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20 Language use for special purposes: Cookery recipes 1350-1600; 21 Language use in the early mass media: Reformation pamphlets; 22 Bible translation: Martin Luther; 23 Purism in the seventeenth century: Johann Rist; 24 Dialect: Andreas Gryphius's Die Geliebte Dornrose; IV New High German (c.1700-c.1945); 25 'Natural style': Letters and Moral Weeklies; 26 J.W. Goethe: Literature, natural sciences and administration; 27 Political pamphlets: Berlin 1848  
28 Lexicography and nationalism: Jacob Grimm's Vorrede zum Deutschen Wörterbuch; 29 Industrialization, technology and language: Die Marmorirkunst and Ferdinand Lassalle; 30 Elements of everyday language use: Letters and letter-writing manuals; 31 Scientific prose in the nineteenth century: Rudolf Virchow; 32 National Socialism: Fritz Lenz's Die Familie im Dienst der Rassenhygiene; V Contemporary German (c.1945-c.2000); 33 The language of the GDR: Texts on the erection and fall of the Berlin Wall; 34 The public sphere: Discourse strategies and lexical development  
35 English influence: Jil Sander and the Verein Deutsche Sprache; 36 Newspapers: Language and text organization in the nineteenth century and twentieth century; 37 Jugendsprache: Katz und Goldt and chatrooms; Glossary; Bibliography; Index

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Sommario/riassunto

Written in a lively and accessible style, the book looks at the history of German through a wide range of texts, from medical, legal and scientific writing to literature, everyday newspapers and adverts.

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