

1. Record Nr.	UNINA9910463766403321
Autore	Kennedy Tatjana
Titolo	Anglicism usage in German political language : methoden, verfahren und tools // Tatjana Kennedy
Pubbl/distr/stampa	Hamburg, Germany : , : Anchor Academic Publishing, , 2014 2014
ISBN	3-95489-708-3
Descrizione fisica	1 online resource (40 p.)
Collana	Compact
Disciplina	409.4
Soggetti	Germanic languages - Social aspects Languages in contact - Europe Electronic books. Europe Languages Foreign words and phrases
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Anglicism Usage in German Political Language; List of Contents; 1. Introduction; 2. Theoretical Framework; 2.1. The German Green Party: Ideology, Target Group and Communication Techniques; 2.2. Discourse analysis: Political Rhetoric; 2.3. Contact linguistics; 3. Empirical Analysis of "Der Grune Neue Gesellschaftsvertrag"; 3.1. The Framework; 3.2. Anglicisms within the Green's Language; 4. A Green Language?; 5. Summary and Conclusion; 6. Bibliography
Sommario/riassunto	Every four years on Election Day, German citizens make their way to the ballot boxes to vote for the political party and candidate they would favour entering the government. What these voters are not aware of, is that whether their choice has resulted from political conviction or not, the set of political attitudes that found their favour is the result of a complex communication strategy the individual party's carried out long beforehand. Simply put: through political language, parties exercise power. This study looks at the mechanisms behind the communication strategy the Greens (BUNDNIS90/DI