

## TABLE OF CONTENTS

**INTRODUCTION** 7

**Harald Husemann (Osnabrück)**

**STEREOTYPES IN LANDESKUNDE - SHALL WE  
JOIN THEM IF WE CANNOT BEAT THEM?** 16

**Walter Kühnel (Frankfurt)**

**RHETORIC AND AGENDA SETTING IN CULTURAL  
STUDIES** 36

**Peter Freese (Paderborn)**

**KIND UNCLE OR HATEFUL BIG BROTHER? SOME  
REFLECTIONS ON THE SPECTRE OF  
'ANTI-AMERICANISM'** 62

**Gerhard Probst (Berlin)**

**IMAGES OF GERMANY AND THE GERMANS  
IN AMERICAN MEDIA** 81

**Dietmar Haack (Duisburg)**

**THE MORTAL STORM: STEREOTYPICAL FRAMES** 93

**Lothar Bredella (Gießen)**

**DEMIONIC GERMANS AND NAIVE AMERICANS:  
THE DIALECTICS BETWEEN HETERO- AND  
AUTO-STEREOTYPES** 108

**Hans Borchers (Tübingen)**

**TELEVISION TEXTS AS PURVEYORS OF NATIONAL  
STEREOTYPES: AN IRREVERENT PERSPECTIVE  
SUGGESTED BY THE TÜBINGEN  
SOAP OPERA PROJECT** 132

**Paul Monaco (Bozeman, USA)**

**THE CHANGING ROLE OF THE MEDIA IN  
GERMAN - AMERICAN RELATIONS**

**147**

**Heinrich Grothuesman (Dortmund)**

**THE IMAGE OF AMERICA IN GERMAN  
EFL-TEXTBOOKS. AN ANNOTATED  
BIBLIOGRAPHY**

**158**