

LECTURE

MAGIC OF POLAR SUMMER, LETTERS TO SANTA CLAUS AND THE LANGUAGE OF CUSTOMERS - RESEARCH ON APPLIED LINGUISTICS IN THE NORDIC- GERMAN CONTEXT

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In the lecture, linguistic studies on corpora in the German-Finnish intersection area will be presented. The pragmatic perspective is used as a starting point and the evaluation is based on the relevant contextual factors (such as target group, communication situation, function, and media specificities). The examples can be assigned to the area of business communication, which is a focus of German studies at the University of Oulu. Other German-language sources, such as the Santa Claus letters from the Finnish National Archive, Finnish-German product names, and social media communications (websites, Facebook, and Instagram) should be included to provide insights into the cultural contact mediated by the media. What image of Finland is expressed? In which areas is lack of knowledge accepted and responded to with explanatory strategies? How is the target group addressed in an intercultural context?



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 "Mitteilungen". 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.