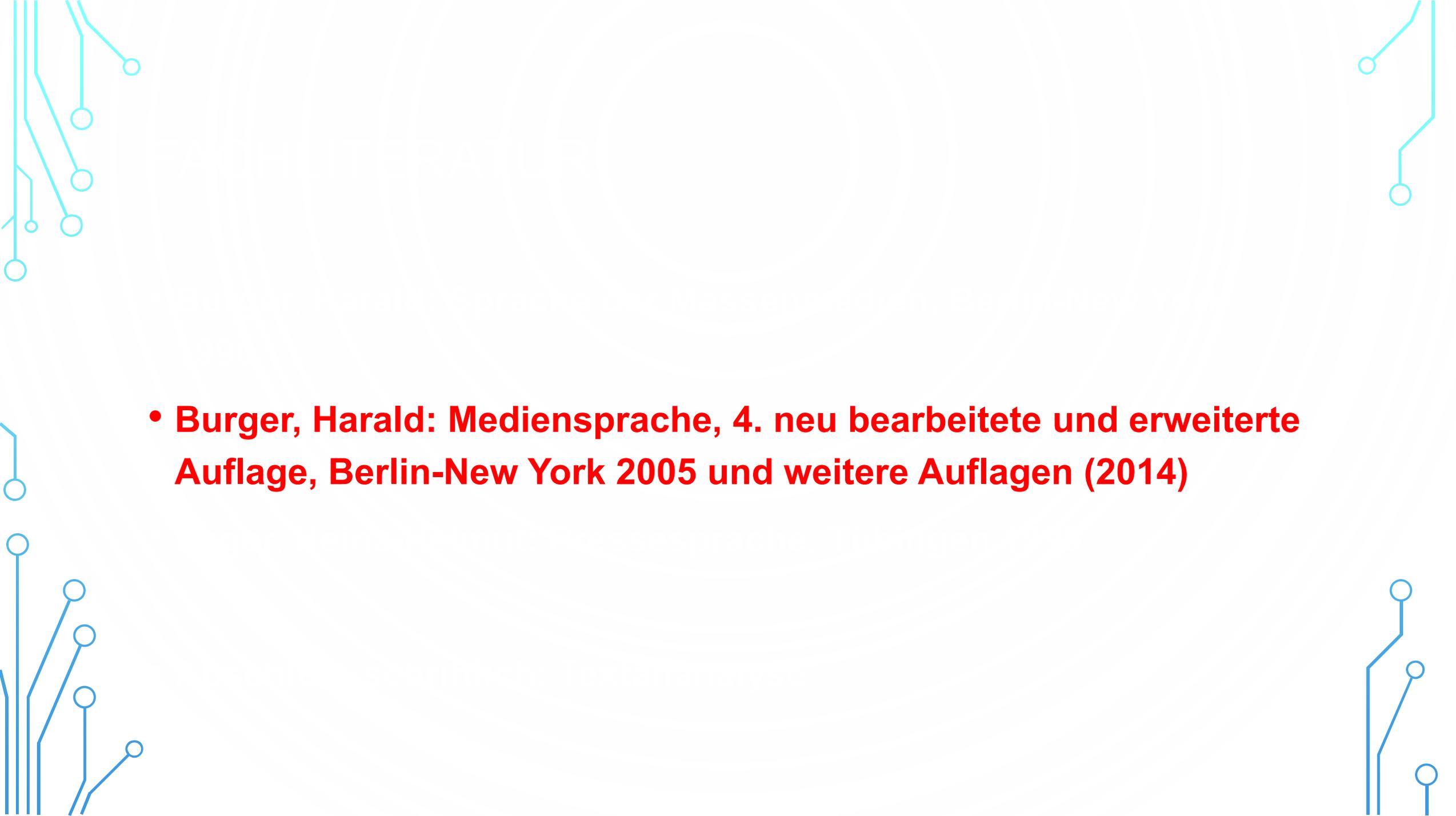




WAHLVERANSTALTUNG



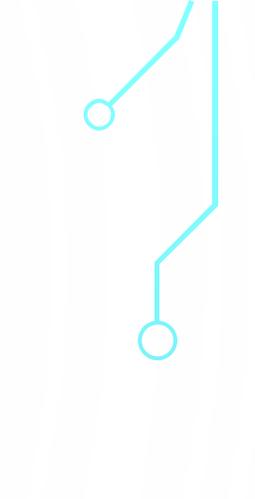
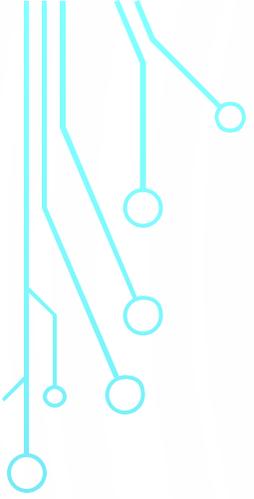
- 
- **Burger, Harald: Mediensprache, 4. neu bearbeitete und erweiterte Auflage, Berlin-New York 2005 und weitere Auflagen (2014)**

## linguistische

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

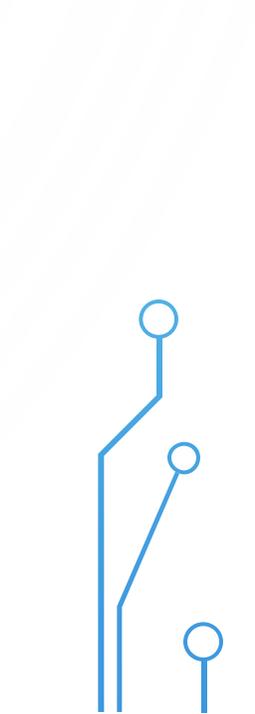
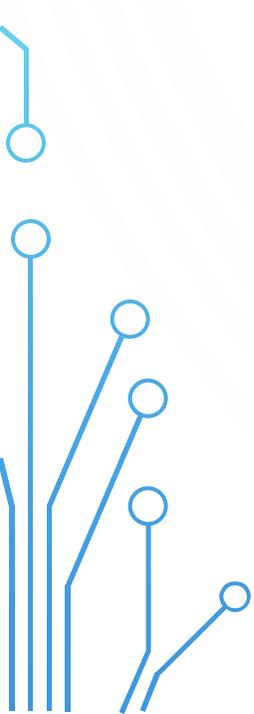
- 
- **1. Übertragungskanal (Medium):**
    - **1.1. Printmedien:**
    - **1.2. elektronische Medien:**
    - **1.3. Internet:**
  - **2. Rezipientenorientierung:**
    - **2.1. solide/seriöse Presse:**

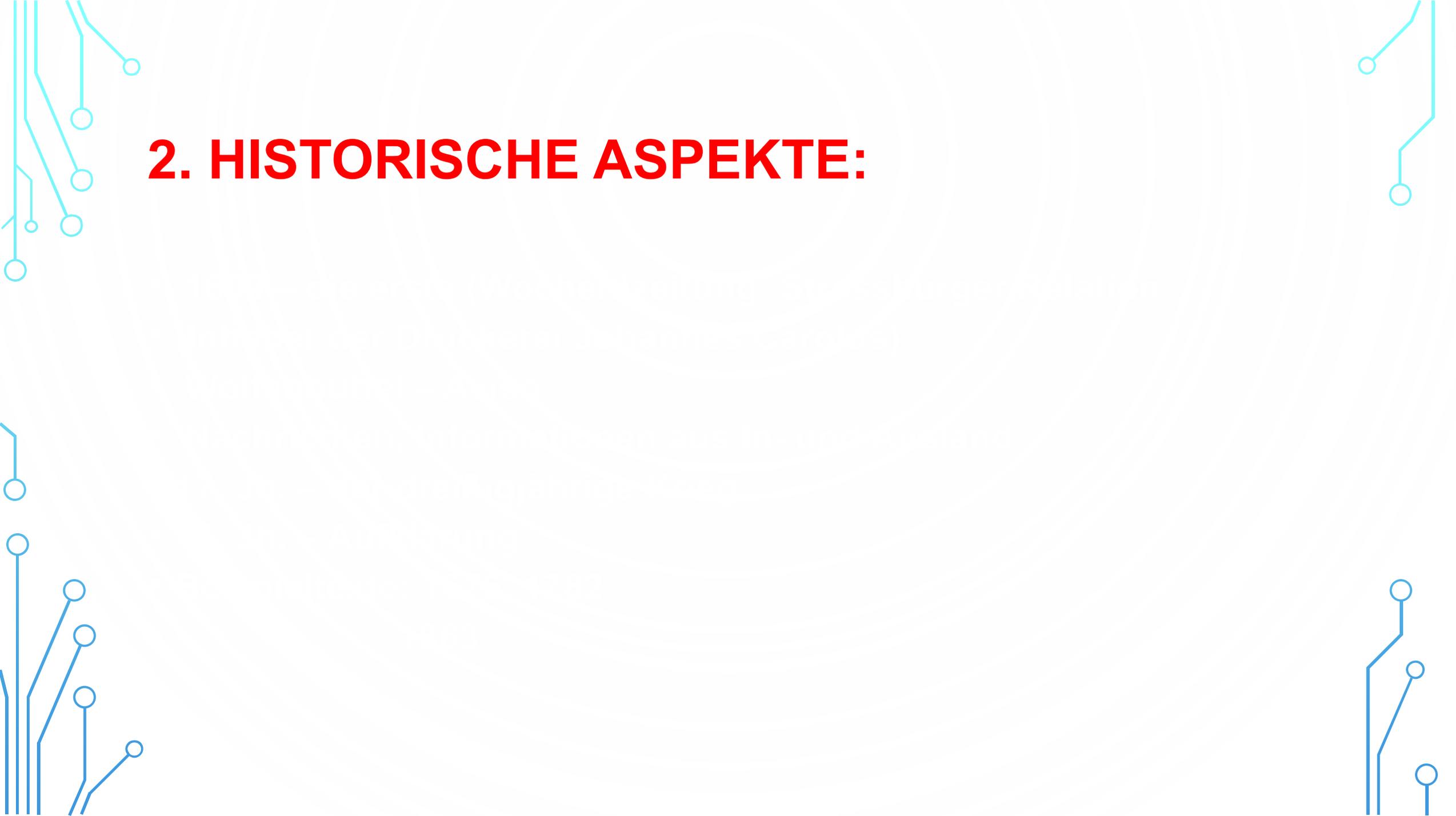
- 
- **2.2. lokale Presse**
  - **2.3. Boulevardpresse:**
  
  - **2.4. Zeitschriften**
  
  - **2.5. Fachzeitschriften**
  - **elektronische MM:**



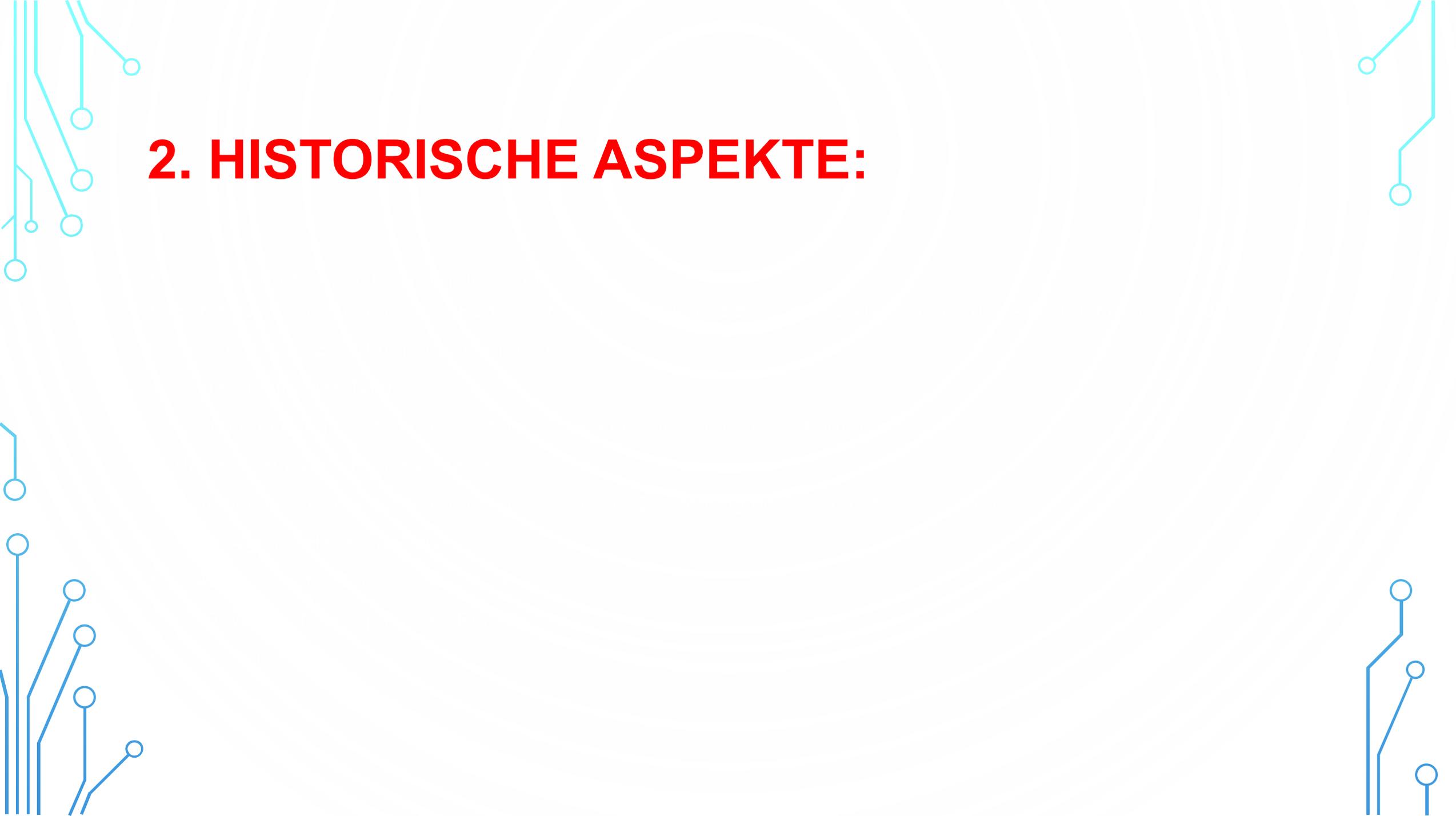
## **2. HISTORISCHE ASPEKTE: ENTWICKLUNG DER MASSEN MEDIEN**

**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.

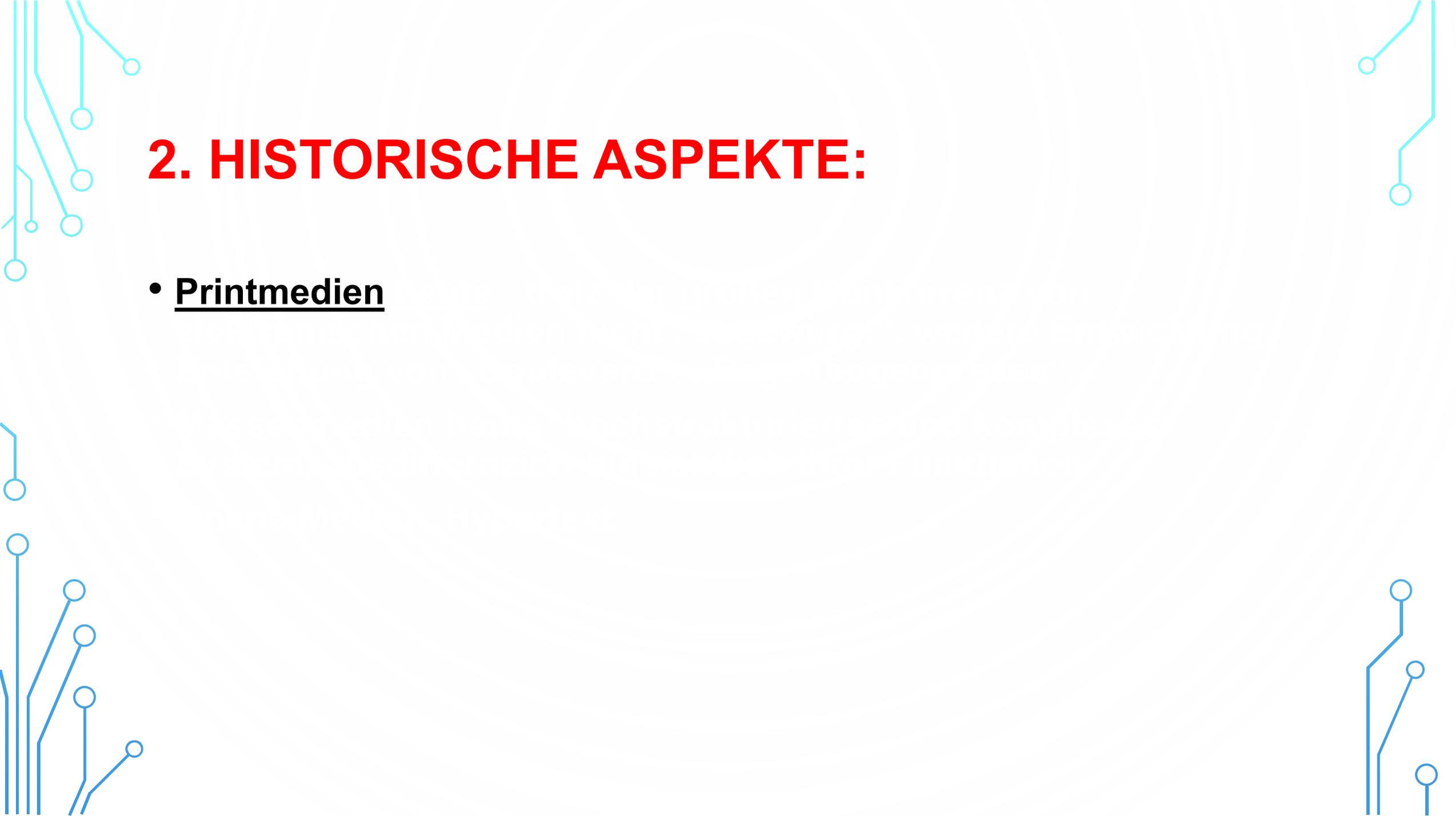
## **2. HISTORISCHE ASPEKTE:**



## **2. HISTORISCHE ASPEKTE:**

## 2. HISTORISCHE ASPEKTE:

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



## 2. HISTORISCHE ASPEKTE:

- **Printmedien**



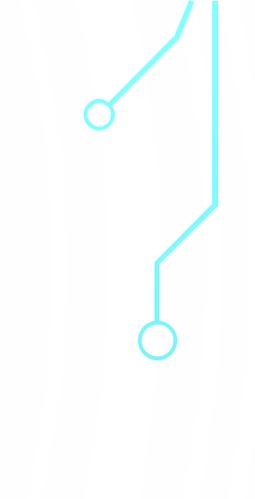
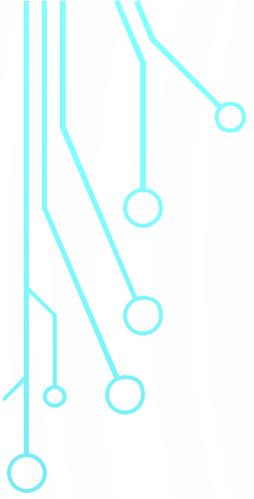
## 1. der Kommunikator

- **2. der Rezipient:**

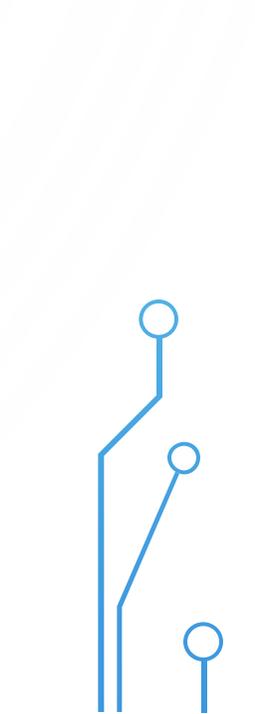
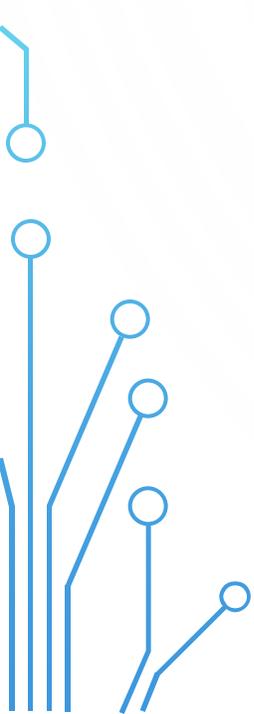


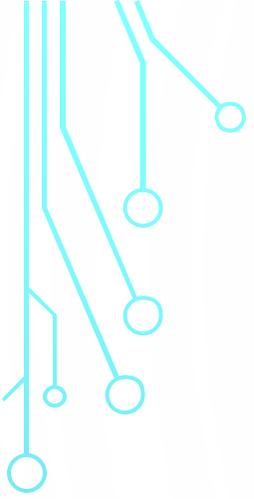
- **3) kommunikative Funktionen der publizistischen Texte**

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

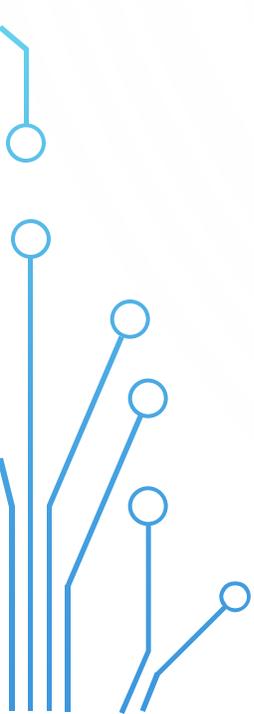


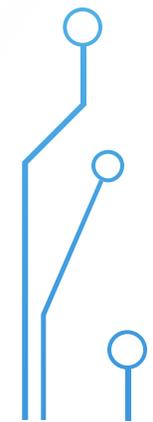
# 1. Telefon-Dialog





## 2. Unterhaltungssendungen im Fernsehen:

- Schweizer Tagesschau (2013):
- 



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**