

Abstracts

Thomas Schröder: Changing Media Communication

If we take a closer look at the change of medial communication over the past thirty years, we can not only state trends of short duration, but also intermedia development directions on a fairly long-term basis. In this article, we discuss three meta-tendencies: The first part shows, based on the term *flood of pictures* („Bilderflut“), how newspapers, television and news sites on the Internet deal with the communicative potential of multimedia. The second part mainly deals with the role of the recipients: They are progressively taken more seriously in terms of their co-operative part in the process of media communication, which can be considered as the starting point of a trend in which the recipient is given more power and the possibility of an active participation. Under the keyword of *tabloidization* („Boulevardisierung“), we discuss in the third part the problem of a media orientation in line with the wishes of their public.

Friederike Herrmann: The Disappearance of Fact from Media Coverage – Reflection on the Analysis of Narratives in Public Debate Using the Example of the Refugee Issue

Public debate often contains implicit narratives that influence our perception and preform our opinion of current issues without being noticed. Politicians as well as citizens take up these narratives and repeat them, for example, in everyday conversation. It so happens, often quite unintentionally, that these narratives become a tacit part of media coverage. Events and facts are only significant in this context, but they become irrelevant and will not be recognized if they do not conform with the narrative. The following article describes a depth-hermeneutical approach which makes it possible to identify such narratives by analyzing the communication scene. The case study is based on the example of a journalistic debate about the coverage of a sexual assault in Freiburg, where the suspect was a young man from Afghanistan. This Freiburg case is interpreted as part of the dominant narrative that emerged in connection with the topic of refugees in autumn 2015 in Germany.

Michael Klemm: Multimodal Cultural History/Histories. German TV-Year-In-Reviews in Their Historical and Medial Transformation

The paper analyses how German TV-year-in-reviews in the ARD, conceptualized as prominent resources for our cultural memory, have changed since 1952. The analysis shows the differences of how memory components were shaped multimodally, framed strategically or exploited in a sense of memory politics over the decades – and in which way and to which purpose very different social discourses were linked to them. In total, a short culture and discourse history of the Federal Republic of Germany unfolds.

Aleksandra Gnach: When Virtual Communities Influence Public Communication, Applied Linguistics Has to Play a Prominent Role

Due to the accessibility of the Internet and the spread of mobile devices people have become increasingly networked as individuals. In today's societies, the mass media system is complemented by and interconnected with

the communication on social media. People using social media are creating active, communicative networks. In these networks, individuals and institutions communicate privately and publicly, they re-contextualize media content, share a wide range of ideas, ideologies or social preferences. The exchange and discourse between and within virtual communities can be seen as a constant co-construction process of meaning, of public discourses and, therefore, of social realities. Because discourses and interactions on social media mainly consist of language use, linguistic methodology is predestined to investigate the meaning-making processes of virtual communities. The combination of linguistics and ethnographic methods with sociological frameworks can bridge the gap between micro and macro perspective on virtual communities and their interplay with social realities.

Konstantin Niehaus: Language of Distance and Language of Immediacy in Newspapers of the 18th and 'Long' 19th Century

In the language usage of today's newspapers, authentic or stylized, features of language of immediacy are said to be spreading (cf. e.g. Straßner 1999: 47; Betz 2006: 128-129, 185; earlier and similar Hartmann 1990: 44). This contribution discusses whether and to what extent (in the style of genres or specific newspapers) features of language of immediacy anchor also in the historical language usage of newspapers, and what criteria may be used to distinguish between concepts of immediacy and distance in newspapers from the 18th and 'long' 19th century. The article pleads for a more differentiated (socio-)linguistic sub-division of the language of newspapers to avoid contradictory classifications of it as 'a whole' (e.g. Scheible et al. 2011: 540 vs. Hartmann 2014: 188-190). Continuities of language of immediacy in newspapers will be illustrated in order to further base the discussion on a change of language usage in printed newspapers on empirical grounds in the future.

Lisa Blasch: To Make or Not to Make a Figure. Personalization and the Construction of Media Figures in the Tension of Tabloidisation, (Online-)Media Identity Work and High-Quality Storytelling

Focusing on persons and creating popular media personas is a prevalent communicative practice in recent media coverage. Labelled as *personalisation*, this phenomenon is often analysed as a *tabloidisation* element. Drawing upon concepts of Media and Cultural Studies as well as of Critical Discourse Analysis, this article argues for a more detailed and ambivalent conception: Depending on the concrete enactments and media texts of this discursive pattern, constructions of media figures may, at least to some extent, also function as trans-medial sites of public debates, as practices of (online-)media identity work and personal branding, or as a part of high-quality storytelling journalism.

Daniel Pfurtscheller: 40 Years of "1, 2 oder 3". Medial Change in the Case of a Long-running Children's Television Game Show

The paper examines the change of the long-running children's television game show "1, 2 oder 3", a German-language adaptation of the US game show "Runaround". In order to reconstruct the changes in the format from 1977 to 2017, a qualitative product analysis of selected programs was carried out. Aspects of the dramaturgy of the game show and the staging of tension, the multimodal design of the television programs as well as the interaction between the involved persons were examined in detail. The diachronic format analysis shows a high consistency in many areas. Format change is evident in the more dynamic formatting of studio interaction (less small-talk, more game-play), depersonalization (teamwork instead of individual work) and edutainment

(explanatory pieces instead of mere shows). Other changes include a trend towards hybridization of formats (integration of elements from other game shows), as well as decreased use of product placement, and less interactive ways for the viewers to get involved.

Karl N. Renner: Journalistic Storytelling via Interactive Multimedia Online-Features

The study explores the semiotic, narratological and journalistic dimension of interactive multimedia online reporting. The conceptual framework is the theory of communicative action; the empirical basis is an ensemble of ten online reports belonging to different sub-genres (scrollytelling, web documentary, audio slide etc.). It becomes apparent that online reports can cope with the contemporary requirements of journalism in an optimal manner, not least due to their interactivity.

Cornelia Wolf, Alexander Godulla: Multimedia and Selective Elements in Digital Longforms. User Expectations and Assessments

For more than two decades news websites and apps did hardly take advantage of internet specific qualities. However, since a few years the production of complex, unique formats for longform information can be observed: Scrollytelling, web documentary, and selective multimedia story combine internet specific qualities to a multimedia, highly visual as well as selective storytelling. This paper aims to answer the question which expectations users have on these new formats, and how they evaluate the process of reception. Therefore, we conducted a quantitative survey of $n = 248$ mobile internet users combined with a qualitative video-based observation ($n = 48$). Recipients especially appreciate multimedia and selectivity. But this leads to a high structural complexity of the digital longforms: Although the usability has afterwards been positively evaluated, the observation reveals difficulties.

Tanjev Schultz: Overexcited? The Teaser in Digital Journalism

In digital journalism teasers are very short, but nevertheless very important forms of text. They are supposed to attract readers and stimulate them to read the full article. Moreover, teasers ought to give users an orientation in the World Wide Web and in social media networks. Well written teasers may help to allure recipients to read pieces of high-quality journalism. At the same time, however, there are risks of an overexcitement: Teasers can be part of a decline in journalistic quality. These risks are discussed along three problems which are illustrated by examples from real journalistic sites: fads and words of fashion, a tendency of tabloidization in reporting, and blurred boundaries between different genres, especially between news and commentary. Finally, new developments are considered: Teasers becoming shorter and digital journalism becoming more and more visual.

Sylvia Jaki: Emotionalisation in TV Documentaries on Jack the Ripper

This contribution analyses two EnglishTV documentaries on Jack the Ripper – *Shadow of the Ripper* (1988, from the BBC Two series *Timewatch*) and *Jack the Ripper: Tabloid Killer* (2009, from the Channel 5 series *Revealed*) – with two major objectives: Firstly, by means of *Jack the Ripper: Tabloid Killer*, it describes methods of emotionalisation employed by modern TV documentaries. By applying Spitzmüller/Warnke's (2011) discourse-analytical tool DIMEAN, I seek to show to what extent this multilevel analytical model is applicable to

describing emotionalisation in modern TV-documentaries. In a second step, this paper argues that emotionalisation is by no means an inherently new phenomenon within this genre: Although modern TV-documentaries generally lean on entertainment values more heavily than older productions, the analysis shows that films like *Shadow of the Ripper* already try to involve their audiences on an emotional level.

Martha Kuhnhehn: Communication Styles in the Discourse on Glyphosate. An Analysis of the Text Type *Frequently Asked Questions* as Used by Different Stakeholders

The European Glyphosate Task Force and the Naturschutzbund Deutschland e.V. (Nature and Biodiversity Conservation Union Germany, NABU) are two central, yet opposing organizations and voices in the (German) discourse on the herbicide glyphosate (coll. aka “roundup”). Both use the text type “frequently asked questions” not only to inform the public but also in order to argue in favor of or against the use of glyphosate. In this article the communication styles of both organizations within specific FAQs are objects of the analysis in order to reveal the persuasive power of verbal means.

Heike Ortner: Reflections of Language Change and Media Transformations in Instructions on Physical Training

Both old and new lifestyle magazines provide instructions on how to increase your personal fitness. This contribution deals with instructional texts published in magazines from 1913 and 2015, furthermore, on online platforms, in historic instructional books and on a fitness app. The analysis concerns the linguistic coding of motion and instructions as well as the multimodal text design in the context of language, sports and media change. The use of means of personalization increased strongly. The newer texts are more homogeneous. In multimodal terms, the changes mainly concern the attractiveness of the text design. Online, there is very limited use of the potential of multimodal presentations, mainly by integrating embedded video sequences.

Dennis Kaltwasser: The Interactive Newspaper – Current Developments in Web-Based Journalism

Since the establishment of the *Wolfenbütteler Aviso* in 1609, the medium newspaper and its associated communicative practices have undergone extensive change. Many of these developments were related to the forms of presentation, and hence, to the communicative means available to authors and publishers. On the one hand, this trend continues with the transformation towards a digital and internet-based newspaper and the correlated development of new possibilities for multimodal presentation. On the other hand, this development also induces a quite different type of change: The new media format allows readers to become more active and to post their comments on online news articles. This opens up a broad range of new options for communicative action and turns the newspaper into a truly interactive medium. This paper aims to give an overview of the consequences and changes due to this new developments within the communicative realm; furthermore, outline those areas of research resulting from it in the the fields of linguistics and communication science alike.

Marianne Franz: User Comments on Online-Newspapers in the Functional Tension Between Public Political Participation and Individual Self-Presentation

User comments on online-newspapers have become increasingly discredited. Editors are forced by unreliable and hateful posts to stop their discussion boards or to moderate them, and to remove questionable comments.

This, in turn, provokes accusations of censorship. The essential question in this context is why users comment on online articles at all: Do they conceive this verbal practice as a democratic option to participate in the agenda setting process as responsible citizens? Or do users seek a possibility of self-expression, image cultivation, self-assurance and emotional relief? This, of course, would turn user comments into a sort of participation placebo. In a first step, the following paper seeks to answer these questions by describing the conditions of communication of user comments. A case study on user comments in two Austrian online-newspapers gives insight into the typical speech acts and the predominant functions of this text type.

Andreas Wiesinger: The Social Web's Popular Journalism

The social web is challenging traditional mass media while at the same time creating numerous opportunities for it. Users have the possibility to react to publications, giving editors insights into their preferences and attitudes as they comment on and share contents. This paper characterizes the unique selling propositions and communication forms of two of the Social Web's most popular platforms, the social network Facebook and the microblogging service Twitter. Subsequently, six tabloids from Germany, Austria and Switzerland will be discussed, whereby a selection of particularly successful publications with comments from users will be analysed, in order to elaborate on prevalent communication styles on the social web. The aim of this paper is to draw a comprehensive picture of the social web's German-speaking tabloid journalism.

Heiner Apel, Bernadette Rieder, Cordula Schwarze: Text – Image – Voice: Multimodal Knowledge Communication in the Museum

The present paper deals with multimodality and knowledge communication in the museum. On the basis of a case study of a multimedia presentation in an archaeological museum, it will be shown that a multimodal communication design does indeed have a valuable contribution to make to knowledge communication under specific conditions of reception. The theoretical and analytical framework of this case study draws, on the one hand, on Hausendorf's theory of 'art communication', according to which form-function relations are central to fulfilling the relevant communicative tasks. The analysis relates, on the other hand, to previously defined design criteria, as recommended by research on text and listening comprehension. Specifically, the study demonstrates that linguistic knowledge can be applied productively to the requirements originating from communicative practices in this archaeological museum. The findings indicate that multimodal knowledge communication is functionally determined rather than being shaped by media change.