

# CONTENTS

## **Preface**

IRMELA SCHNEIDER, ERIKA LINZ, AND LUDWIG JÄGER

9

## **MEDIALITY: CONCEPTS AND MODELS**

### **Differentiating Media**

JÜRGEN FOHRMANN

19

### **The Medium as Form**

FRIEDRICH BALKE AND LEANDER SCHOLZ

37

### **Transcriptivity Matters: On the Logic of Intra- and Intermedial References in Aesthetic Discourse**

LUDWIG JÄGER

49

### **Original Copy—Secondary Practices**

GISELA FEHRMANN, ERIKA LINZ,  
ECKHARD SCHUMACHER, AND BRIGITTE WEINGART

77

### **Rumor—More or Less at Home: On Theories of News Value in the 20th Century**

IRMELA SCHNEIDER

87

### **“Get the Message Through.” From the Channel of Communication to the Message of the Medium (1945-1960)**

ERHARD SCHÜTTELZ

109

## **DISCOURSES: DISPOSITIVES AND POLITICS**

### **Picture Events: Abu Ghraib**

WOLFGANG BEILENHOFF

141

### **Voice Politics: Establishing the 'Loud/Speaker' in the Political Communication of National Socialism**

CORNELIA EPPING-JÄGER

161

### **Electricity, Spirit Mediums, and the Media of Spirits**

HEIKE BEHREND

187

### **Normativity and Normality**

LUTZ ELLRICH

201

### **Mass Media Are Effective: On an Aporetic Cunning of Evidence**

ISABELL OTTO

231

### **Extraordinary Stories of the Ordinary Use of Media**

CHRISTINA BARTZ

249

### **The Governmentality of Media: Television as 'Problem' and 'Instrument'**

MARKUS STAUFF

263

## **PROCEDURES: AESTHETICS AND MODES**

### **In Between Languages—In Between Cultures: Walter Benjamin's "Interlinear Version" of Translation as Inframediality**

MICHAEL WETZEL

285

### **Finding Openings with Opening Credits**

REMBERT HÜSER

307

**The Reflexivity of Voice**

ERIKA LINZ

333

**A Handout on the Subject of 'Talking Hands'**

HEDWIG POMPE

349

**What Hands Can Tell Us:**

**From the 'Speaking' to the 'Expressive' Hand**

PETRA LÖFFLER

367

**Semiotics of the Human:**

**Physiognomy of Images and Literary Transcription  
in Johann Caspar Lavater and Georg Christoph Lichtenberg**

WILHELM VOSSKAMP

391

**Ultraparadoxical:**

**On the Gravity of the Human Experiment in Pavlov and Pynchon**

MARCUS KRAUSE

405

**Bastards: Text/Image Hybrids in Pop Writing**

**by Rolf Dieter Brinkmann and Others**

BRIGITTE WEINGART

429

**Authors**

463