



UNIVERSITÀ
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Dipartimento di
Lettere e Filosofia



LinE
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Conversazioni Linguistiche

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PROSSIMO INCONTRO:

“Fetishistic Sausage-Devouring”. An interactional analysis within a media linguistic framework

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Aula 421 (E. L. Corner Piscopia) + Diretta Streaming

Dipartimento di Lettere e Filosofia | Via Tommaso Gar 14, Trento

L'incontro potrebbe essere registrato e reso disponibile sul canale YouTube del TreLinLab (youtube.com/@TreLinLab).

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"Fetishistic Sausage-Devouring". An interactional analysis within a media linguistic framework

On August 25, 2025, former Vice Chancellor Robert Habeck gives an interview to the online daily newspaper "taz" on the occasion of his temporary retirement from active politics, in which he makes polemical remarks about his political opponents. In particular, he provokes not only the Bavarian Minister-President but also various broadcasters and newspapers with a statement that leads to a range of re-mediatizations: "This fetishistic sausage-devouring [Wurstgefresse] by Markus Söder is simply not politics." Taking this controversial interview as a starting point, I ask how subsequent communicative events recontextualize and transform its key statements, and which semiotic and medial factors shape this process. Here the talk focuses on the episode of *Markus Lanz* (ZDF) that was broadcast two days later, and I will carry out a multimodal interaction analysis of a sequence from it, while also incorporating a series of Instagram posts that reuse elements of the talk show and the original taz interview. At the end of the talk, the interactional analysis will be reflected within a media-linguistic framework developed in previous work (see Luginbühl & Schneider 2020, 2024; Schneider 2017). At the core of this framework are four closely interwoven dimensions of human sign use: mediality, semiotic modes, communicative practices/genres, and individual competence. These dimensions are systematically applied to the selected case to test the model's analytical validity and identify key factors in the contemporary mediatization of political discourse.

Keywords: semiotics, multimodal interaction, mediality, (re-)mediatization, political discourse

Cited literature

- Luginbühl, Martin/Schneider, Jan Georg (2020): Medial Shaping from the Outset: On the Mediality of the Second Presidential Debate, 2016. In: *Journal for Media Linguistics* 3(1), 57–93. <https://doi.org/10.21248/jfml.2020.34>
- Luginbühl, Martin/Schneider, Jan Georg (2024): "Do you have an idea what this clown is doing?": Multimodal media staging in the first presidential debate and the vice presidential debate 2020. In: Luginbühl, Martin/Schneider, Jan Georg (Hg.): *Media as Procedures of Communication*. Amsterdam: John Benjamins Publishing Company, 68–97. <https://doi.org/10.1075/pbns.348.01lug>
- Schneider, Jan Georg (2017): Medien als Verfahren der Zeichenprozessierung. Grundsätzliche Überlegungen zum Medienbegriff und ihre Relevanz für die Gesprächsforschung. In: *Gesprächsforschung – Online-Zeitschrift zur verbalen Interaktion* 18 (2017), 34–55. URL: <http://www.gespraechsforschung-online.de/file-admin/dateien/heft2017/ga-schneider.pdf>