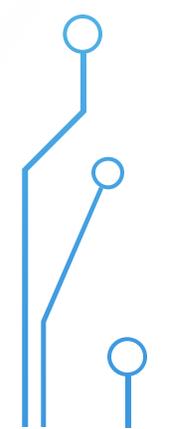
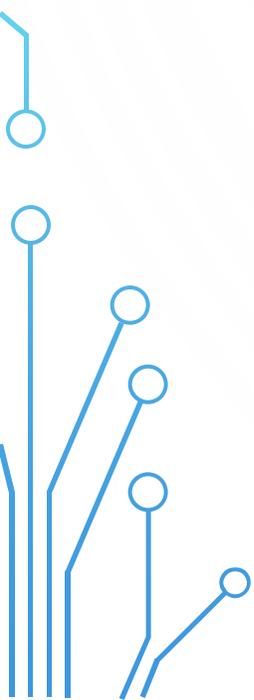
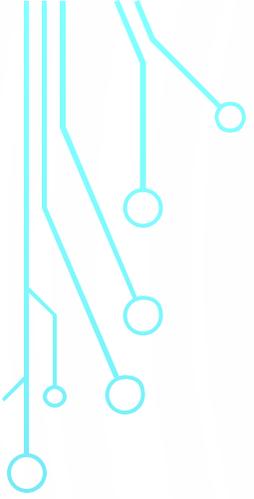
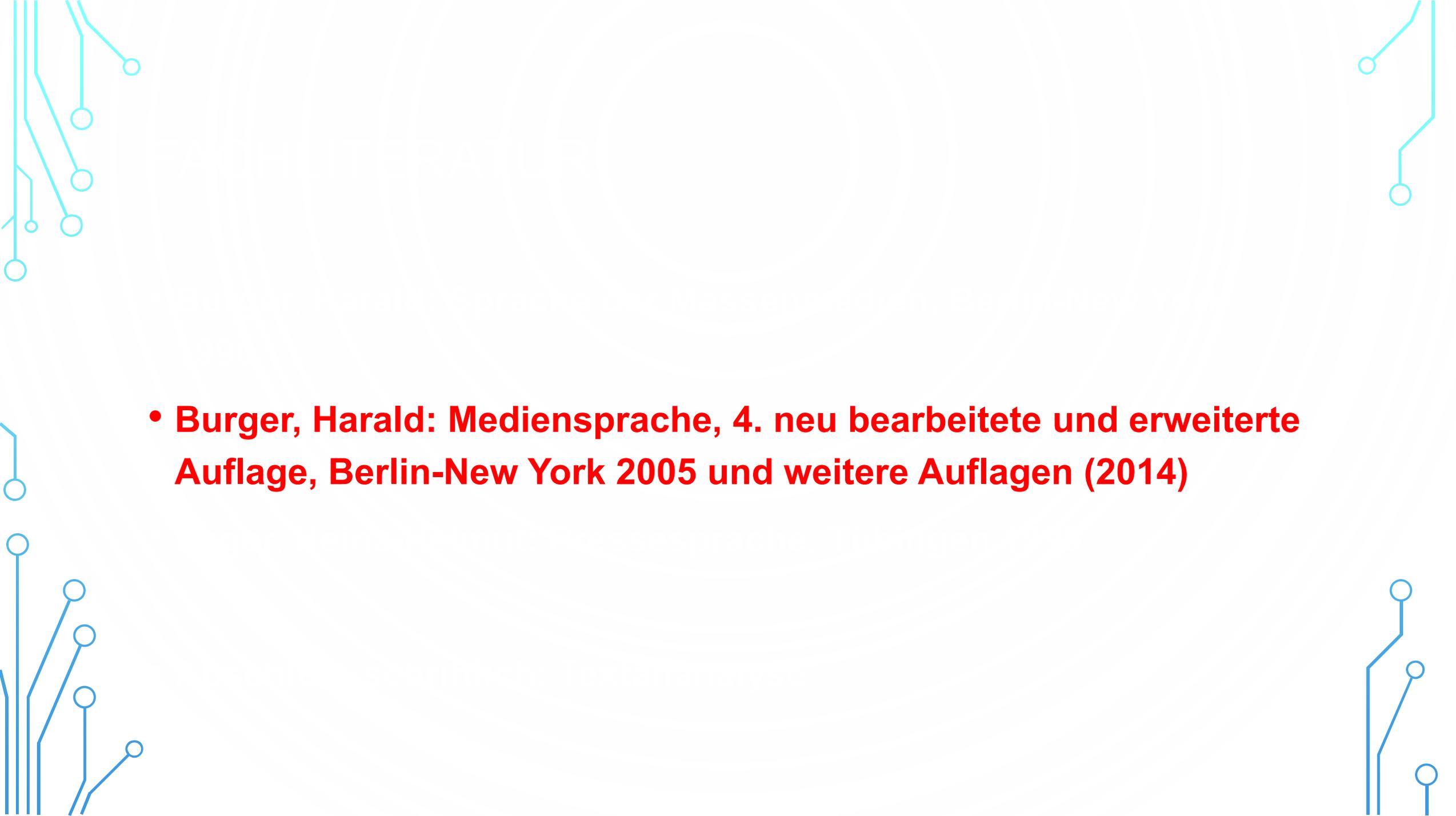




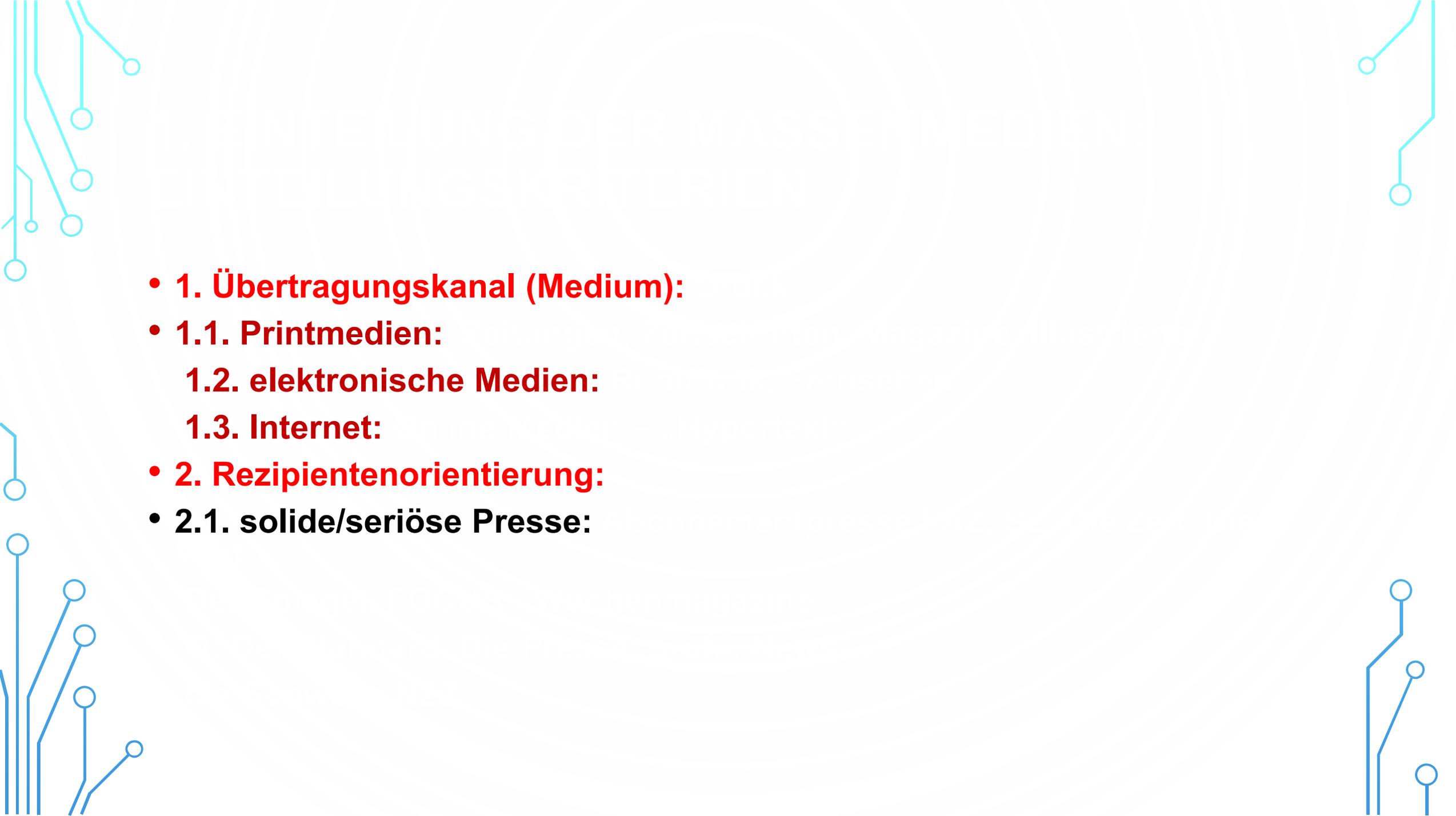
WAHLVERANSTALTUNG



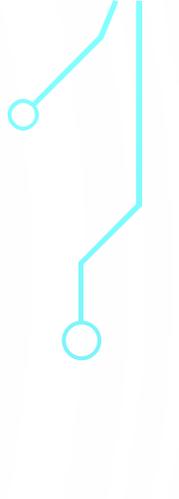
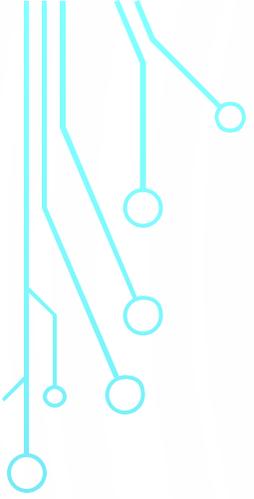
- 
- **Burger, Harald: Mediensprache, 4. neu bearbeitete und erweiterte Auflage, Berlin-New York 2005 und weitere Auflagen (2014)**

## linguistische

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

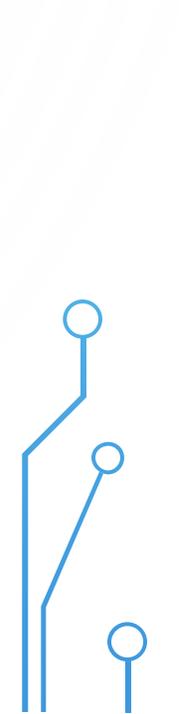
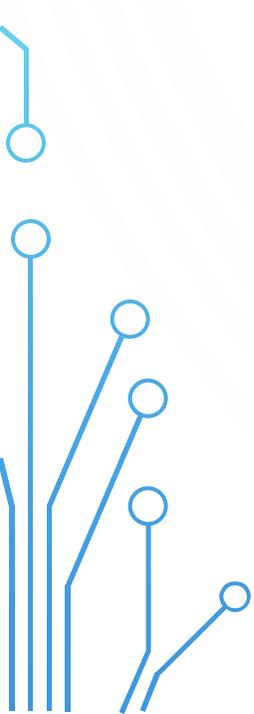
- 
- **1. Übertragungskanal (Medium):**
    - **1.1. Printmedien:**
    - **1.2. elektronische Medien:**
    - **1.3. Internet:**
  - **2. Rezipientenorientierung:**
    - **2.1. solide/seriöse Presse:**

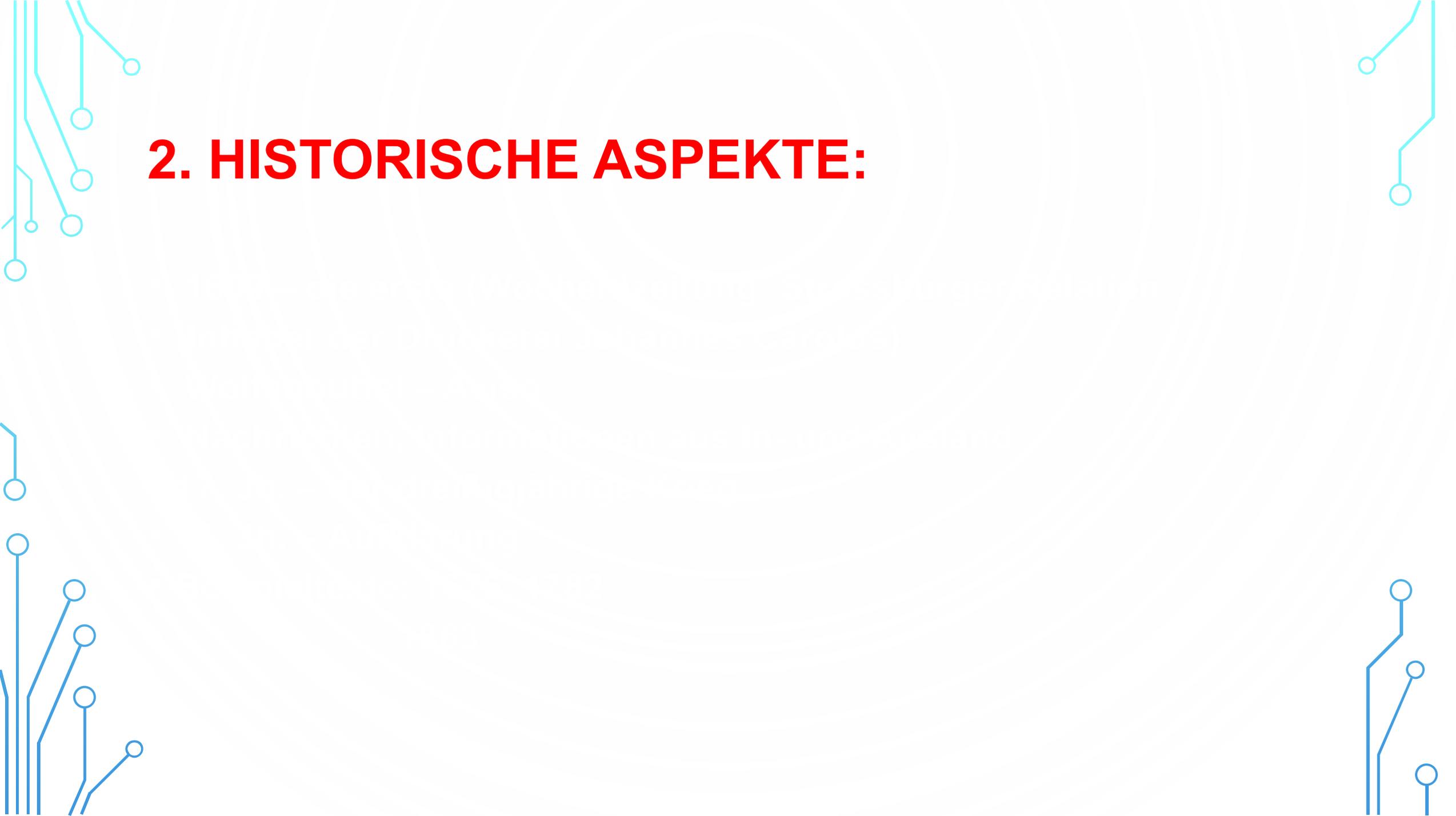
- 
- **2.2. lokale Presse**
  - **2.3. Boulevardpresse:**
  
  - **2.4. Zeitschriften**
  
  - **2.5. Fachzeitschriften**
  - **elektronische MM:**



## **2. HISTORISCHE ASPEKTE: ENTWICKLUNG DER MASSENMEDIEN**

**Flugblätter**

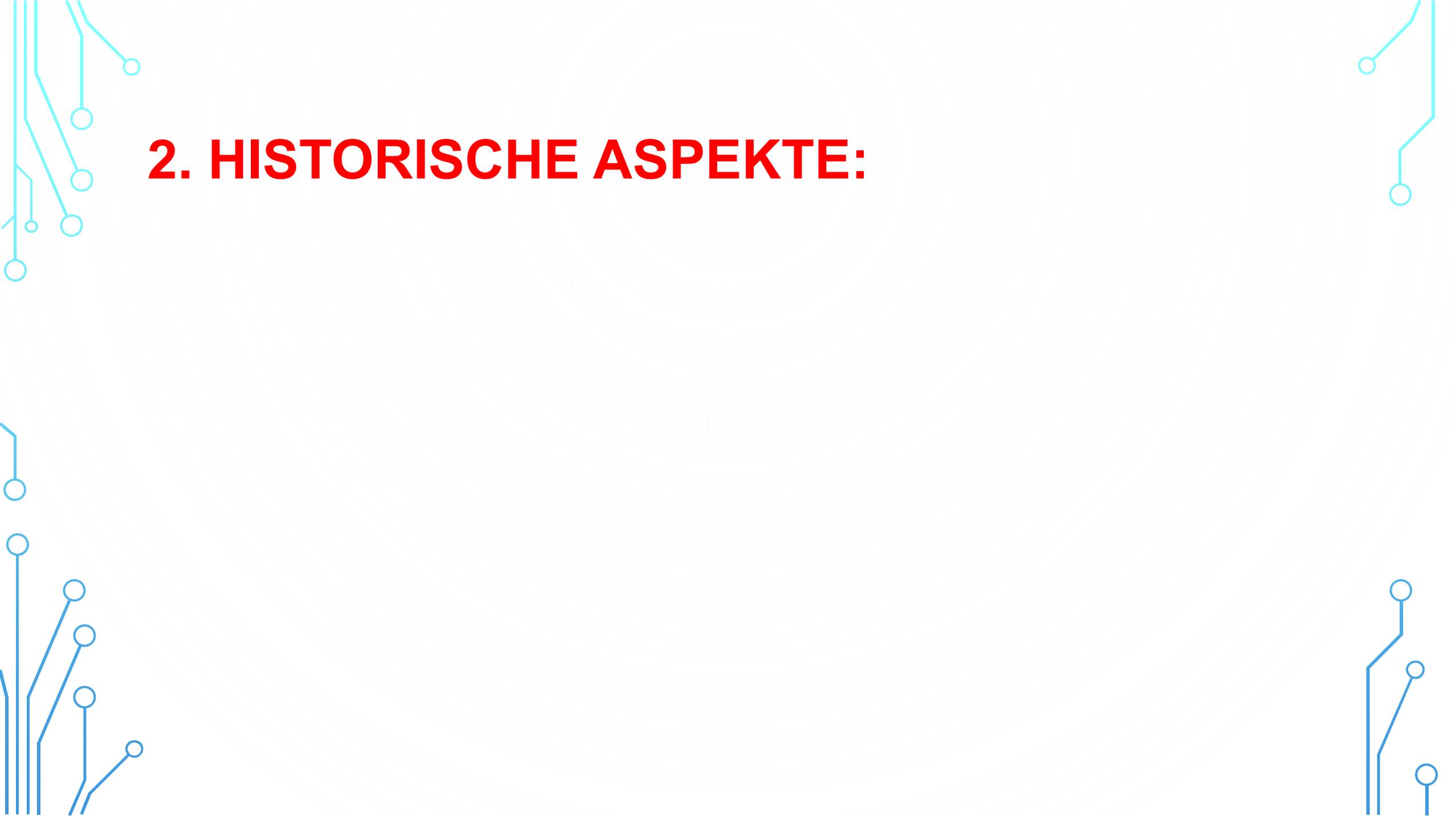


The image features a white background with decorative blue circuit-like lines in the corners. These lines consist of straight paths that branch out and terminate in small circles, resembling a stylized PCB or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right 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 thin blue lines that branch out and terminate in small circles, resembling a stylized circuit board or network diagram. The central text is in a bold, red, sans-serif font.

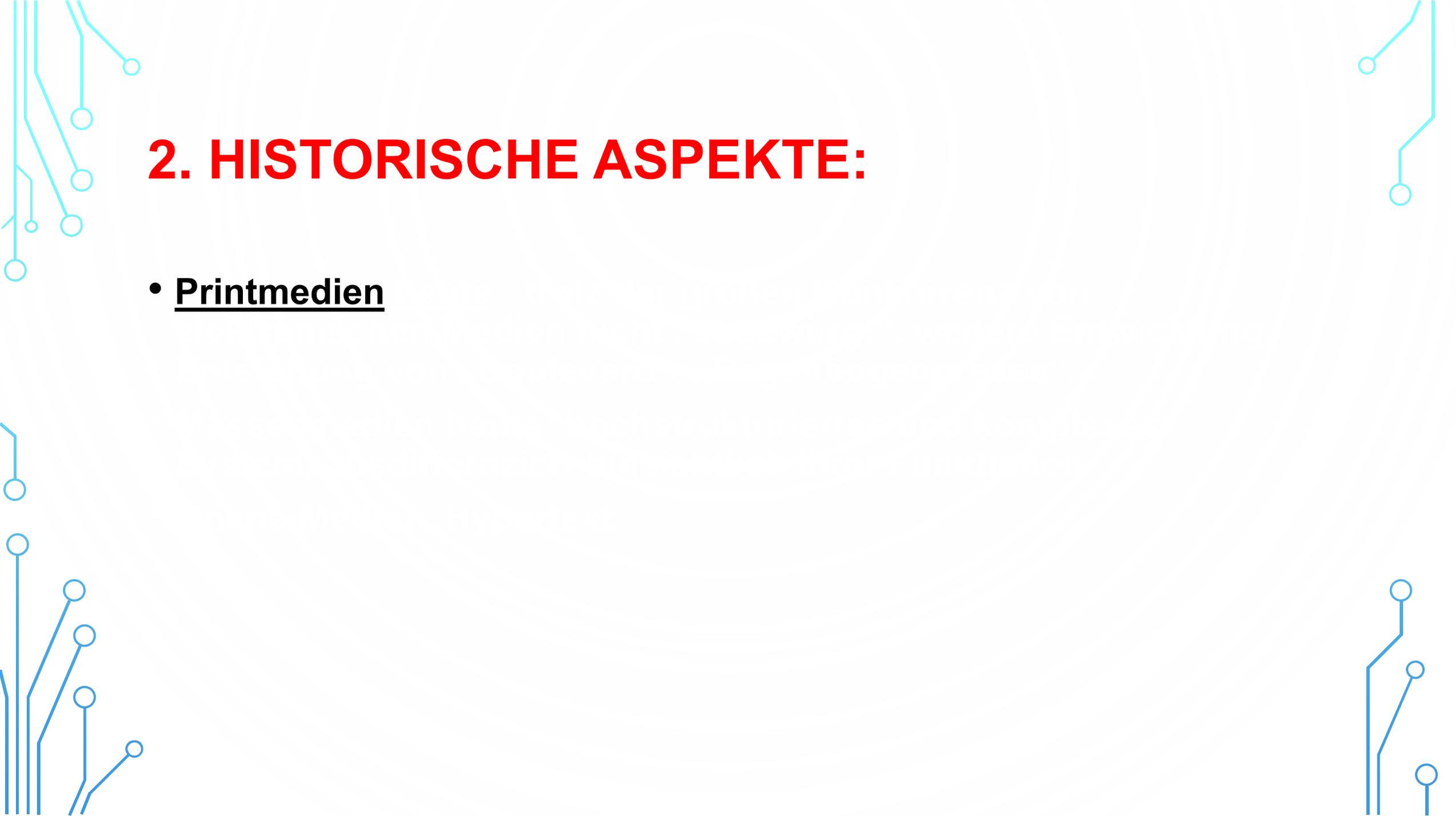
## 2. HISTORISCHE ASPEKTE:

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:**

## 2. HISTORISCHE ASPEKTE:

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



## 2. HISTORISCHE ASPEKTE:

- **Printmedien**



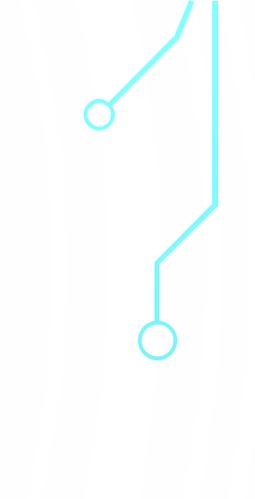
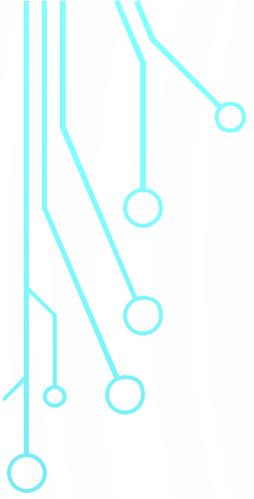
## 1. der Kommunikator

- **2. der Rezipient:**

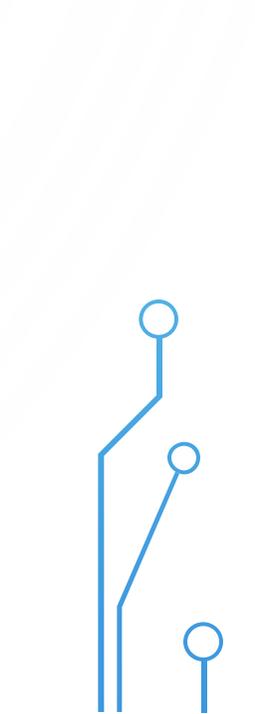
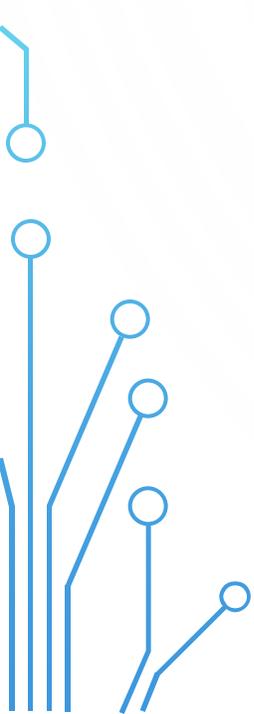


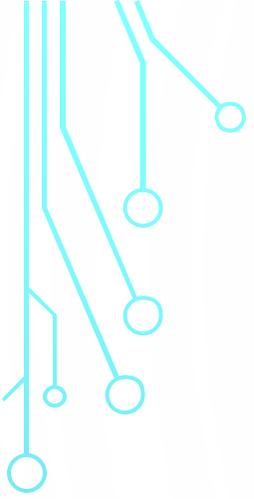
- **3) kommunikative Funktionen der publizistischen Texte**

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

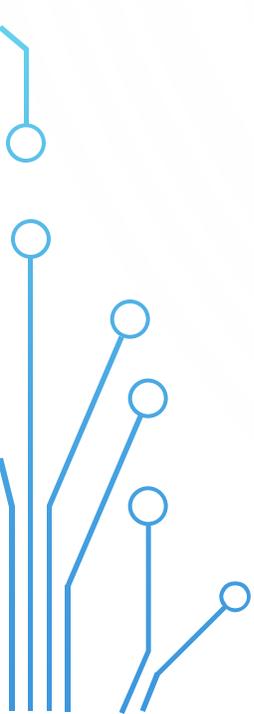


# 1. Telefon-Dialog





## 2. Unterhaltungssendungen im Fernsehen:

- Schweizer Tagesschau (2013):
- 



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.

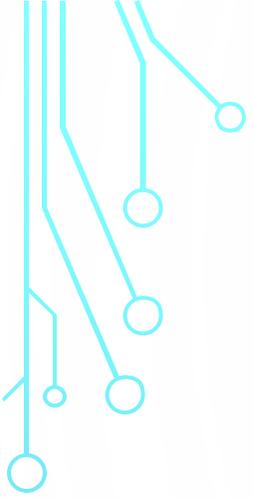
**nicht professionelle**

- **Drei Betrachtungsweisen:**

**Textsortennetze, Textsortenstil**

**Textsorte,**

- **Online Presse: „Hypertext“**



- **1. Syntax und Morphologie:**

***Überall Staus***

***60 Personen wurden festgenommen, gegen 20 wurden Haftbefehle erlassen***

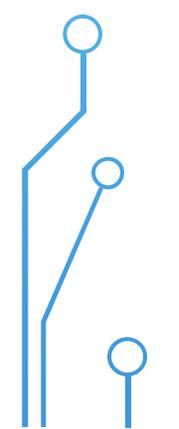
***Das Bemühen um  
eine auf die aktuelle Entwicklung zugeschnittene Lösung des Problems...***

***zur Durchführung bringen***

**zu**

**indirekte Rede**

***Fragen stellen***



# 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*

# EUROPE

- Im Fall

bittet

um Mithilfe

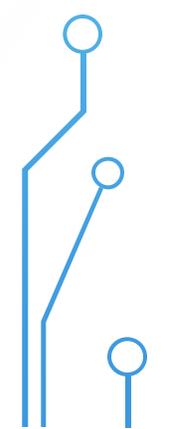
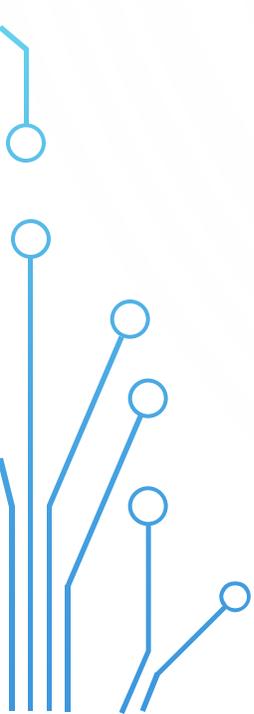
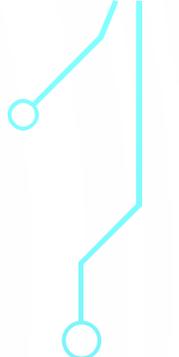
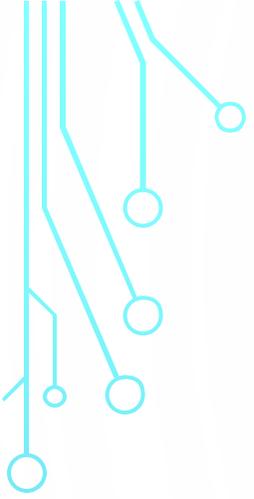
für sich reklamiert

Islamischen Staats (IS) für sich reklamiert hat  
Senders NDR

Hamburg

Terrormiliz des sogenannten  
Nach Informationen des

seien

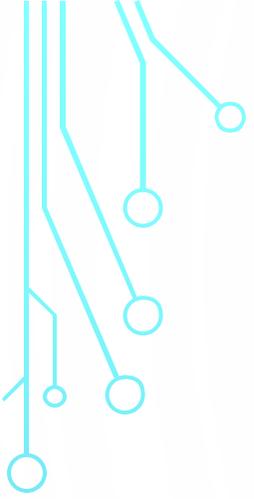


werde sei  
aus schöpfen  
fehlt bislang jede Spur  
Polizei ermittelt  
berechtigte Zweifel.  
Bundesanwaltschaft prüft

# 4. METAPHORIK UND IDIOMATIK

- Metaphorik:

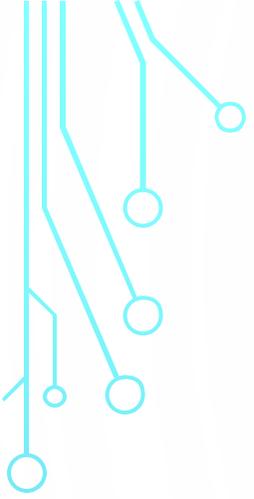
*Achilles ist ein Löwe*

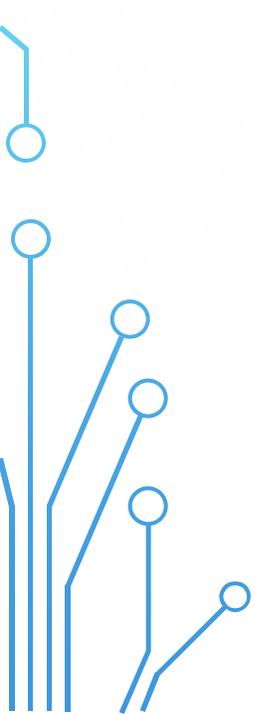


- **1. dynamisierende Metapher**

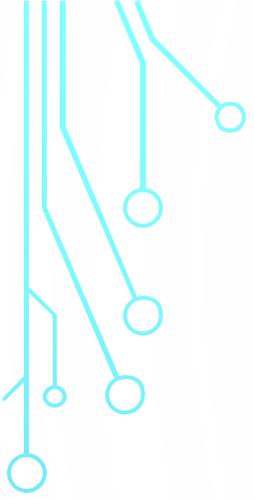
- **2. verkörpernde Metapher**



- 
- **3. personalisierende Metapher**

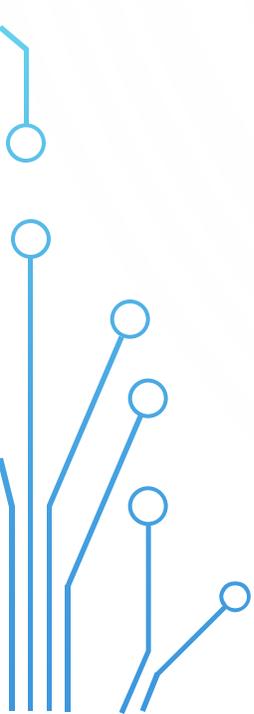
- **4. sensorische Metapher**
- 

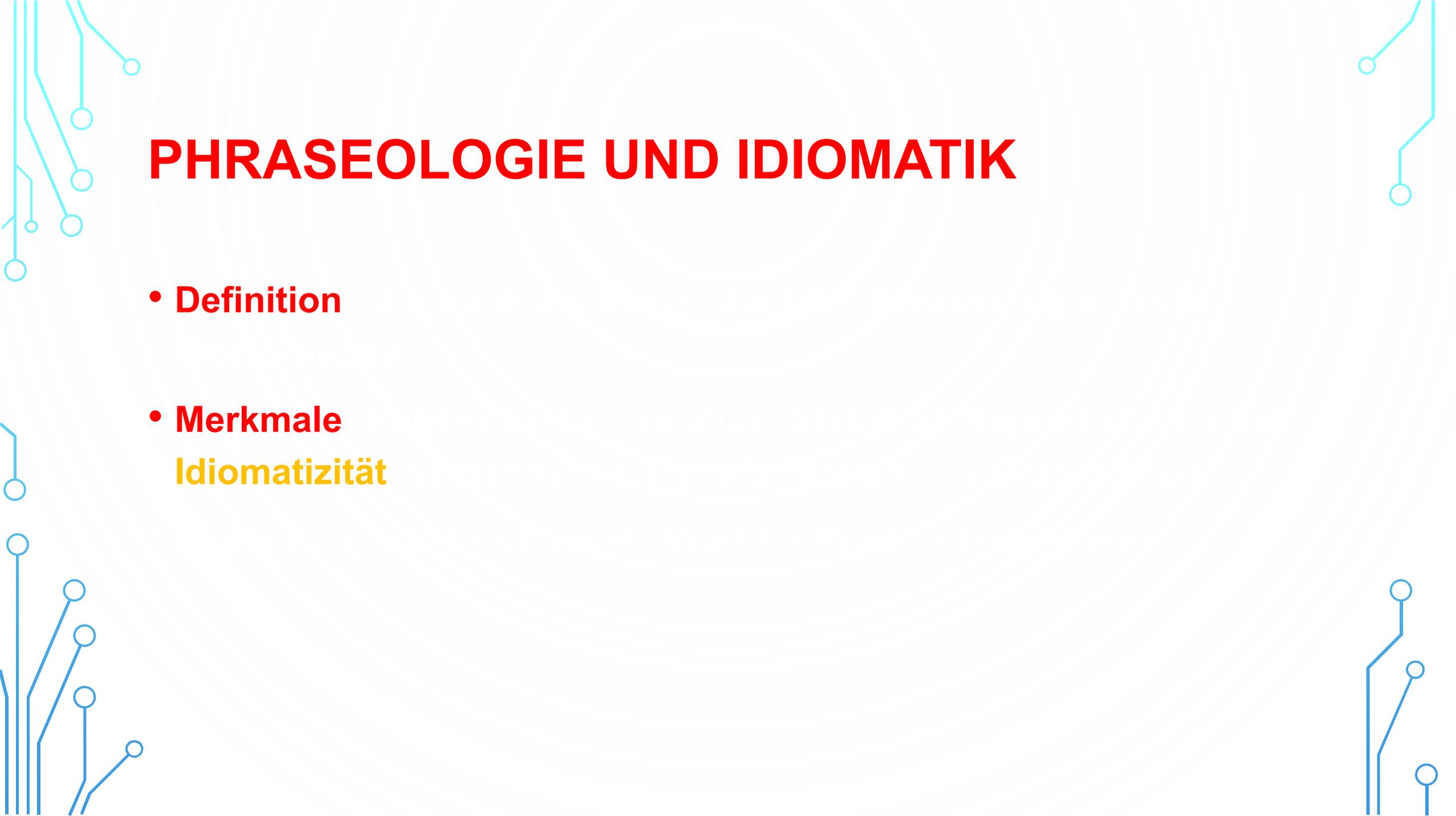




• **1. Interesse- und Leseranreiz:**

• **2. Pointierung:**





# PHRASEOLOGIE UND IDIOMATIK

- **Definition**

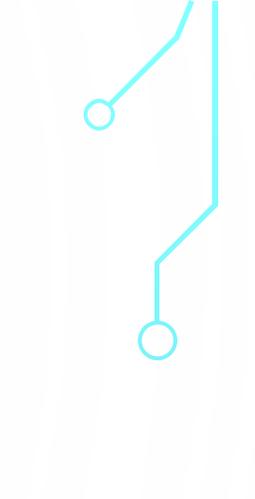
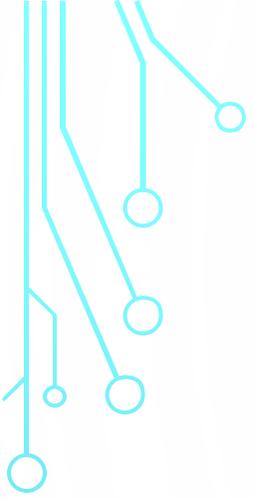
- **Merkmale**

**Idiomatizität**

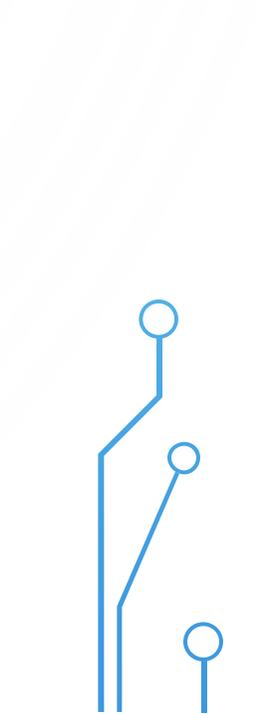
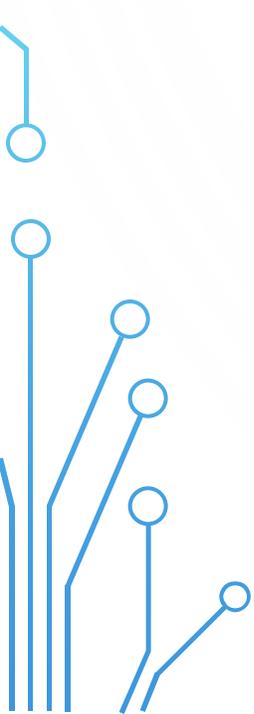


## Idiome

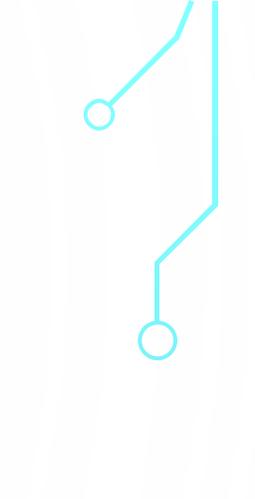
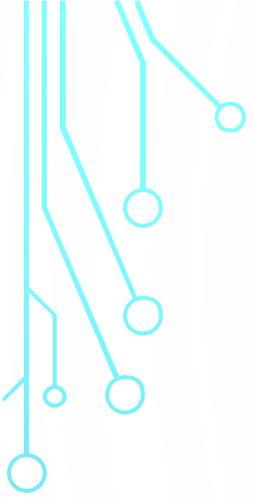
- **Vergleiche**
- **Paarformeln**
- **Kollokationen**
- **Feste Phrasen Sprichwörter geflügelte Worte**



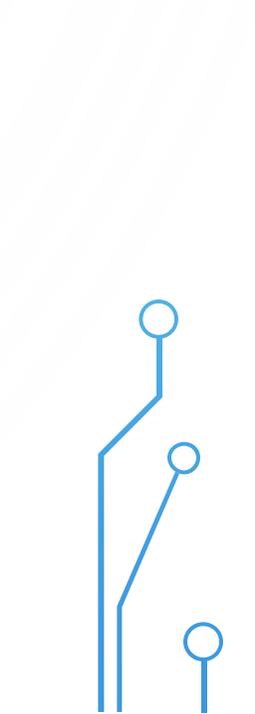
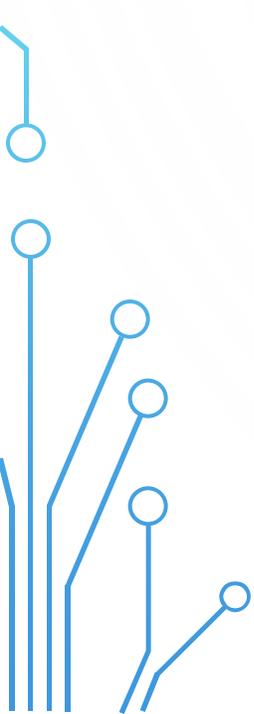
- **Auflockerung der Informationen durch Anschaulichkeit und Bildlichkeit**



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



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



- **Variationen und Modifikationen:**

*Pleite*