

## GASTVORTRAG - EINLADUNG

Referentin:

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### **Media in Slovenia and linguistic culture of selected media**

Based on the Razvid medijev/Evidence of the Media (2016) report, compiled by Ministrstvo za kulturo Vlade Republike Slovenije/Ministry of Culture of the Government of the Republic of Slovenia, we will present an overview of media in Slovenia, outlining the number of registered media, media names, genres, and methods, as well as predicted broadcasting expansion (2008 different media were registered on January 20th 2016). When considering the language of the media, the laws governing this area cannot be ignored: Zakon o Radioteleviziji Slovenija/Law on RTV Slovenia, Zakon o medijih/Media Act, Zakon o javni rabi slovenščine/Act on Public Use of Slovenian. In any linguistic analysis of media, we would expect to find a variety of registers (in this case Slovenian). Expansion of the non-literal varieties of the Slovenian language has been observed recently by linguists, especially in the arts (music, film, theatre, literature), public media (especially spoken), public events, public appearances of politicians (even in parliament) and also in schools. Language usage in media impacts heavily on our daily lives and understanding of the world in which we live. Selected samples will highlight the areas of culture, which are – according to media experts – classified beside others (i.e. advertising, sport, fashion) as so-called popular culture, namely radio, film and theatre.

*Herzlich willkommen ...*

**Veranstalter: Institut für Slawistik**

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