

# Table of Contents

Preface.....	5
<i>Alexander Brock, Jana Pflaeging, Peter Schildhauer</i>	

## Print Media

<i>Maria Kraxenberger</i> Erotic Romances: An Emerging Subgenre Succeeding <i>Fifty Shades</i> .....	13
---	----

<i>Sonja Molnar</i> The Birth of the Print Ad Genre.....	29
---	----

<i>Johannes Müller-Lancé</i> The Development of Genres in German and French Action Sports Magazines: How Economic Interests Affect Text Types .....	51
--	----

<i>Jana Pflaeging</i> Beyond Genre Names: Diachronic Perspectives on Genre Indexation in Print Magazines.....	73
---	----

## Television

<i>Alexander Brock</i> The Emergence of Contemporary British TV Sitcoms.....	107
---	-----

<i>Martin Luginbühl</i> Genre Emergence and Change as Indicator and Origin of Cultural Change .....	129
---	-----

## Digital Media

<i>Eva Martha Eckkrammer</i> Genre Theory and the Digital Revolution: Towards a Multidimensional Model of Genre Emergence, Classification and Analysis.....	163
--	-----

*Simon Meier & Konstanze Marx*

Doing Genre in the Digital Media ..... 191

*Peter Schildhauer*

Genre and Community Emergence: The Early History of the Weblog ..... 213

*John Marcus Sommer*

Emergence of Online Comments in Popular Science Discourse ..... 235