



Einführung in die Medienlinguistik (German Edition)

Ulrich Schmitz

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Die Einführung stellt Aufgaben, Probleme, Methoden und Ergebnisse der Medienlinguistik vor. Ulrich Schmitz zeigt, dass, wie und warum Sprache innerhalb der zahlreichen Kommunikationsformen und Textsorten in Presse, Rundfunk, Fernsehen, Computer, Festnetz- und Mobil-Telefonen auf je besondere Weise genutzt wird. Der aktuelle Forschungsstand wird so aufbereitet, dass Anfänger einen gut verständlichen Zugang finden, während fortgeschrittene Studierende einen kompakten Überblick erhalten. Die Darstellung lädt dazu ein, die jeweils erarbeiteten Befunde selbständig an frischen Beispielen zu überprüfen. Ein Kapitel ›Medienlinguistik studieren‹ sowie Informationen zur Anwendung von Medienlinguistik in Alltag und Beruf runden den Band ab.

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