

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 SCHÜTTPELZ

109

DISCOURSES: DISPOSITIVES AND POLITICS

Picture Events: Abu Ghraib

WOLFGANG BELENHOFF

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

