

## LECTURE

# DANCE OF THE NORTHERN LIGHTS, SAUNA HONEY, AND POLAR SUMMER MAGIC - GERMAN-LANGUAGE PRODUCT NAMES WITH NORD-TOUCH

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The Finnish company „Arktische-Honig Finland“ is a family business from southwest Finland that started beekeeping in 1945. The brand is now well known in Germany. The marketing strategy includes the company's presence in Germany, especially at German Christmas markets. Finnish honey has been sold there for many years. Because German-speaking customers are important, the online shop is available not only in Finnish and English but also in German. This is an important part of the brand's digital communication and sales. The importance of the target group in Germany is reflected linguistically not only in the design of the online shop, but also in the product naming. The labels on the honey jars usually have a Finnish and a German product name. However, these are not always literal translations. Around 100 items are included in the product range of „Arktische-Honig Finland“. In the presentation, the communication of selected honey products in the online shop to the German-speaking target group is considered, and this also includes the product descriptions, including information on the ingredients.



## ABOUT THE SPEAKER:

**Prof. Sandra Reimann** studied German philology, politics, sociology, and journalism. She has been Professor of German Studies at the University of Oulu (Finland) since 2019; in Finland, she is also Chair of the Research Committee of the Aue Foundation and 1st Vice-President of the Finnish DAAD Association. Since 2015 she has been a private lecturer at the Department of German Linguistics of the University of Regensburg, where she has also been an extraordinary professor since 2023. Prof. Reimann is the spokesperson/head of the interdisciplinary and international Regensburg Association for Advertising Research and co-editor of the online magazine "Mitigungen". Her research focuses on applied linguistics/pragmatics and language in the social and media context, and also on language and media change. She is an author of many works on business communication and expert-layman communication, specialist languages and emotional linguistics as well as on grammatical phenomena.