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Die dritte Person: Der Gebrauch von Pronomina in gedolmetschten Aufklärungsgesprächen¹

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The paper examines the relevance of the institutional setting for bilingual doctor-patient-communication and its consequences for ad hoc interpreting. Focusing on linguistic forms such as passive constructions, indefinite pronouns (*man*, ‚one‘), and personal pronouns (*wir*, ‚we‘), we will show that the ways in which doctors and ad hoc interpreters refer to medically acting persons differ systematically not only due to the contrast between source and target language (German and Portuguese), but also because of the position of the interpreters within the institutional framework.

Christa Dürscheid

Medienkommunikation im Kontinuum von Mündlichkeit und Schriftlichkeit. Theoretische und empirische Probleme

The article first presents the main ideas of the orality-/ literacy-model and gives an explanation of the terms *media of communication*, *form of communication*, *text genre* and *discourse genre*. The following paragraphs deal with the difference between quasi-synchronous and synchronous communication in written language as found in Chat, Instant Messaging, Fax, SMS and E-Mail. Then it will be shown which kind of problems the classification of these forms of communication (as well as others) within the continuum of orality and literacy involves. In a separate section it will be discussed how we can extend the model of *Koch/ Oesterreicher* (1985, 1994) to solve these problems, and finally a glance will be taken at the future of mediated communication and, in doing so, at the future of the research into mediated communication.

Wolf-Andreas Liebert

Zu einem dynamischen Konzept von Schlüsselwörtern

Classical approaches to keywords are based on a static view of semantics which obscure one of the essential features of a keyword: its dynamics.

In this paper I will present a non-static approach to keywords which aims at capturing the wide range of the rapidly changing meanings of a keyword. This concept is based on a theory of groups – that social groups raise existential questions about their identity, their history, their current situation, and their visions for the future. Keywords can be understood as compact and compressed answers within ongoing debates of these existential questions. This assumption leads to a dynamic model of keywords which find their place in a controversial process of social sense-making.

To illustrate my explanations I will present “globalization” as a case study in order to demonstrate the plausibility of the dynamic keyword model.

The conclusion summarizes the consequences for the semantics and the lexicography of keywords.