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9. Comparing and contrasting moves in reporting Cambodia: August 1996  
10. Comparing and contrasting lexicogrammar in reporting Cambodia: August 1996; 11. Discussion; 12. Summary; 13. Conclusion; Acknowledgement; References; Contrastive news discourse analysis from a pragmatic perspective; 1. Introduction; 2. A pragmatic perspective to language use in newspapers; 2.1 Contextualization in a theory of linguistic pragmatics; 2.2 Ideology in a contrastive pragmatic methodology; 3. Context of corpus and representation of social actors; 3.1 Newspapers and ideology  
3.2 Historical and socio-political context 3.3 Categories for the analysis of represented social actors; 4. Contrastive pragmatic analysis of actor representations and ideological meanings; 4.1 Three general findings of the contrastive news discourse analysis; 4.2 Reflections on results and research; 5. Conclusion; References; Section 2. Culture in communication - culture as communication?; Film subtitles and the conundrum of linguistic and cultural representation; 1. Introduction 2. Methodological issues in the study of subtitles: Text, responses to text, features of subtitles and cross-cultural representation 2.1 Text and responses to text; 2.2 Features of subtitles; 2.3 Subtitles as interlingual representations of intralingual representations; 3. Beyond the "lost in translation" leitmotiv: subtitles as a system of representation in its own right; 3.1 On loss in subtitles; 3.2 Subtitles and the Theory of Mode - triggers for integrated modes of interpretation; 3.3 Text and beyond: insights into subtitles' potential for interlingual representation  
3.3.2 Representations and TL absent features: The example of pronominal address

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#### Sommario/riassunto

Contrastive media analysis is a vast field of academic research that - metaphorically speaking - comes in many shapes and sizes and therefore is confronted by manifold theoretical and methodological challenges. This contribution focuses on two interrelated aspects: a) the problem of equivalence as a prerequisite of comparison and b) the comparative constellation and its effects on the interpretation of cultural variance. It is important to mention that the discussion in this paper is set against the backdrop of a genre-based approach. Starting from the - initially rather unspectacular - observe

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