

University of London

EXAMINATION FOR INTERNAL STUDENTS

For The Following Qualification:–

B.A.

German C344: Language, Power and Ideology Take-Home

COURSE CODE : **GERMC344**

UNIT VALUE : **0.50**

COLLECTION DATE : **29 APRIL 2004, 10AM**

RETURN DATE : **4 MAY 2004, 5PM**

GERMC344
LANGUAGE, POWER AND IDEOLOGY

Take-home paper

To be collected on 29 April 2004 from 12 noon onwards.

To be returned on 4 May 2004 by 5.00 pm.

ANSWER THREE QUESTIONS.

Essays should be approximately 1, 000 words in length. Importance is attached to the clarity of your argument.

Do not use the same material as the basis for more than one answer.

Do not answer on substantially the same topic as that of your assessed essay for this course.

All questions carry equal marks.

DO NOT PLAGIARIZE: all quotations should be acknowledged and full references to source and page number given. A bibliography including all sources consulted should be listed at the end of each essay.

Please type if possible.

1. EITHER a) 'No individual, no group, however powerful, has the ability definitively to "fix" the endless creative play of meaning.' Discuss with reference to the influence of National Socialism on the German language.

OR b) 'National Socialist discourse is best understood as consisting of a variety of group discourses, styles and text types.' Discuss.
2. EITHER a) 'Political discourse and communication are fundamentally based on distinguishing between "us" and "them" as one of the most important functions to allow, on the one hand, positive self-presentation of the speakers/writers and, on the other hand, negative other presentation of opponents. Once such groups have been discursively constructed, various linguistic strategies and tools are used to debase the "other" and to characterize the in-group as positive.' To what extent, if at all, does this represent an accurate description of far right discourse?

OR b) 'Neonazis sprechen und schreiben nicht einfach die Sprache der Nationalsozialisten.' Discuss.
3. EITHER a) 'Public discourse in the FRG was characterised by diversity, in the GDR by ideological homogeneity.' To what extent do you agree with this statement?

OR b) Discuss how language use in East and West Germany has evolved since 1989.

-TURN OVER-

4. EITHER a) 'Conceiving of gender in language use as made up of the "male role" and the "female role" implies a separate but equal relationship between the two, obscuring dynamics of power and inequality.' Discuss.
- OR b) 'Die deutsche Sprache ist für Männer klar and bequem.' How far do you agree with the view that the structure and use of the German language advantages men more than women?
5. EITHER a) 'There are few countries where the distinction between high-quality national dailies and mass circulation newspapers is as marked as it is in Germany. This is manifested in layout, content, sentence lengths, syntactic structures and lexical choices.' With reference to this quotation, compare and contrast the linguistic characteristics of German newspapers and/or magazines.
- OR b) 'The language of television and/or the new media represents a triumph of style over content.' Discuss, with reference to ONE OR MORE German-speaking countries.
- OR c) 'The purpose of advertising is to influence, persuade, flatter and impress the recipient.' Outline the linguistic means employed to achieve these effects.