

Table of Contents

Media and Linguistics

- Kristina Bedijs and Christiane Maaß
- 0 Preface — 3**
- Heinz-Helmut Lüger
- 1 Media Linguistics: Interfaces to Media and Communication Studies — 10**

Text Linguistic Approaches to Language in the Media

- Martina Schrader-Kniffki
- 2 Text Linguistic Approaches I: Analysis of Media Texts — 35**
- Nadine Rentel
- 3 Text Linguistic Approaches II: Textuality of Online Media — 54**
- Kristin Reinke
- 4 Television Text Types — 73**
- Kathrin Wenz
- 5 Online Text Types — 94**
- Tilman Schröder
- 6 Aspects of Advertising Language Online — 110**

Orality and Literacy of Media Text Types

- Kristina Bedijs
- 7 Orality and Literacy in Cinema and Television — 133**
- Louise-Amélie Cougnon and Jean-Léon Bouraoui
- 8 Orality and Literacy of Telephony and SMS — 154**
- Anja Overbeck
- 9 Orality and Literacy of Online Communication — 176**

Methods in Linguistic Media Research

- Antonio M. Bañón Hernández
- 10 **Critical Discourse Analysis and New Media — 203**
- Uta Fröhlich
- 11 **Analyzing Multicodal Media Texts — 245**
- Daniel Perrin
- 12 **Language in the Media: The Process Perspective — 263**
- Martina Schrader-Kniffki, Carme Colominas, Kristina Bedijs,
Paula Bouzas, Stefan Schneider and Daniel Kallweit
- 13 **Tertiary Media Corpora of the Romance Languages — 290**

Romance Matters

- Maren Huberty
- 14 **The Role of Small Languages in the Media I: Presence of Romanian in Medial Communication — 325**
- Judith Visser
- 15 **The Role of Small Languages in the Media II: Presence of Picard in Medial Communication — 343**
- Gabriele Knauer
- 16 **Audiovisual Latino Media in the US: The Emergence of Bilingual Media Text Genres in the Interface between Language Contact, Language Policy and Translation — 363**
- Carsten Sinner
- 17 **Language Change through Medial Communication — 381**
- Gudrun Held
- 18 **Broadcast Advertising – Issues of Linguistic Research (with Special Regard to Italy and France) — 411**

Media Texts and Multilingualism

Fernando Ramallo

- 19 Minority Languages in Media Communication — 453**

Rocío Baños

- 20 Audiovisual Translation — 471**

Verena Thaler

- 21 Crowdsourcing Translation — 489**

Falk Seiler

- 22 Software Localization into Romance Languages — 506**

Index — 521