



Introduction

Topic

When the researcher is confronted with the comparatively young field of hypertext linguistics, the plethora of newly-coined expressions regarding the research topic can be overwhelming. The World Wide Web and its texts are not limited to e-mails and online newspapers. Blogs, chats, forums, websites, newsletters, webzines and many more all populate virtual reality and have even tempted linguists such as David Crystal to announce the dawn of *Netspeak*, a new variety reaching beyond some new words entering the dictionary. If the World Wide Web hosts a new language among its myriad of other guests, must researchers come up with an entirely new discipline? Are different methods and instruments needed to tackle the novel field of hypertext linguistics and to analyze its components situated in the medium of the internet?

The following work is dedicated to the analysis of the World Wide Web text type *webzine*. The World Wide Web offers a wide range of informative journalistic products that compete fiercely with their printed equivalents. However, this competition is also fought within the confines of the World Wide Web as print magazines and newspapers have established their additional so-called *internet presence* and offer their readers informative content in the virtual world. A de-



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velopment in the other direction – from webzine into print magazine – is almost unheard of¹. The reasons for this journalistic one-way street will also be addressed in this work. The question regarding the research method is obvious: Do forms of communication within the World Wide Web require new procedures of analysis? Regarding webzines, linguists are already equipped with effective analysis methods stemming from the field of text linguistics. In the course of this work I will show that these procedures need to be adapted in order to fulfill the requirements posed by the different research environment. However, methods, concepts and results from the field of text linguistics are crucial to the successful analysis of the hypertextual webzine.

Aims and Thesis

The aims of this study can be allocated on three levels and manifest themselves in aspects of content and method. In a first, content-oriented dimension, the applicability of existing text linguistic theories in the young field of digital hypertext linguistics and the new text type “webzine” is explored. Based on these results, a representative text typology for music magazines and webzines is presented. Secondly, questions regarding language change in such texts due to the hypertext structure of webzines are analyzed. This analysis is of a contrasting nature and takes into account developments in both German and English. The third goal of this study is to acquire a concrete research methodology for text linguistics focusing on digital hypertext material. This section also deals with problems such as the ephemeral nature of texts in the World Wide Web, which complicates linguistic research in this area. In order to define expressions such

¹ The Zürich-based insider magazine *KULT* comes to mind as a notable exception.



as “hypertext” and “webzine”, the scope of this work is extended to other disciplines. These aims are based on the working hypothesis that changes in text structure are due to the new, digital form of the text type webzine and also reach out to the communicational, functional, and structural dimension. Furthermore, the concept of “hypertext” alters the production and reception of texts.

The importance of the following results is also not limited to the world of English text linguistics. Within the boundaries of text linguistics, this work makes a contribution to the discussion of text types in the digital medium of the internet. Despite the fact that German and English text linguists have contributed valuable insights regarding new forms of communication such as e.g. *chat* and *e-mail*, a comprehensive analysis of the text type *webzine* is still lacking. Hence, one of the aims of this thesis is the development of a concrete research methodology for text linguistics dealing with hypertexts and the World Wide Web, also offering valuable findings for future researchers of this field.

Moreover, the results are not restricted to professional circles. They are applicable to a wider media complex, including publications such as newspapers or magazines in general, even if the original working hypothesis turns out to be unsustainable. The potential of this transfer is evident in both a text linguistic, and communication-oriented connection, and relates to the consistency of text on the one hand, and to a broader, more general composition of journalistic products on the other hand. Therefore, the results provide guidance for the production of modern, recipient-friendly texts in the digital medium of the internet.

Last but not least, the choice of the corpus material gives rise to a contemporary look on a mostly disregarded subculture. Significantly, this study makes a contribution to actually increase the knowledge of this subculture by analyzing the information media of the music genre of heavy metal. This additional aspect



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addresses socio-culturally interested researchers of other branches of enquiry and sees itself as a contribution to fundamental research of socially determined relevance.

Outline

As the concepts of text linguistics are crucial to the following work, the first chapter offers the necessary text linguistic background. The established text linguistic concepts of *text*, *coherence*, *cohesion*, and especially *text types* are presented as they hold vital information for my research.

Subsequently, I will turn to the younger field of hypertext linguistics in chapter 2. Here the research situation differs from the one presented in text linguistics. Many an article has been written on the almost mythological hypertext. On the one hand, this proves to be a very rich research situation; on the other hand, it is also rather fragmented. As other fields, such as literary analysis, didactics, philosophy, and journalism, have also focused on hypertext and its usage, the researcher is confronted with a great variety of works regarding her topic. A standard work in linguistics on hypertext linguistics has still not been written, although German linguists such as Storrer (e.g. 1997, 1999), Dürscheid (e.g. 2003, 2002, 1999) and Bittner (2003), among others, have published relevant articles of rich content and use for empirical researchers. Hypertext linguistics is also of interest in English linguistics which offers works by e.g. Jucker (e.g. 2003, 2002, 2001, 2000, 1999) and Janoschka (2006), among others. Nevertheless, chapter 2. will present the necessary works in order to build a theoretical framework for the following study, and also highlight opportunities and problems of the methodological dimension. It will therefore include both the significant definitions, as well as a historical background of electronic hypertext and its



usage in different fields. The role of digital links and the World Wide Web, as well as production and reception of hypertexts will also be explored as this is essential to understanding the webzine's role as a hypertext. The closely-associated third chapter focuses on hyperjournalism and eventually inquires as to whether or not a language change is taking place in the new media.

Chapters 4 and 5 are dedicated to the material to be analyzed. As it would go beyond the scope of this project to analyze all webzines available in the World Wide Web, the focus will lie on webzines concerned with heavy metal music. They are compared to print magazines, which are published at the same time. All publications are concerned with the style of heavy metal music. The main reason for choosing this music genre is its relative medial isolation. While other music styles are widely celebrated in mainstream media such as television (e.g. *MTV*, *VH1*, *VIVA*), radio or newspapers, publications regarding heavy metal music stand by themselves. Thus, text linguistic aspects regarding sender and recipient, for instance, can be clearly determined since there are fewer of the unknown variables one is often confronted with when researching mass media. Furthermore, webzines and print magazines that concentrate on this music style are crucial information channels for the recipients, who mainly rely on them due to lack of presentation in other media. Chapters 4 and 5 will not only present the chosen webzines and print magazines for this study, but also provide background information on the music genre of heavy metal, i.e. the several sub-genres, its themes and the role of the English language in the journalism dedicated to it. This chapter will also broaden the scope of this linguistic study, as sociologists' works regarding this particular musical genre are incorporated and evaluated as well.



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The focus of chapters 6 and 7 lies on the methodology applied in the following study. Chapter 6 is dedicated to problems and procedures that are applicable when researching digital hypertexts. The presented method takes specific problems such as the ephemeral nature of hypertexts, actuality and convertibility of the analyzed corpus into account and concentrates on practical solutions for the current research situation. In chapter 6.2, the TAH-model (i.e. Text linguistic Analysis model for Hypertexts) presented by Huber in 2002, which combines text linguistic criteria such as *coherence*, *cohesion* and *intentionality* with hypertext specific characteristics such as *links*, is evaluated regarding its usability for this research project and customized where necessary. In chapter 7, text type criteria that are applied are defined according to the findings in the text linguistic works presented in chapter 1. Existing text types in print magazines and webzines are separately classified and analyzed. Text types of commercial intent are also briefly taken into consideration in brief and are included in the mapping of text types within webzines and print magazines. In the presented text typology language differences between German and English will also be considered.

Chapter 8 concentrates on the results of the analysis, and English and German publications will be compared. Not only will the differences and parallels between print and digital publications be evaluated, but also developments within one language. Therefore, it will not only be possible to grasp the influences of the medium on publications in each language, but also to evaluate whether these influences are stronger in English or German publications. The transfer potential of the results can also be linked to communication in journalistic publications, as they encompass text consistency and the general construction of such products in both the digital and print medium. Since the focus of this study is not limited to the production of texts, but also takes into account the



reception of hypertexts (e.g. the communication via letters to the editor), it therefore provides a vehicle for the handling of texts within the medium of the internet. Furthermore, the conclusions presented in chapter 8 will give rise to further thoughts on hypertext linguistics and potential research perspectives within this field.





Theoretical Background and Previous Work

1. Text Linguistics and Text Types – Leap into a New Dimension

1.1. Research Situation

The field of text linguistics is broad and has always been closely linked to that of discourse analysis. This is not only made obvious by the layout of the German handbooks of linguistics and communication science (HSK:2000) volume on the topic: here text linguistics is treated in the first semi-volume while the second semi-volume is entirely dedicated to discourse. The close linkage also becomes evident by numerous works that highlight the interchangeable interests of the two fields and their close position in different countries' linguistic studies. The approaches and the research situation are especially different from each other when comparing the German and English research communities.

While in Germany text linguistics has existed since the 1960s as an independent field of research, it is often treated as part of discourse linguistics in the English speaking research community, as Thiele (2000:132) points out. He reasons:

Dies ist darin begründet, dass die Prozesse und Ergebnisse sprachlicher Kommunikation in der britischen und US-amerikanischen Linguistik, die als prägend für den hier abzuhandelnden Gegenstand angesehen werden können, weitge-

hend in einen soziolinguistischen und funktionalen Rahmen gestellt werden. (...) Die stark soziolinguistische und funktionale Orientierung der britischen Diskursanalyse führt in manchen Fällen zu einer so nicht gerechtfertigten Abgrenzung von einer kontinentaleuropäischen (angeblich strukturalistischen) Textlinguistik (vgl. Watts 1994, 41f).²

While Thiele sees this closeness to practical applicability as the main characteristic of English research in text linguistics, he also mentions “die Konkurrenz linguistischer Schulen und die Komplexität des Gegenstandes”³ as additional reasons for the research situation. In response to this practical orientation, researchers focus on social aspects of communication, which naturally minimizes the distance between (practical) discourse analysis and more theoretically interested text linguistics. Thiele (2000:132) elucidates:

Coulthard (1977) ist ein Repräsentant der in Birmingham entwickelten Schule der Textlinguistik, die in der Tradition von Firth und dessen sozialer Einbettung von Sprache in die kommunikative Interaktion steht und die den theoretischen

² Translation of the quote: “This is because the processes and results of linguistic communication in British and US-American linguistics (which could be seen as formative for the matter to be analyzed here) are mostly treated in a sociolinguistic and functional scope. (...) In some cases, the strong sociolinguistic and functional orientation of British discourse analysis leads to a non-justifiable differentiation of the continental European (allegedly structuralistic) text linguistics (also see Watts 1994, 41f).” (my translation)

³ Translation of the quote: “the competition between linguistic schools and the complexity of the matter treated” (my translation)

Rahmen der nach Firth von Halliday ausgearbeiteten systemischen Grammatik nutzt.⁴

Coulthard, however, is not the only researcher focusing mainly on the social and situational aspect of text. Thiele (2000:133) also names Brown (1983), Yule (1983) and Stubbs (e.g. 1983; see also 1993 and 1996) as important representatives of the Birmingham School who stress the importance of the text producer's intentions and the social situation. He thus observes (2000:134): "Die pragma-linguistische Richtung der Textforschung im englischsprachigen Raum wird durch die in Birmingham entwickelte textlinguistische Schule geprägt. Daran schliesst die Analyse auch des schriftlichen Textes an."⁵ It is noticeable that English text linguistic research is motivated by its benefits to both language education and intercultural communication (Thiele, 2000:138), which is connected to the position of English as the *lingua franca* of our time.

However, the social and situational aspects are not the only interest of English text linguistics. Thiele (2000:134) mentions works on text typologies as another focus:

Auf anderer Ebene als bisher dargestellt liegen Arbeiten zur Texttypologie. Eine sehr begrenzte Auswahl von Typologierungsangeboten, die terminologisch nicht immer einheit-

⁴ Translation of the quote: "Coulthard (1977) is a representative of the text linguistics school developed in Birmingham which follows the tradition of Firth and his concept of social embedding of language into communicative interaction. This Birmingham school also uses the theoretical frame of systematical grammar created by Firth and Halliday." (my translation)

⁵ Translation of the quote: "The pragma-linguistic branch of text linguistic research in the English-speaking world is affected by the text linguistic school developed in Birmingham. This is also the basis for the analysis of written texts." (my translation)

lich sind, soll Richtungen andeuten. Sie alle repräsentieren allerdings komplexe Klassifikationen bzw. Klassifikationssysteme, was angesichts der Schwierigkeiten einer Typologisierung nicht überraschen kann.⁶

Thiele (2000:135-136) also points out the importance of Werlich's (1983) "taxonomische Klassifizierung von Texten"⁷ for the researchers of English text linguistics. The difficult task of creating a representative text typology has also been undertaken by Biber (1988), as Thiele (2000:136) describes: "Er [Biber] beschreibt computergestützt Ähnlichkeiten und Unterschiede geschriebener und gesprochener Genres der LOB- und LUND-Corpora"⁸. Biber's work clearly strives for an all-including, representative text typology which classifies all written texts (see e.g. Biber, 1989). Görlach's work veers toward a similar aim with another method: by collecting and evaluating lexemes referring to text classes, Görlach estimates not only the number of existing text classes, but also diachronic preferences in their use. As Diller (2004:xvi) mentions in the foreword to Görlach's *Text Types and the History of English*:

By 1990 he [Görlach] had already found more than 1,000 lexemes denoting text classes (Görlach 1991d: 203; 1992b:

⁶ Translation of the quote: "Works concerning text typology lie on another level than those presented before. A very limited variety of typological possibilities, which are not always terminologically homogenous, intend to denote directions. However, all of them represent complex classifications or rather classification systems, which is not surprising given the difficulties of a typology." (my translation)

⁷ Translation of the quote: "taxonomic classification of texts" (my translation)

⁸ Translation of the quote: "With the help of computers, he [Biber] describes similarities and differences between genres of written and spoken language found in the LOB- and LUND-corpora." (my translation)

743). That number has now grown to about 2,000 (Görlach 2001:53, 56, 63-81, 2002c: 17; cf. this volume, ch. 2). The sheer numbers demonstrate the daunting dimensions of the field which he has opened for us.

Common to both Görlach's and Biber's approach is the mass of texts to be evaluated. English text linguists, however, have not only an interest in quantitative text typologies, but also in qualitative research which focuses on specific text types. An example is Suter (1993), who analyzed the text type of the wedding report in British newspapers. Noticeable, however, is that English text typologies solely concentrating on online-texts (as for example the webzine) are still rare (notable exceptions are Janoschka, 2004; Heyd, 2008). Chapter 1.4 will further elaborate on the topic of text types and its typologies.

In his concise article on English text linguistics, Fries (1996:39) also mentions the prevalent heterogeneous research situation which complicates an enclosing overview of the matter. Nevertheless, he (1996:40-41) offers a summary of the predominant development in this linguistic area where two different directions can be distinguished:

Man bezeichnete diese Richtung der Textlinguistik, die sich mit der Verbindung von Sätzen zu Texten auseinandersetzt, als transphrastische Linguistik, manchmal auch als Supra- oder Hypersyntax. (...)

Eine zweite grosse Gruppe von Arbeiten zur Textlinguistik beschreitet nun diesen umgekehrten Weg, sie geht nicht mehr vom Satz zum Text, sondern nimmt den Text als Ausgangspunkt und untersucht die Mittel, mit denen ein Text aufgebaut ist, untersucht seine Strukturen und seine beson-



deren Merkmale. Dabei können sich die beiden genannten Wege durchaus ergänzen.⁹

Fries' first direction will only be treated briefly in this study as the webzine is treated as the text origin of analysis. Nevertheless, transphrastic definitions will be taken into account as they serve as a complement to text linguistic observations made in this work. It is the second direction, which focuses on the origin of the text and the means used to build it, that underlies this study. Although the concept of hypertext will raise the question of the definition of text, the text type of webzine is the center of attention. However, it is of relevance that both directions of text linguistic research benefit from each other (for further reading see e.g. Antos, 1997; Fries 1996, 1990, 1987, 1986 and 1971, Heinemann 2002, 1991; Kallmeyer 1974).

1.2. Research Situation in German Text Linguistics

The research situation in German text linguistics is fairly different, yet no less heterogeneous. The scope of the differences Thiele (2000:132) mentions exceeds the depicted tendencies in discourse analysis and text linguistics and cannot be limited to a mere preference of structural text linguistics on the continental linguists' part. Especially German text linguists have produced a noticeable amount of text linguistic standard works since the 1980s, such as the overviews

⁹ Translation of the quote (Fries, 1996:40-41): "The area of text linguistics focusing on the connection of sentences to texts is called transphatic linguistics, and sometimes also supra- or hypersyntax. (...)

A second large group of text linguistic studies takes the opposite path and moves not from sentence to text, but uses the text as point of origin, and analyzes the means which are used to construct the text, its structures and its specific qualities. In doing so, both methods mentioned can complement each other." (my translation)

by Vater (2001, 1994), Adamzik (1991, 1995 2000 and 2004) and Brinker (2001, 1988 and 1983). As these works combine both theoretical background and methodological information of the text linguistic field, they are also partially useful for the analysis of online corpora. In this respect, the extensive text typology of texts for general use (so-called “Gebrauchstextsorten”) by Rolf (1993) and Bittner’s research on digital text types (2003) are also noteworthy. To my knowledge, there is no English equivalent to Bittner’s study on digital text types at the present time (although there are several smaller works on digital genres such as Askehave et Nielsen, 2005; and extensive work on CMC communication by Susan Herring, e.g. 2005), despite the fact that English text linguistics could also benefit from his findings.

German linguists have, moreover, played an important part in the development of the text linguistic field earlier than the publication of the aforementioned works. One finds both fundamental theoretical works such as the one on the seven textuality criteria by Beaugrande / Dressler (1981) which is an extension and revision of Dressler (1972) and earlier text typologies such as the one by Werlich (1983, 1979, 1975). Those are still influential, as even Huber (2002:54f) refers to the seven criteria by Beaugrande and Dressler (1981, digitally reformatted 2002) in his work on the TAH-model that focuses on digital hypertexts.

Not only Adamzik (2004:49), but also Sowinski (1983:53f.) rely on Beaugrande and Dressler’s work. The seven criteria can be summarized as follows (Beaugrande and Dressler, 2002:2): “Textuality. The seven standards of textuality: cohesion; coherence; intentionality; acceptability; informativity; situationality; intertextuality. Constitutive versus regulative principles: efficiency; effectiveness; appropriateness.” Naturally, the authors elaborate on their seven stan-

dards. Cohesion is explained as “the ways in which the components of the surface text, i.e. the actual words we hear or see, are mutually connected within a sequence. The surface components depend upon each other according to grammatical forms and conventions, so that cohesion rests upon grammatical dependencies” (ibid:11). The second standard, coherence, is defined as “the ways in which the components of the textual world, i.e., the configuration of concepts and relations which underlie the surface text, are mutually accessible and relevant” (ibid:12). Furthermore, “coherence is clearly not a mere feature of texts, but rather the outcome of cognitive processes among text users” (ibid:13). While these two first standards are seen as “text-centred notions, designating operations directed at the text materials” (ibid:14), the other five notions are declared as being “user-centred notions which are brought to bear on the activity of textual communication at large, both by producers and by receivers” (ibid:14). In the context of texts and hypertexts, it is indeed the criterion of coherence that has produced the most research (see chapter 2 and e.g. Bellert, 1970; Storrer, 1999).

Among these user-centered notions, intentionality is declared as the third standard. It is seen as “the text producer’s attitude that the set of occurrences should constitute a cohesive and coherent text instrumental in fulfilling the producer’s intentions, e.g. to distribute knowledge or to attain a goal specified in a plan” (ibid:14). On the other hand, the fourth standard of acceptability focuses on the “receiver’s attitude that the set of occurrences should constitute a cohesive and coherent text having some use or relevance for the receiver, e.g. to acquire knowledge or provide co-operation in a plan” (ibid:15). Closely linked to the fourth standard is the fifth standard of informativity, which means “the extent to which the occurrences of the presented text are expected vs. unexpected or known vs. unknown / certain” (ibid:16). Beaugrande and Dressler also point



out that in the case of informativity, quantity plays a crucial role, as both too little information and too much information have a negative impact on the reader's attitude towards the text. The sixth factor of situationality "concerns the factors which make a text relevant to a situation of occurrence" (ibid:16) while the seventh standard is defined as intertextuality. There are numerous implementations of this expression, for example in literary theory by Julia Kristeva, Roland Barthes or Gérard Genette, just to name a few. Regarding textuality, Beaugrande and Dressler (ibid:17) define intertextuality as "the factors which make the utilization of one text dependent upon knowledge of one or more previously encountered texts". They also point out the dependence of specific text types on intertextuality (ibid:17): "Within a particular type, reliance on intertextuality may be more or less prominent. In types like parodies, critical reviews, rebuttals, or reports, the text producer must consult the prior text continually, and text receivers will usually need some familiarity with the latter". Intertextuality may also cross media boundaries as in the case in the analyzed corpus (see chapters 7 and 8).

Adamzik as well as other authors point to the popularity of these seven criteria among text linguists. Huber (2002:54) and Adamzik (2004:50) quote their all-including applicability proposed by Beaugrande and Dressler (2002:11):

A text will be defined as a communicative occurrence which meets seven standards of textuality. If any of these standards is not considered to have been satisfied, the text will not be communicative. Hence, non-communicative texts are treated as non-texts (...).

However, this absolute concept was also met with criticism even before the new hypertexts appeared, as some texts not meeting all requirements are also



perceived as texts by recipients. Adamzik (2004:52) relativizes the absoluteness of the seven text criteria as well, and leaves the decision making to the text recipient. Thus, she stresses the necessary proximity of text linguistics to actual recipients:

Einfacher ausgedrückt bedeutet dies, dass die Autoren auch in der Textlinguistik das als Text akzeptieren wollen, was die Sprachverwender als Text akzeptieren; sie legen also ein verwender-orientiertes Kriterium zugrunde und heben selbst hervor, dass nach diesem ‚subjektiven‘ Kriterium bestimmte Äusserungen möglicherweise von manchen und in manchen Situationen als Texte akzeptiert werden, von anderen und in anderen Situationen dagegen nicht.¹⁰

As Huber’s TAH model shows (see chapter 6.2), a less restrictive text definition is advisable for the following work, especially as it is impossible to perform a strict adjustment of the seven criteria to hypertexts. Nevertheless, a working definition of text and text type is necessary as a foundation for the hypertext definition and the following contrastive analysis of the hypertext webzine.

1.3. Definition of Text

A definition of “text” as Werlich (1983:23) provides it is less rigid, but yet too general, as it could also simply define a sentence thus: “A text is an extended structure of syntactic units such as words, groups, and clauses and textual units that is marked by both coherence among the elements and completion.” Fur-

¹⁰ Translation of the quote (Adamzik, 2004:52): “This simply means that authors in text linguistics want to accept as a text what language users accept as a text; they form the basis of their research on a user-oriented criterion and stress themselves that expressions analyzed according to this ‘subjective’ criterion may be accepted as texts in some situations by some users, while other users do not do so in other situations.” (my translation)

thermore, Werlich strives for a rather text-external, generalizing typology that is too far-reaching for the working definition needed in this study. Although text-external criteria are crucial to the defining work of the webzine, the more modern text definitions compiled by Adamzik (2004:38f.) show that so far there is yet still no consensus reached in this matter:

1. “Ein Text ist ein durch ununterbrochene pronominale Verkettung konstituiertes Nacheinander sprachlicher Einheiten“ (Harweg 1968:148)¹¹
2. “Der Terminus ‚Text‘ bezeichnet eine begrenzte Folge von sprachlichen Zeichen, die in sich kohärent ist und die als Ganzes eine erkennbare kommunikative Funktion signalisiert” (Brinker 2001:17)¹²
3. “Ein Text ist eine abgeschlossene sprachliche Äusserung” (Dressler 1972:1)¹³
4. “The word TEXT is used in linguistics to refer to any passage, spoken or written, of whatever length, that does form a unified whole” (Halliday/Hasan 1976:1)
5. “Ein Text [ist] ein komplexes sprachliches Zeichen, das nach den Regeln des Sprachsystems (Langue) gebildet ist. Textextern gesehen wäre ein Text [...] gleichbedeu-

¹¹ Translation of the quote (Adamzik, 2004:38f): “1. A text is a sequence of linguistic units constituted by a pronominal chain.” (my translation)

¹² “2. The terminus ‘text’ denotes a limited sequence of linguistic signs which is coherent in itself and as a whole signals a perceivable communicative function as a whole.” (my translation)

¹³ “3. A text is a completed linguistic expression.” (my translation)

tend mit ‚Kommunikationsakt‘“ (Gülich/Raible 1977:47)¹⁴

6. “Ich verstehe im Folgenden unter Text immer eine monologische geschriebene sprachliche Äusserung von mehreren Sätzen Länge, wobei die Sätze untereinander einen – noch zu spezifizierenden Zusammenhang haben” (Nussbaumer 1991:33)¹⁵
7. “I am using the term text to designate a semiotic object, preserved in writing, on tape, or video-tape, for which at least two native speakers of the given language agree that the given object is a text” (Petöfi 1980:74)
8. “Text ist die Gesamtmenge der in einer kommunikativen Interaktion auftretenden Signale.” (Kallmeyer et al. 1974:45)¹⁶
9. “We do not see an advantage in trying to determine constitutive formal features which a text must possess to qualify as a ‘text’. Texts are what hearers and readers treat as texts.” (Brown/Yule 1983:199).
10. “Unter Texten werden Ergebnisse sprachlicher Tätigkeiten sozial handelnder Menschen verstanden, durch die in Abhängigkeit von der kognitiven Bewertung der

¹⁴ “5. A text [is] a complex linguistic sign that is formed according to the rules of the language system (Langue). Seen externally, a text would be the same as an ‘act of communication’.” (my translation)

¹⁵ “6. In the following, I always understand ‘text’ to mean a monologically-written linguistic expression with a length of several sentences, whereby the sentences have a yet-to-be defined context between each other.” (my translation)

¹⁶ “8. Text is the sum total of occurring signals in a communicative interaction.” (my translation)