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Nota di contenuto	Frontmatter Contents Crossing Languages to Play with Words - An Introduction / Knospe, Sebastian / Onysko, Alexander / Goth, Maik I. Discussion Forum Approaching Wordplay / Winter-Froemel, Esme Varieties of Wordplay / Thaler, Verena Some Specific Insights into Wordplay Form: Sublexical vs. Lexical Level / Lecolle, Michelle A Note on the Relation between Cognitive Linguistics and Wordplay / Onysko, Alexander Discursive Dimensions of Wordplay / Knospe, Sebastian II. Multilingual Wordplay in Different Communicative Settings Multilingual Wordplays amongst Facebook Users in Mongolia / Dovchin, Sender Handling Linguistic Asymmetries via Bilingual Punning in Conversations among Speakers of Cognate Languages / Härmävaara, Hanna-Ilona / Frick, Maria Too Matsch for You? Monolingual Humorous Slogans Are Recalled Better than Mixed-Language Ones / Fuhrich, Kerstin / Schmid, Hans-Jörg The Semiotics of Multilingual Wordplay in Linguistic Landscapes: Communicative Settings, the Hearer-Origo, and Contextual Knowledge / Winter-Froemel, Esme Through the Cognitive Looking Glass: Studying Bilingual Wordplay in Public Signage / Knospe, Sebastian Cutting across Linguistic Borders? Interlingual Hair Salon Names in Plurilingual Switzerland / Paviour-Smith, Martin III. Translation of Wordplay Playing on Translation in Shakespeare's Henry V (Act 5,

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Sommario/riassunto

Scene 2) / Bauer, Matthias -- Language Play in Translation: Character and Idiom in Shakespeare's The Merry Wives of Windsor / Zirker, Angelika -- On Italian Lexical Blends: Borrowings, Hybridity, Adaptations, and Native Word Formations / Cacchiani, Silvia -- (Un) punslatable Alice in Signland: Wordplays in Brazilian Sign Language (Língua Brasileira de Sinais-LIBRAS) / Araújo, Paulo Jeferson Pilar / Bentes, Thaisy -- Sie haben feuchte Nüsse The Translation of Verbal Humour in German Subtitles of US American Sitcoms / Jaki, Sylvia --Appendix -- List of Contributions and Abstracts / Liste des contributions et résumés -- List of Contributors and Editors -- Index Wordplay involving several linguistic codes represents an important modality of ludic language. It is attested in different epochs, communicative situations, genres, and contexts of use. The translation of wordplay, which is generally seen as a challenging enterprise, illustrates another dimension of crossing linguistic borders in wordplay. The third volume of the series The Dynamics of Wordplay unites contributions from different disciplines which study the creative and playful use of elements from different languages and the transfer of ludic language into other linguistic systems. It sheds light on the multi-dimensionality, special linguistic make-up, and specific interactive potential of wordplay at the interface of different languages and cultures. The individual studies collected in this volume will be of

interest to scholars from different scientific fields, such as linguistics

and literary studies as well as cultural and media studies.