

1. Record Nr.	UNINA9910974916203321
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Titolo	Metasprachdiskurse : Einstellungen zu Anglizismen und ihre wissenschaftliche Rezeption / / Jurgen Spitzmuller
Pubbl/distr/stampa	Berlin ; ; New York, : W. De Gruyter, 2005
ISBN	9786612195662 9781282195660 1282195662 9783119162166 3119162167 9783110201987 3110201984
Edizione	[1st ed.]
Descrizione fisica	1 online resource (492 p.)
Collana	Linguistik, Impulse & Tendenzen, , 1612-8702 ; ; 11
Classificazione	GC 9607
Disciplina	430
Soggetti	German language - Discourse analysis German language - Foreign elements - English English language - Influence on German Anglicismen Duits Receptie
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally presented as the author's thesis (doctoral)--Albert-Ludwigs-Universitat, Freiburg i.Br., 2003/04.
Nota di bibliografia	Includes bibliographical references (p. [371]-476).
Nota di contenuto	Frontmatter -- Inhaltsverzeichnis -- Einleitung -- 1 Der Stand der Forschung -- 2 Terminologie und Methode -- 3 Das Korpus zum öffentlichen Diskurs -- 4 Die Entwicklung des Anglizismendiskurses von 1990 bis 2001 -- 5 Metasprachliche Bezeichnungen -- 6 Metaphorik -- 7 Argumentationen -- 8 Perspektiven des linguistischen Diskurses -- 9 Zusammenfassung und Fazit -- Backmatter
Sommario/riassunto	This study is the first to examine in detail the public and academic discussions ("metalinguistic discourses") from 1990 to 2001 on the subject of anglicisms in German. The central question is one of why attempts by linguists to participate in the public discourse and move

this towards a more objective debate largely failed. On the basis of numerous statements in the media and from professional linguists, the study demonstrates the reasons for the divergent assessments of the phenomenon in academic and public circles.

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