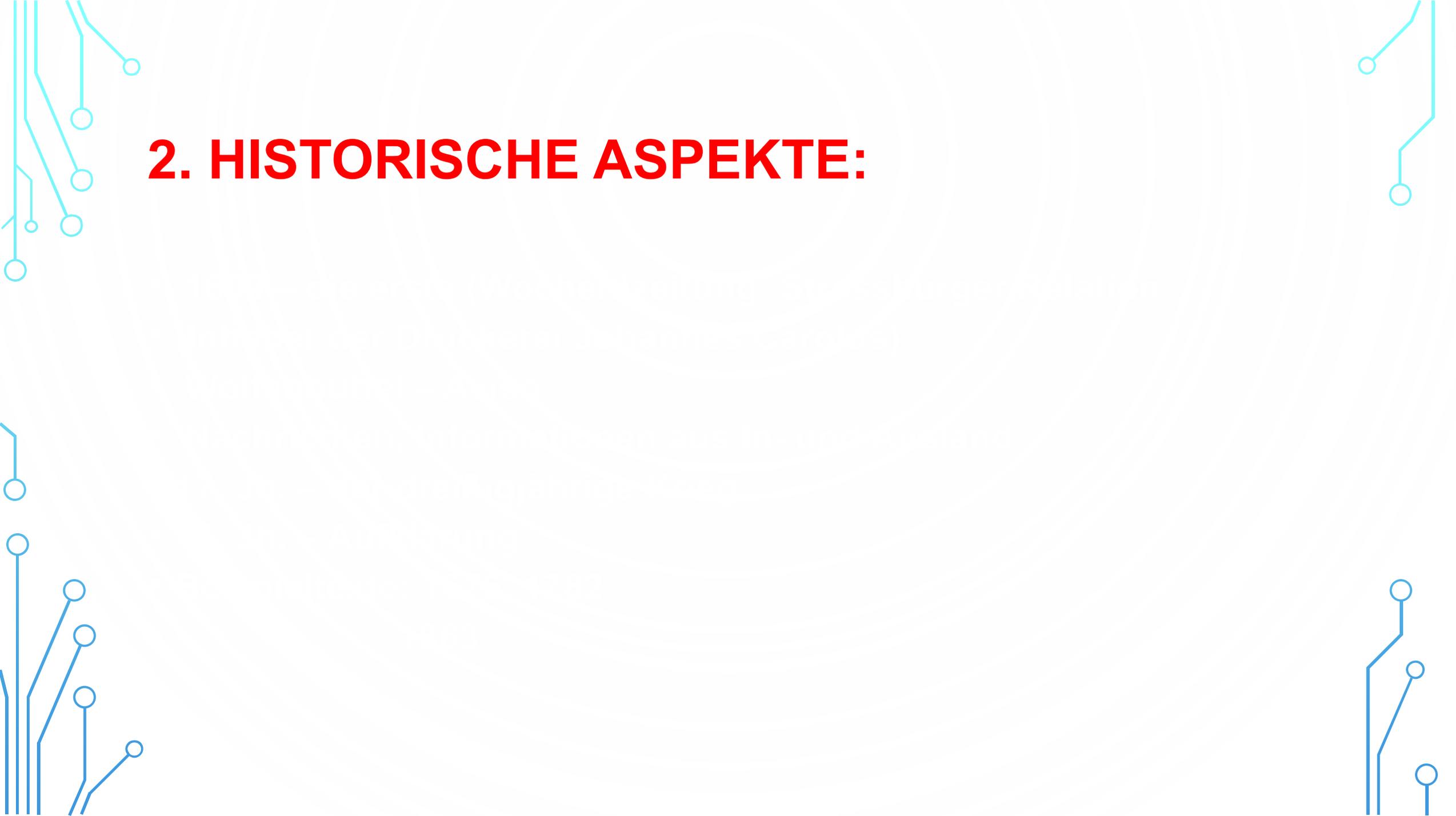
 - **2.5. Fachzeitschriften**
 - **elektronische MM:**
- 



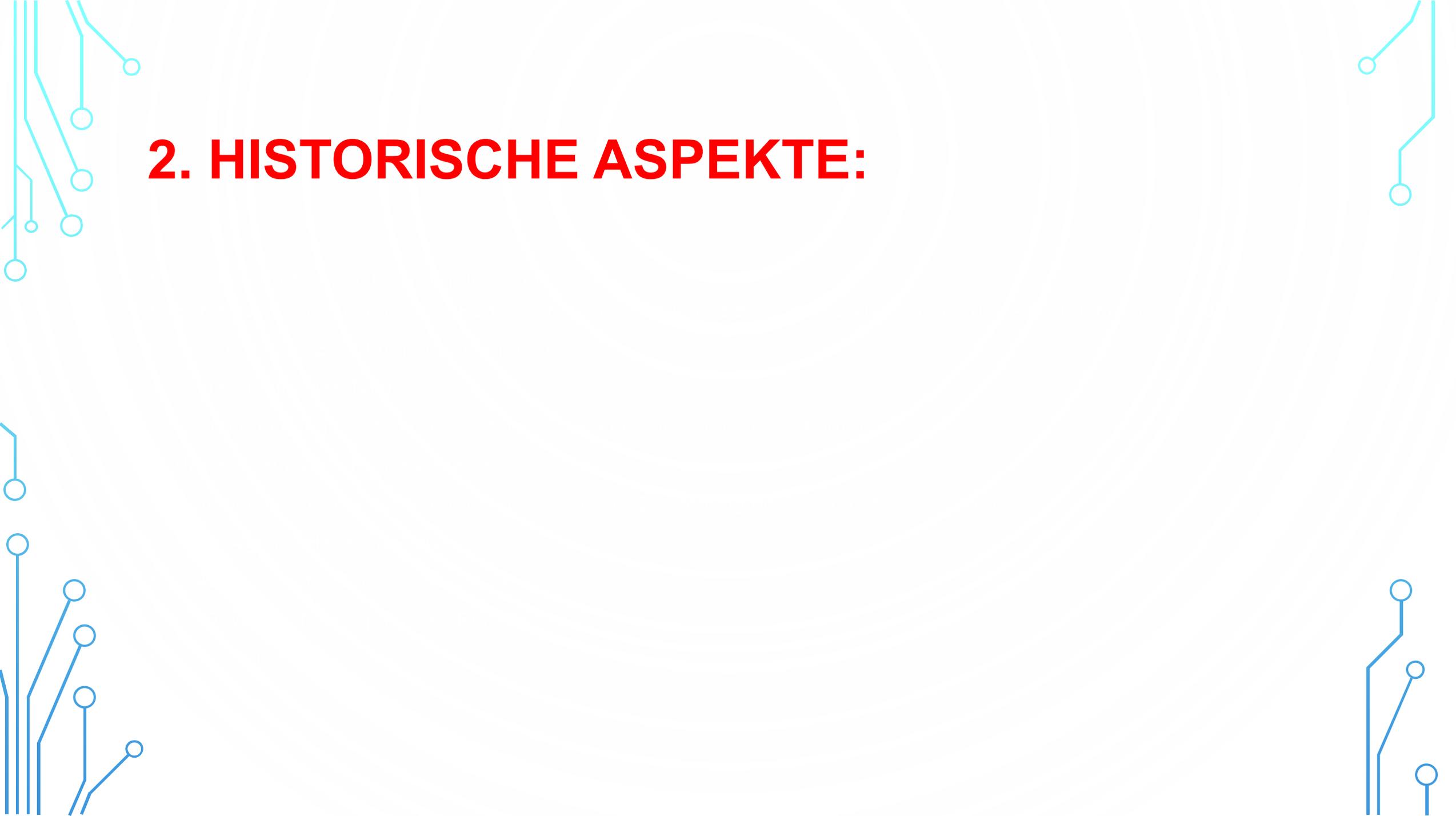
2. HISTORISCHE ASPEKTE: ENTWICKLUNG DER MASSEN MEDIEN

Flugblätter



The image features a white background with decorative blue circuit-like lines in the corners. These lines consist of straight segments connected by right-angle turns, ending in small open circles. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

2. HISTORISCHE ASPEKTE:

The image features a light blue background with a faint, large-scale grid pattern. In the four corners, there are decorative elements consisting of blue lines that resemble circuit traces or data paths, ending in small circles. The text is centered in the upper portion of the page.

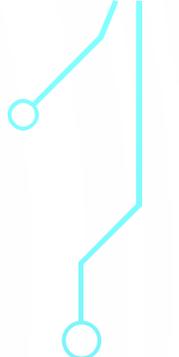
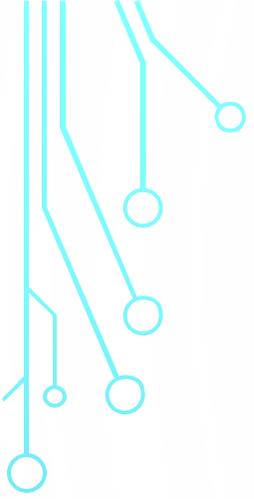
2. HISTORISCHE ASPEKTE:



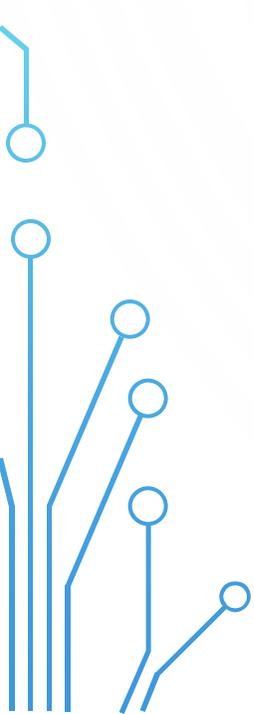
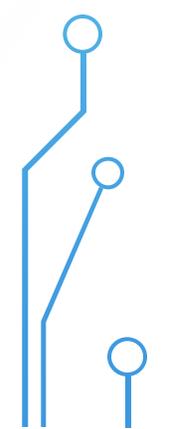
2. HISTORISCHE ASPEKTE:

2. HISTORISCHE ASPEKTE:

- **20. Jh.:**
- **der Rundfunk**
- **das Fernsehen**



2. HISTORISCHE ASPEKTE:

- **Printmedien**
- 
- 



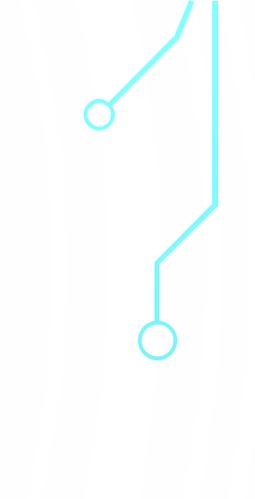
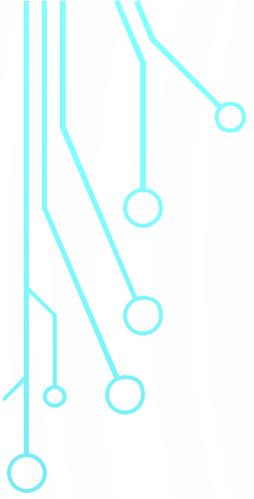
1. der Kommunikator

- **2. der Rezipient:**

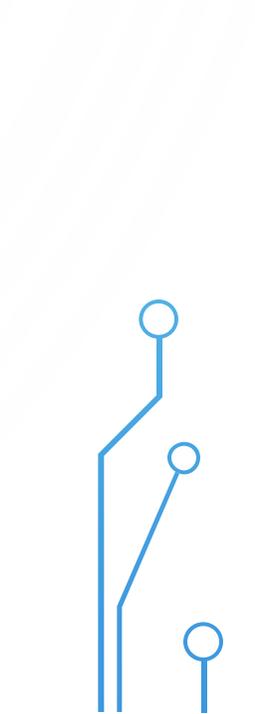
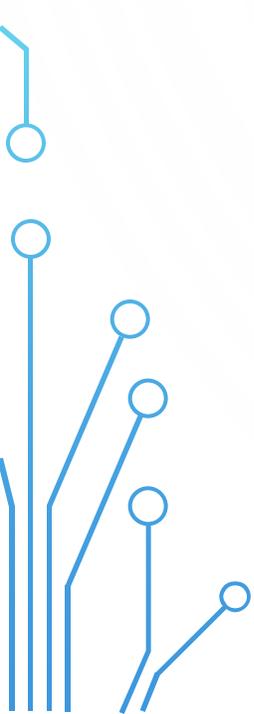


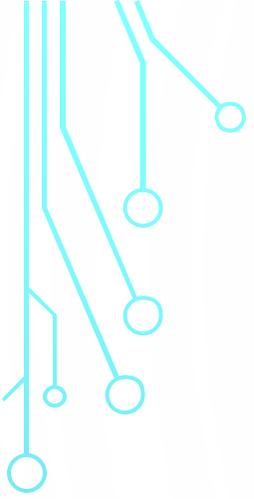
- **3) kommunikative Funktionen der publizistischen Texte**

- **Information + Entertainment (Unterhaltung)**
 - **= Infotainment**
- 

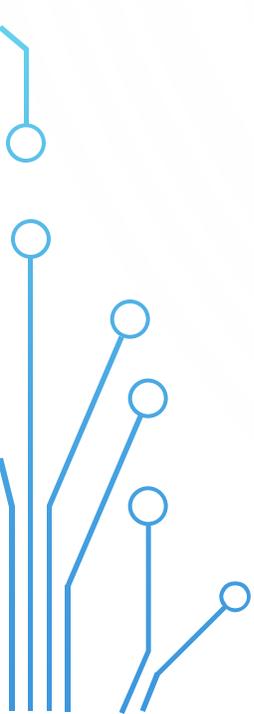


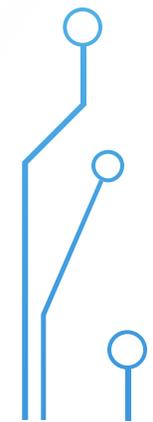
1. Telefon-Dialog





2. Unterhaltungssendungen im Fernsehen:

- Schweizer Tagesschau (2013):
- 

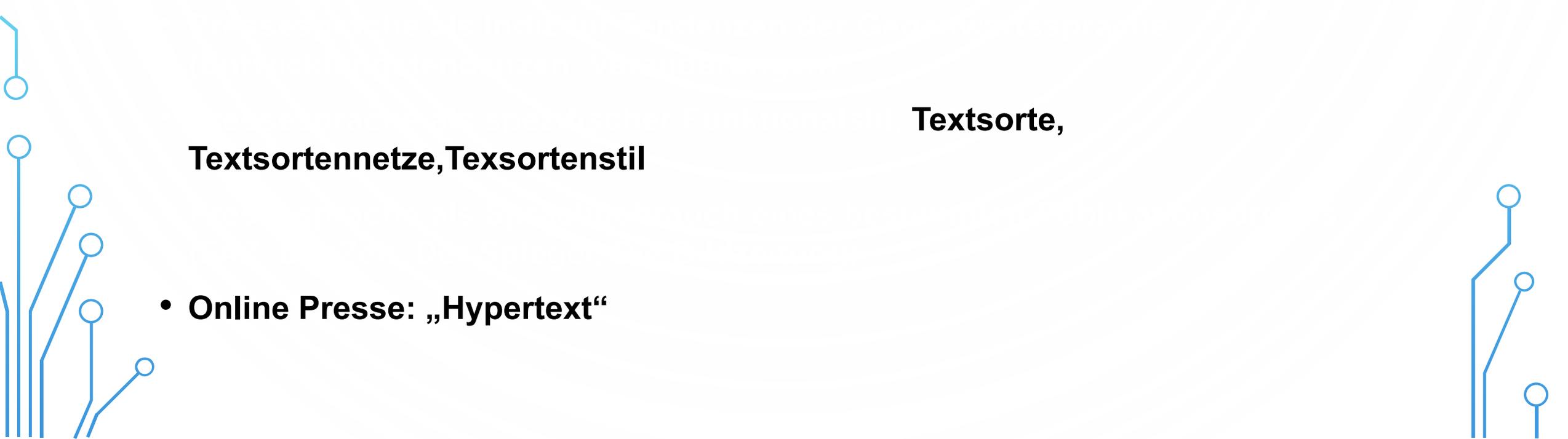


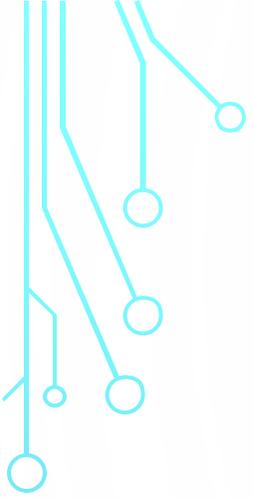
nicht professionelle

- 
- **Drei Betrachtungsweisen:**

Textsortennetze, Textsortenstil

Textsorte,

- **Online Presse: „Hypertext“**
- 



- **1. Syntax und Morphologie:**

Überall Staus

60 Personen wurden festgenommen, gegen 20 wurden Haftbefehle erlassen

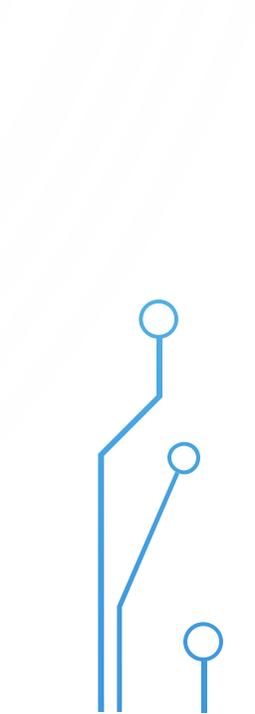
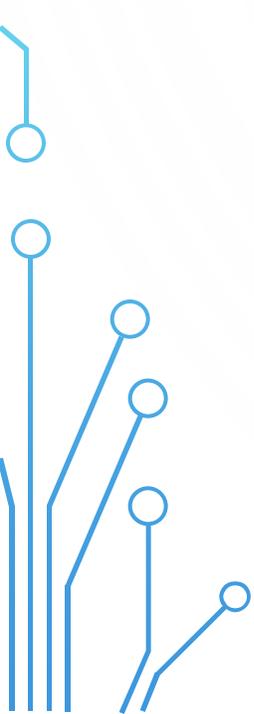
***Das Bemühen um
eine auf die aktuelle Entwicklung zugeschnittene Lösung des Problems...***

zur Durchführung bringen

Fragen stellen

zu

indirekte Rede



LEXIK:

*Öko-Freaks, Wende, mediales Dorf,
Globalisierung, Umwelttechnologie, Recycling, Taliban*

Infarkt-Patient

Minister-Forderung)

Demos, DHV

exklusiv

*Die grünen Champions, die deutsche Wirtschaft erlebt ein
grünes Wunder*



- Im Fall

bittet

um Mithilfe

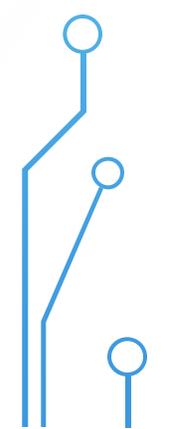
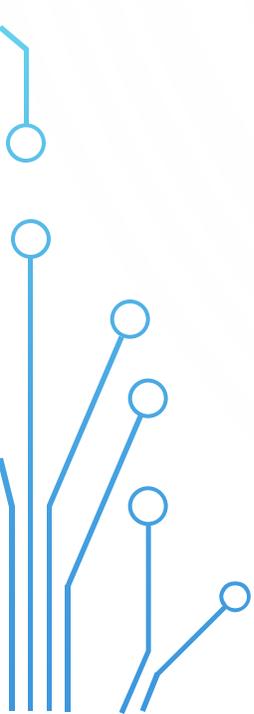
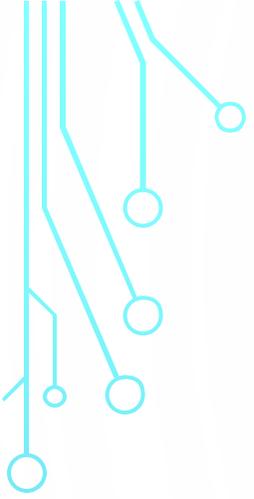
für sich reklamiert

Islamischen Staats (IS) für sich reklamiert hat
Senders NDR

Hamburg

Terrormiliz des sogenannten
Nach Informationen des

seien

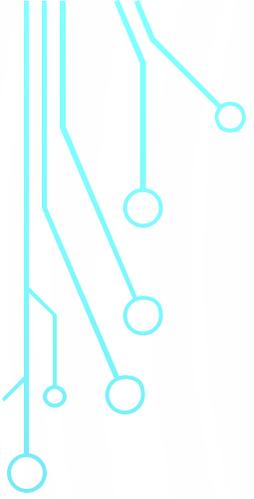


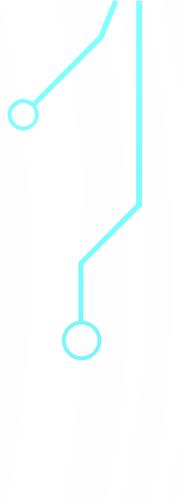
werde sei
aus schöpfen
fehlt bislang jede Spur
Polizei ermittelt
berechtigte Zweifel.
Bundesanwaltschaft prüft

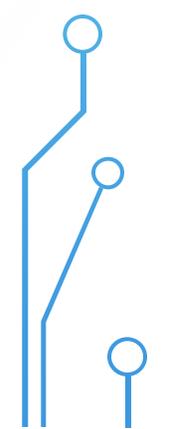
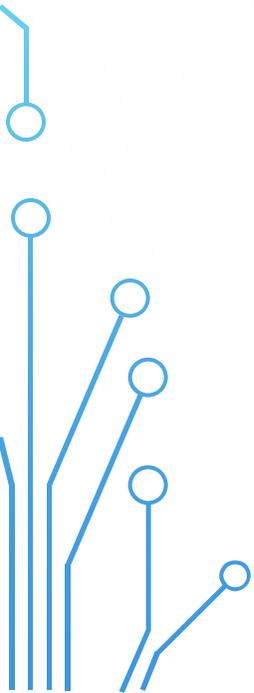
4. METAPHORIK UND IDIOMATIK

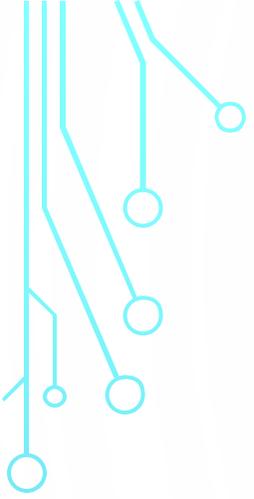
- Metaphorik:

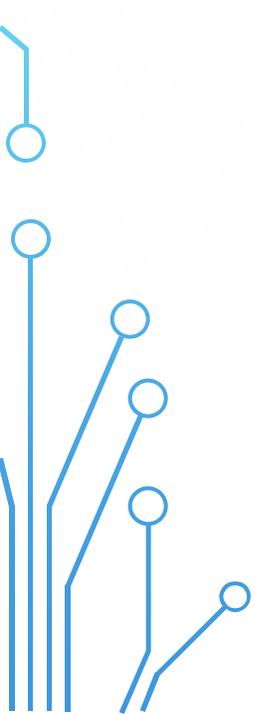
Achilles ist ein Löwe

- 
- **1. dynamisierende Metapher**

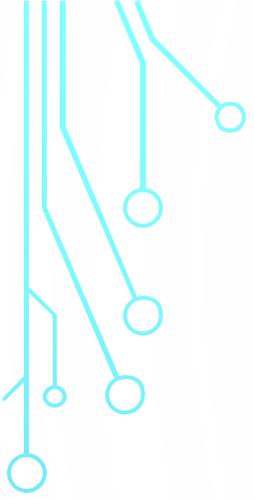
- **2. verkörpernde Metapher**
- 



- 
- **3. personalisierende Metapher**

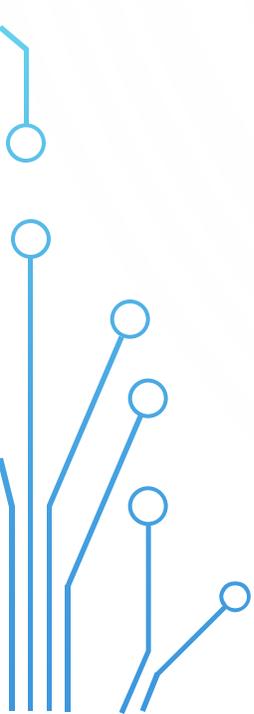
- **4. sensorische Metapher**
- 

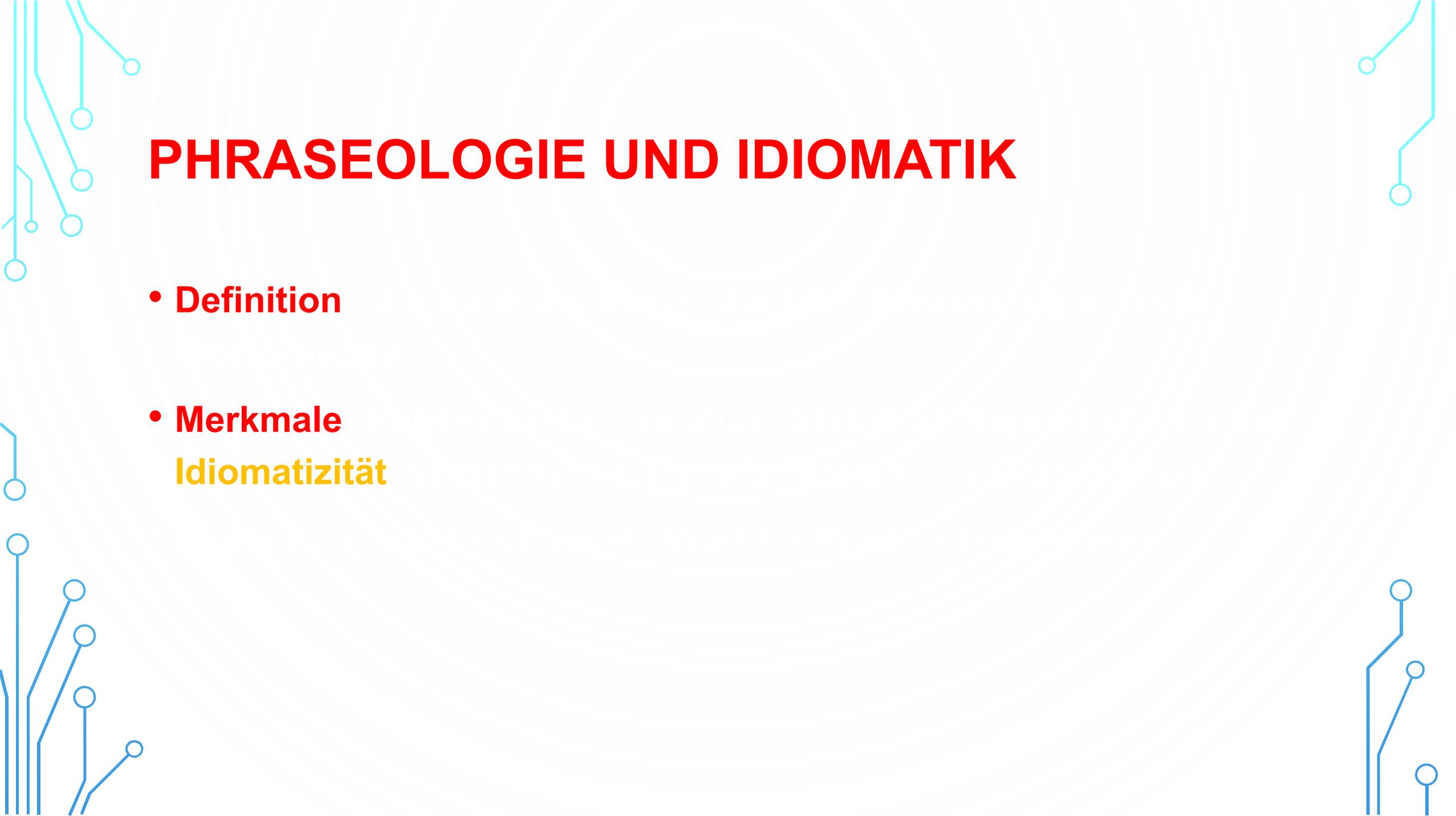




• **1. Interesse- und Leseranreiz:**

• **2. Pointierung:**





PHRASEOLOGIE UND IDIOMATIK

- **Definition**

- **Merkmale**

Idiomatizität



Idiome

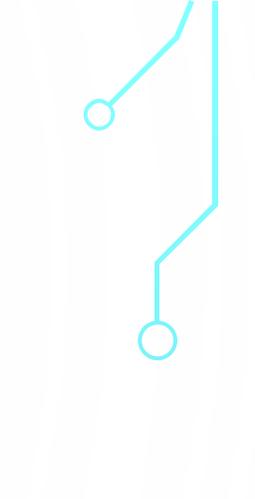
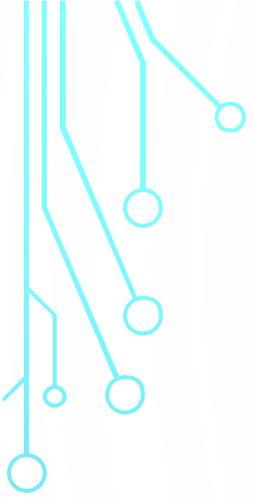
- **Vergleiche**
- **Paarformeln**
- **Kollokationen**
- **Feste Phrasen Sprichwörter geflügelte Worte**



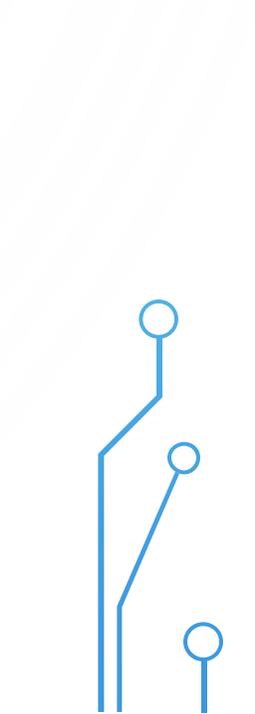
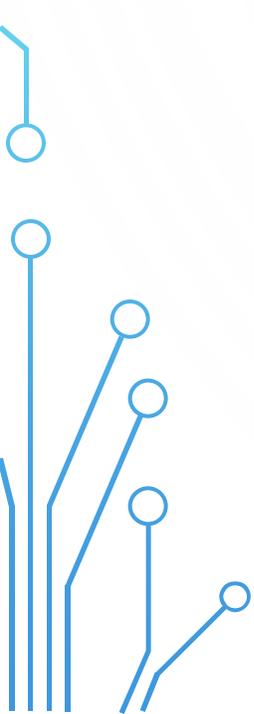
- **Auflockerung der Informationen durch Anschaulichkeit und Bildlichkeit**

- **Quellenbereiche: Körperteile, Spiele, Handwerk, Handel, Wirtschaft, Militär**



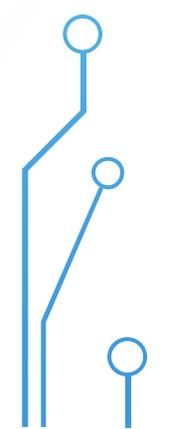
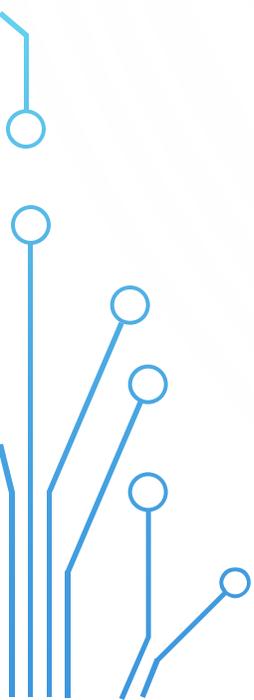
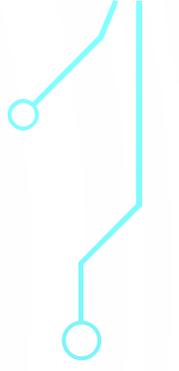
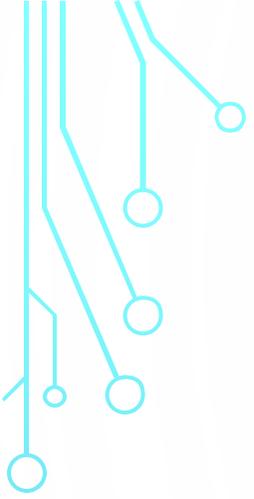


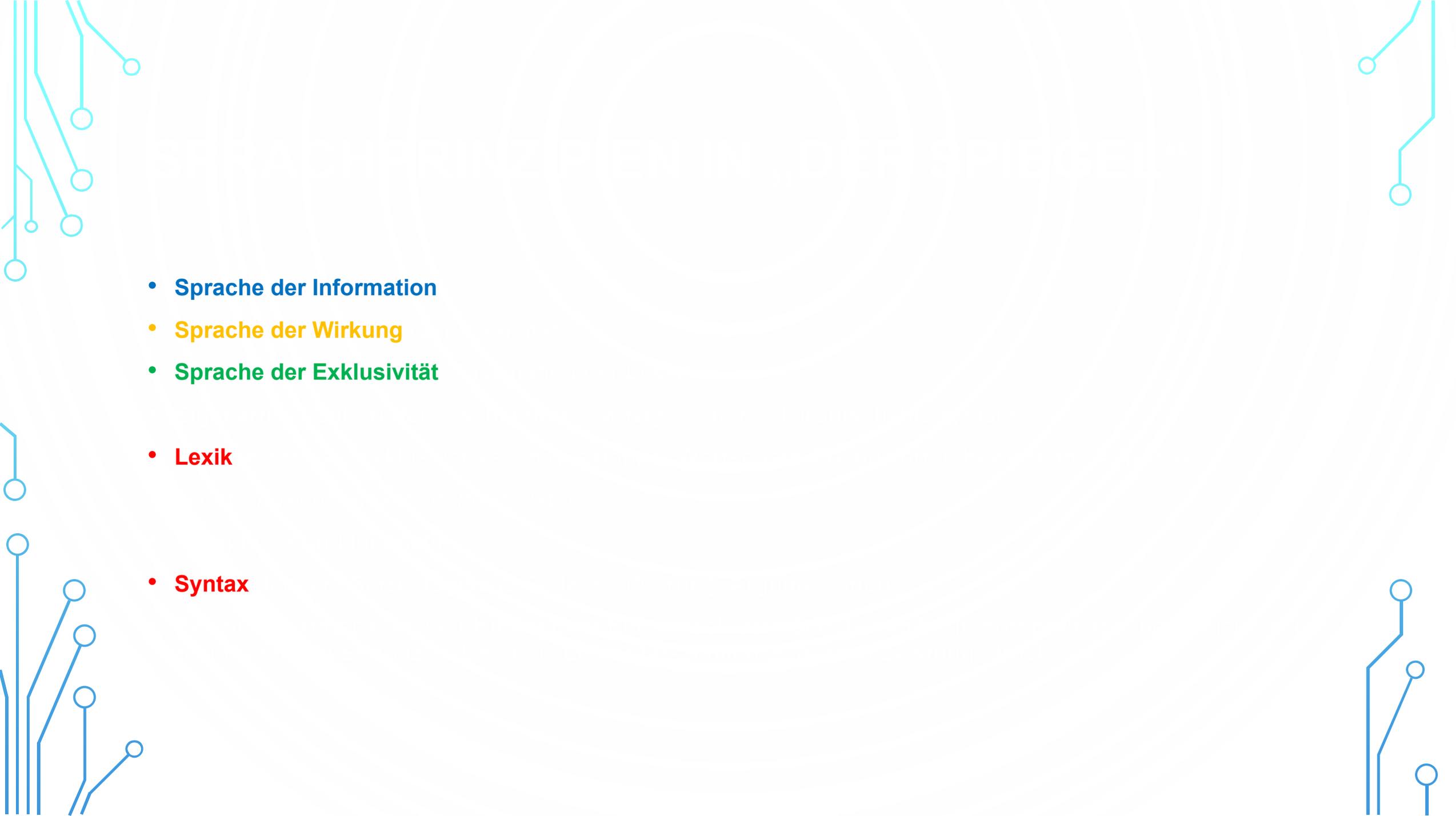
- **Emotionalisierung, Expressivität, Humor, Satire, Ironie:**



- **Variationen und Modifikationen:**

Pleite

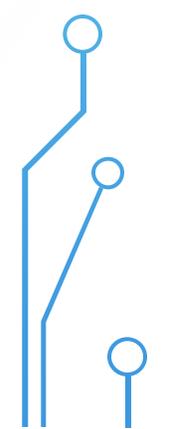
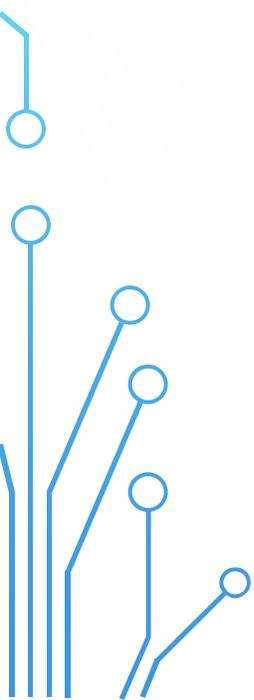
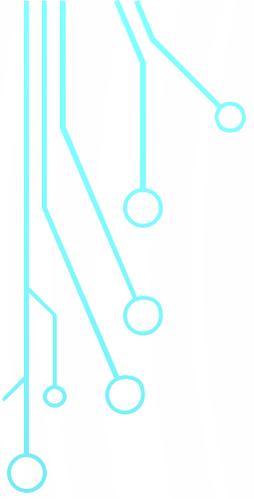


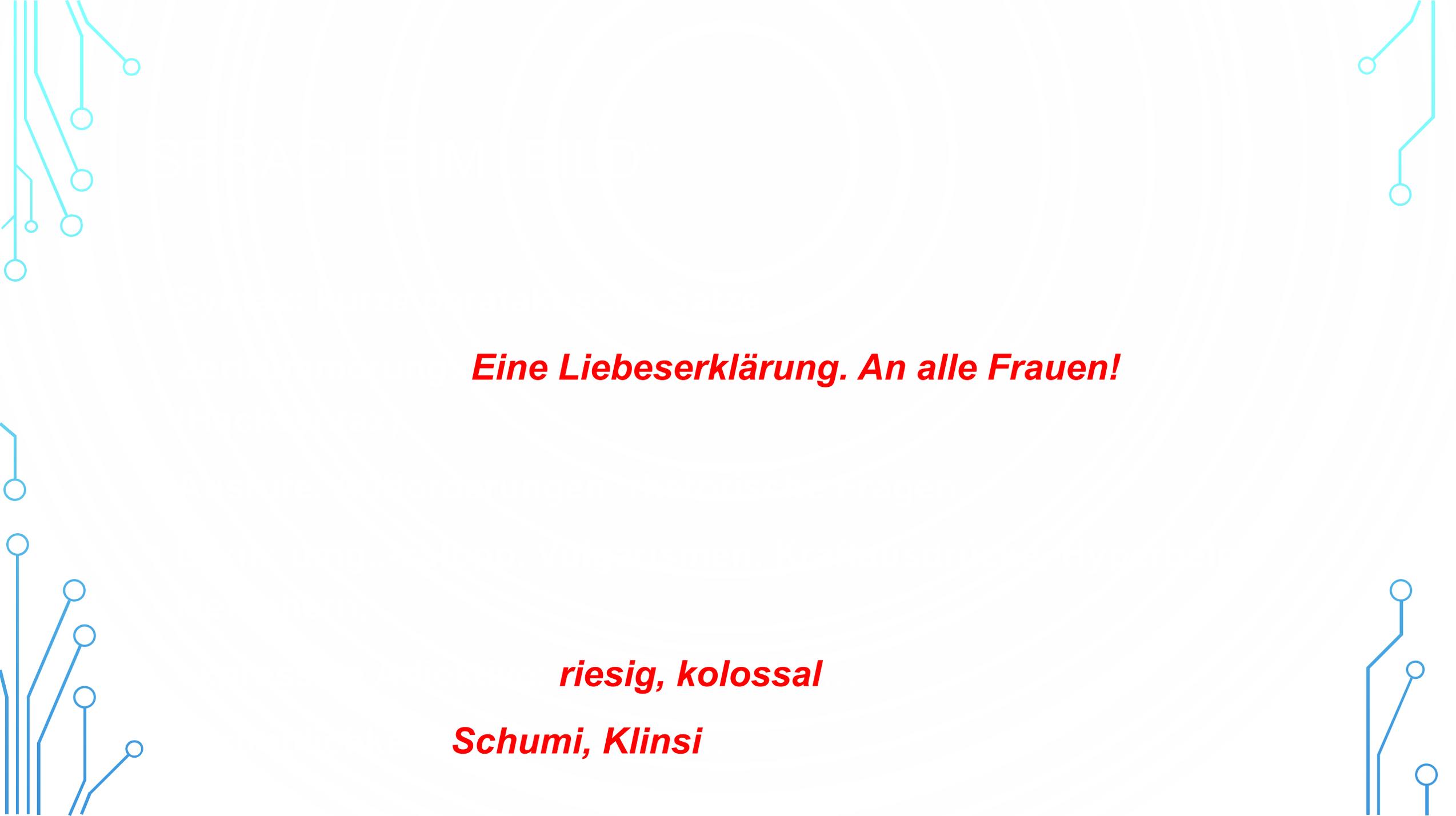
- 
- The image features decorative circuit-like lines in the corners, consisting of thin blue lines with small circles at various points, resembling a stylized network or data flow diagram.
- **Sprache der Information**
 - **Sprache der Wirkung**
 - **Sprache der Exklusivität**

 - **Lexik**

 - **Syntax**





The image features decorative blue circuit-like lines in the corners, consisting of vertical and horizontal lines with small circles at the ends, resembling a stylized PCB or data network.

Eine Liebeserklärung. An alle Frauen!

riesig, kolossal

Schumi, Klinsi







[SPIEGEL ONLINE zur Startseite machen](#)

[Hier geht es zur Mobil-Version ►](#)

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[Fünf Grad plus: Erde droht dramatische Erwärmung](#)

[Themenseite Klimawandel: Die Folgen der globalen Erwärmung](#)