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Persuasionsstile in Europa IV

Typen und Textmuster von Kommentaren in Tageszeitungen.

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Abstracts

Hans W. Giessen / Hartmut E. H. Lenk:

Typen und Textmuster von Kommentaren in Tageszeitungen europäischer Länder. Vorbemerkungen der Herausgeber.

In this preface, the editors introduce the research project *Styles of persuasion in Europe*, which brought together about 20 researchers from nine European countries. Its subject was commentary texts (i. e. op-eds) from daily newspapers in Europe. The objective of the papers in this volume is to analyse and compare the typical textual structures of this text type as well as to contrast the persuasion strategies and preferred linguistic means used in the texts, which belong to different communicative cultures in the countries concerned, and represent different types of newspaper, newspaper departments, and journalistic teams.

Anita Malmqvist / Mariann Skog-Södersved:

Typen und Textmuster von Kommentaren in schwedischsprachigen Tageszeitungen.

This study aims to investigate the textual characteristics of the editorial and the commentary in one daily newspaper from Sweden, *Dagens Nyheter (DN)*, and one from Finland, *Hufvudstadsbladet (HBL)*. Furthermore, a contrastive analysis seeks to identify similarities and differences between the two subcorpora. The material comprises 20 articles. The findings show considerable similarities but also a number of differences. Common to both subcorpora is a reduced syntactic complexity with a dominance of paratactic structures, while instances of the passive voice occur more frequently in *HBL*. Another common feature is, contrary to expectation, a limited use of verbs for opinion forming purposes. On the lexical level, *HBL* uses a wider variety of pronouns than does *DN*, in which phrasemes are more prominent.

Martin Kaltenbacher:

Evaluierungsmuster in der britischen Tagespresse. Eine Textsortenabgrenzung.

The paper investigates the distribution of evaluations (IEDEMA et al. 1994) across *reports, editorials, comments* and *columns* in English newspapers. The results will be interpreted in the light of the model of Journalistic Voices (MARTIN/WHITE 2005). The journalistic rules manifested in this model do not apply to the texts in *low-market* papers, which do not differ in their choice of evaluations according to text type. *Mid-market* papers correspond most closely to the model, applying reporter voice to reports and commentator voice to all opinionated text types. Writers for *up-market* papers show most awareness of journalistic voices, exploiting different evaluative categories in editorials than in comments and also varying their choices according to whether they comment on individual people's conduct or on social and political affairs.

Melanie Anna Kerschner:

„Was halten Sie davon?“ – Kommentierungstypen in britischen Qualitätszeitungen und *mid-market papers*. Unterschiede im Persönlichkeitsgrad und in der Art der Personalisierung.

The present research project attempts to give insights into the way journalists try to persuade their readers by employing various personalization strategies in their commentaries. One linguistic tool to create a collective identity is the use of personal, possessive and reflexive pronouns. The choice of the pronoun (whether 1st or 2nd person, singular or plural), the discourse participant(s) it refers to as well as the context of use (i. e. a statement, a command, a rhetorical question, etc.) determine the personalizing effect. Based on this, four different types of commentaries will be suggested.

Edmund Schalkowski:

Die Persuasionsstrategie – ein Kriterium zur Unterscheidung kommentierender Texte?

Commentary texts classify, evaluate and interpret a (new) event. The result is an opinion, which ought to convince the reader. I explore two persuading strategies concerning their repulsive power: One relies, like the commentary, on the inner consistency of the argument, the other one is, like the gloss (satire), based on the formal construction of the text, its quasi aesthetic charm. The first strategy supports a proposition in a rational manner with arguments. It urges the reader to capture the meaning intellectually. The second strategy illustrates a proposition by means of an encoding technique. It expects the reader to decode the message all at once. This profound differentiation should receive more attention in the theory and practice of journalism.

Hans W. Giessen:

Quantitativ messbare Charakteristika in deutschen Pressekommentaren, bezogen auf unterschiedliche Ressorts und Zeitungskategorien.

The article analyses German newspaper commentaries according to the quantitative criteria “words per sentence” and “paragraph size”. Obviously, there exists a correlation: newspapers with lengthy sentence commentaries regularly have longer paragraphs, too. Since both criteria are not causally related, there must be a *tertium comparationis*. Apparently, this is not just the newspaper category but also the section. Some general tendencies can be noted: regional newspapers from rural areas have the longest sentences and the longest paragraphs, followed by traditional quality newspapers, regional newspapers from urban areas, quality newspapers that are open to popular styles of presentation, and popular ‘newsstand’ tabloids. As for the sections, economy and politics are closely related. Sports commentaries, however, have much shorter sentences and paragraphs.

Hartmut E. H. Lenk:

Kommentartypen und ihre sprachlich-textuellen Merkmale in Boulevardtageszeitungen. Unter besonderer Berücksichtigung syntaktischer Eigenschaften.

What are the textual and syntactical features of the text subtype ‘commentary (i. e. op-ed) in the German popular press’? The paper deals with the media-specific peculiarities, different typologies and names of this text-type. The comparative analysis of 62 commentaries from German, 50 from Austrian and 22 commentaries from Swiss popular daily newspapers focuses on the thematic distribution, the length of the texts, the length and functional types of the sentences and their structures. Sports commentaries appear quite often in the newspapers under investigation. The texts analysed are generally much shorter than comparable texts in the quality press (except in Austria). Most of the analysed texts consist of rather short and simply structured sentences (with certain exceptions in Austria and Bavaria).

Manuel Ackermann:

Illokutionstypen in Sportkommentaren aus Tageszeitungen der deutschsprachigen Länder.

This investigation is a contrastive analysis of sports commentaries in daily up-market and tabloid newspapers in Germany, Austria, and Switzerland. The illocutionary types of the utterances in 24 sports commentaries of the *Helsinki Commentary Corpus* are defined and quantitatively compared. The categorisation of illocutionary types is modified from earlier research. The number of informational speech acts turns out to be surprisingly high, which was not expected in commentaries. A further finding is that the sports commentaries in the Swiss newspapers contain many more evaluative speech acts than those from the other two countries. The sports commentaries in tabloid newspapers from all three countries contain a higher number of assertions compared to the quality papers.

Zofia Bilut-Homplewicz / Agnieszka Mac / Iwona Szwed:

Bewerten in gesellschaftlich ausgerichteten Kommentaren der überregionalen, regionalen und lokalen polnischen Tagespresse.

The aim of this paper is to illustrate potential convergences and divergences in commentaries of non-regional, regional, and local Polish newspapers. At the same time, we aim at suggesting ways of analysing judgements in commentaries. We demonstrate the means authors use to express intended judgements and illustrate how these correlate with some part of the reality referred to. Throughout this comparative study, we ask if it is possible to distinguish certain types and patterns in the commentaries studied.

Along with our observations, we also suggest potential reasons for the variation identified in commentaries.

Ewa Drewnowska-Vargáné:

Politische Kommentare in ungarischen Tageszeitungen und ihre prototypischen Textmuster.

This contribution focuses on styles of persuasion and rhetorical-stylistic means in 32 commentaries on domestic and foreign political affairs in Hungarian national and local daily newspapers from spring 2013. The selected commentaries form the discourse of analysis, which is made up of three subdiscourses: of a right-wing conservative subdiscourse A, of a left-wing conservative/left-wing liberal subdiscourse B, and of a subdiscourse C to which texts without explicit political orientation belong. The study at hand pursues the following research questions: Do research results allow for the establishment of commentary prototypes, and if so, which are they for the three subdiscourses A–C?

Heinz-Helmut Lüger:

Kommentierungsmuster in der französischen Tagespresse.

In this paper, the predominant question in focus is: at what levels can certain comment patterns or general regularities be identified? Two hypotheses are considered. (1) Comment patterns are characterized by gradual differences, less by sharp boundaries. (2) At all levels of text formation, specific patterns can be distinguished. Based on the concepts of communication theory, an attempt is made to analyse various forms of commentary realization, to grasp both the stylistic diversity and to illustrate a prototypical text-type conception.

Claudia Buffagni:

Kommentartypen in italienischen Tageszeitungen am Beispiel von Leitartikeln aus *L'Unità* und *Libero*. Anmerkungen zu syntaktischen Besonderheiten.

Based on the methodological considerations described in LENK/VESALAINEN (eds.) (2012), LENK (ed.) (2015), and BUFFAGNI et al. (2016), this article starts with a description of general features of commentaries in the Italian press, using examples from the *Helsinki Commentary Corpus*. After a brief presentation of commentaries and editorials on the subject of the papal election, published on the first pages of six representative Italian daily newspapers, the article then focuses on the study of this text type in the Italian press, followed by an analysis of two example texts (from *L'Unità* and *Libero*) on the same topic. The aim is to show to what extent these types of text have innovative features in terms of syntax and style.

Mikaela Petkova-Kessanlis:

Kurzkommentare in der griechischen und bulgarischen überregionalen Tagespresse.

The article deals with brief commentaries (including editorials) published in Greek and Bulgarian national daily newspapers. While brief commentaries are atypical for the Greek press (the only examples being the editorials in the quality newspaper *Kathimerini*), they are very common in the Bulgarian press. On the one hand, this frequency of brief commentaries is due to the lack of quality newspapers in the Bulgarian press landscape and, on the other hand, to the existence of hybrid tabloids. Based on the view that brevity is a stylistic category, brief commentaries are examined in this paper in terms of their textual structure. The analysis involves the identification of types of illocutionary acts and acting moves as well as their stylistic effect.