

ENGLISCHE ABSTRACTS**BERIT BALZER: Stylistic and didactic considerations on German negation with *kein* or *nicht ein* in the case of predicative constituents**

By analyzing samples excerpted from different online corpora, it is my aim to show how the German nominative case governed by copulative verbs slightly changes its meaning when preceded by the negative article *kein* instead of the negation word *nicht*. After consulting theoretical descriptions of this phenomenon as they appear in grammars of the German language as well as in specific studies, I have put together a list of regularities and exceptions to the rules in order to find out in which way these two negation strategies correspond to different stylistic focuses. Furthermore, I propose a variety of exercises of progressive difficulty which should be taken into account by future language acquisition methods if they want to master this considerable didactic problem.

Key words: negation, nominative case, German, language acquisition

TANIA BAUMANN: A comparative study of textual and stylistic aspects of German and Italian travel guides

This paper aims to illustrate culture-specific stylistic aspects of the text genre of the travel guide by analysing a parallel corpus of German and Italian texts. Travel guides can be described as a heterogeneous, rather unstandardised text genre, a kind of ‚supertext‘ including four textual subgenres (orientation texts, counselling texts, sightseeing texts and background texts) with several communicative functions (information, advertising, evaluation, instruction etc.) (cf. Fandrych/Thurmair 2011). As the cultural mediation of the tourist destination is traditionally a very important function of travel guides, the representation and construction of the tourist destination is realised not only by linguistic means, but also by way of images which have a faster and more powerful cognitive impact (cf. Stöckl 2011). Furthermore, the selection of information and the way in which it is represented (the WHAT and HOW in the sense of Fix et al. 2003) is realised within culture-specific discourse traditions. This paper is based on a functional-pragmatic approach which links the text-image-relation with stylistic text analysis.

Keywords: text genre, travel guide, stylistic text analysis, functional-pragmatic analysis, comparative study German-Italian, text-image-relation

HANA BERGEROVÁ/MAREK SCHMIDT: Text linguistics and foreign language teaching methodology. The employment of texts from psychological advice columns in youth magazines for teaching German as a foreign language

For some time now, the branch of text linguistics concerned with the analysis of text types has once again been the focus of linguistic research. One of the central desiderata in this field is a broader usage of selected text types in language teaching. The present paper may be seen as the result of empirical inductive research with the objective to uncover, on the basis of extensive analyses and detailed descriptions of specific text types, routine formulations typical for the given language. In addition to that, the paper focuses on problems of language teaching methodology and examines the potential of one particular text type in teaching German as a foreign language. On the one hand the authors address the exploitation of such texts for the acquisition of grammar and vocabulary showing the students the use of specific linguistic forms (grammatical and lexical) in real-life communication. And on the other hand the authors are concerned with the question of how the selected text type may be utilised in developing the students' receptive as well as productive language skills.

Key words: text linguistics, texts from psychological advice columns, foreign language teaching methodology

MELANIJA LARISA FABČIČ: Different paths to text sense – the methods of film theory, philosophy and cognitive stylistics in combination

How does one approach a text, that is like „*the books ... whose prose one must follow like a wild trail, that leads across wolf pits*“ (Ernst Jünger: *Das abenteuerliche Herz*, 1988, p. 105, translated by M. Fabčič), as Ernst Jünger intriguingly puts it in *Die Vexierbilder*? A text that cannot be distinctly classified as belonging to one specific text type, that occupies a position, that we can in fact identify as hybrid? One approaches it with a method that is equally hybrid; a combination of cognitive stylistics (mental space theory, blending theory), film theory (Deleuze's time-image) and philosophy (Deleuze's rhizome theory). This combined method is exemplified on a fragment (in Jünger's own terminology: a figure) entitled *Blaue Nattern*, taken from the book *Das abenteuerliche Herz* (that – as a whole – is equally difficult to classify) with the goal of unlocking the text sense. According to modern theories of style, text sense is encoded in the style of a text and furthermore reveals the underlying way of thinking. The chosen method, especially Deleuze's film theory, may seem unusual in this context, but it is justified by the fact that Jünger's writing is highly visual not only in the traditional sense of figurativeness, but in focussing strongly on the visual sense, thematically as well as epistemologically and methodologically.

Key words: crystal-image as a figure of thought, time-image, irrational cut, rhizome, blending, mental spaces, cognitive stylistics, Gilles Deleuze, Ernst Jünger

TEREZA HRABCOVÁ (PAVLÍČKOVÁ): Change and continuity of verbal acts in journalistic texts

With respect to the current claims of text linguistics to regard texts as parts of complex interactional nets, the paper analyses journalistic texts, taking into consideration social, situational as well as emotional aspects of verbal acts. Therefore not only socio-cultural and political factors are taken into account, but also e. g. the readiness to constitute communication communities. The subject of the analysis are selected texts from German daily and weekly newspapers which were published in the Bohemian Lands between 1848 and 1914 and thus were involved in the national political discourse. In addition to that, texts from Czech newspapers from this period were also taken into account because they were part of the same interactional nets and German newspapers often related to them. Proceeding diachronically allows one to elaborate on the questions of the change or continuity of verbal acts.

Key words: text linguistics, national political discourse, journalistic texts, Bohemian Lands

VERONIKA KOTŮLKOVÁ/GABRIELA RYKALOVÁ: Language economy and information condensation as a specific textual stylistic feature

The popularity of short text forms is connected with the effective condensation of information and language economy. Hence, the aim of the paper is to describe specific nonfinite verb forms as typical stylistic features of short text forms. Participles can stand for whole clauses and are an economical morphosyntactic pattern. Infinitives contribute to language economy as a substitute for imperatives or by condensing whole modal clauses.

Key words: language economy, participle, infinitive, stylistic features

MIKAELA PETKOVA-KESSANLIS: The genre *Einführung* – a genre in a state of change?

The goal of the paper is to call attention to an increasing tendency which can be observed in texts of the Genre *Einführung* written in German. The characteristic manifestations of this tendency can be assigned to the style patterns „to dialogize“, „to make the text attractive“ and „to present yourself“. The article shows how – deviating from the stylistic conventions of the German academic language – specific language inventories of those patterns are used or can be used to develop and establish a special close relationship with the target group of the students. This is exemplified by texts of the genre *Einführung* that are produced in the field of German linguistics. The question is then raised as to whether this tendency can be a sign of an initiating genre change.

Keywords: genre change, style patterns, academic German language, writer-reader relationship

KARSTEN RINAS: On the linguistic status of the paragraph

The paragraph has gained only little interest in the theory of language. This article examines the reasons for the marginalisation of this linguistic segment. For this purpose, the paragraph is regarded within the context of ‚related‘ segments (text, sentence, period). This is followed by a presentation of older and recent contributions to paragraph theory from German language theory but also from other language cultures. After that there follows a discussion of the linguistic relevance of the paragraph. It turns out that many contributions to the theory of the paragraph have strong affinities with the conception of the period. Therefore, it is advisable to view these conceptions in correlation.

Key words: paragraph, theory of language, rhetoric, theory of the period, punctuation

RONNY F. SCHULZ: New aspects of style of text types in the Reformation age

The stylistics of text types in the Reformation age has to face new realities, as e. g. the media change, the interest in styles of a specific author and the emergence of female writers in this time. This paper discusses these aspects, based on selected texts of three Evangelical tract writers: Heinrich von Kettenbach, Philipp Melanchthon and Argula von Grumbach. Due to linguistic and rhetorical devices, Heinrich von Kettenbach's writings have a high recognition factor for the recipient. Melanchthon's early German writings, by contrast, are difficult to attribute by style analysis. Both works are questioned in the light of the cultural and medial turn in linguistics. Eventually, Argula von Grumbach's tracts show that argumentation and stylization construct gender.

Key words: stylistics of text types, Reformation, media change, individual style, gender

GEORG SCHUPPENER: Combinations of language and image on stickers of the extreme right

The article presents a critical content analysis of stickers, which are distributed through right-wing shops on the internet. The detailed investigation of language, image and language-image-combinations of those stickers shows that above all neo-pagan messages can be found there, while other social and political issues are discussed much less frequently. Mainly the stickers are used to form the identity of the right-wing extremist scene, but they are also addressed to a wider public. Linguistic, pictorial and typographic codes ensure the integration into the far-right lifestyle. A special message of the stickers is the explicit affirmation of violence. So the orientation of the stickers

with the reference to the Germanic mythological elements and the aggressive attitude are integrated in the overall context of the extreme right-wing worldview.

Keywords: right-wing extremism, stickers, Germanic mythology, violence

JOANNA SZCZEK: *Auf die schönste Bewerbung kommt oft eine formelhafte Absage* – On conventionality of texts on the example of job application refusal letters

This article presents, on the basis of an analysis of the distinctive features of the discussed text genres, patterns of job application refusal letters. It mostly concentrates on the macrostructure and patterns of content formulation. The point of departure is the thesis on the perceptible conventionality both at the level of form and means of expression. The research corpus consists of genuine German refusal letters: *Aperitif-Briefe*, the so-called refusal letters proper, and *Eisschreiben*, which were collected between 2001 and 2012.

Keywords: refusal letters, job application, conventionality

ZUZANA TUHÁRSKA: Text as a medium of information mediation. The study in the area of didactically focused scientific texts based on pragmasyntactic perspective

This paper examines a specific text type ‚the didactically focused scientific text‘ taking into account the author – text perspective and processes of information mediation, through the prism of corpus analysis. The theoretical background comprises two pragma-syntactic concepts. The first one is titled ‚Attention-Information Flow‘ (cf. Schulze 2004: 549f.) and is based on the fact that the producer of the text formulates that information via language which attracts his attention. The second concept is called ‚The Grammar of Scenes and Scenarios‘ (cf. Schulze 1998: 435ff.) and is related to the strategies of language production which enable information mediation regarded as significant by the author. The result of corpus analysis is the table of attributes of the text type, and the description of their influence on the process of the text’s creation from the point of view of effective information mediation.

Key words: information mediation, corpus analysis, scientific language, didactically focused scientific text, pragmasyntax