

**Acta Universitatis Wratislaviensis No 3598**

**GERMANICA WRATISLAVIENSIA 139**

# Kategorien und Konzepte

HERAUSGEGEBEN VON

Iwona Bartoszewicz  
Marek Hałub  
Tomasz Małyszek

Wrocław 2014  
Wydawnictwo Uniwersytetu Wrocławskiego

**Gutachter**

Paweł Bać, Elżbieta Dzikowska, Hans-Heino Ewers, Ulrich Fröschle, Hans Giessen,  
Günter Häntzschel, Karin Kleppin, Krzysztof Kuczyński, Dorota Sośnicka, Marek Jaroszewski,  
Michail L. Kotin, Gottfried Marschall, Peter Rusterholz, Roman Sadziński, Sibylle Schönborn,  
Danuta Rytel-Schwarz, Wolfgang Schwarz, Barbara Skowronek, Petra Szátmari, Matthias Weber,  
Manfred Weinberg, Lech Zieliński

**Herausgeber**

Iwona Bartoszewicz, Marek Hałub, Tomasz Małyszek

**Redaktionsbeirat**

Iwona Bartoszewicz (Vorsitzende), Edward Białek, Lesław Cirko, Mirosława Czarnecka, Marek  
Hałub, Wojciech Kunicki, Anna Małgorzewicz, Lucjan Puchalski, Irena Światłowska-Prędota und  
Joanna Szczęk (Schriftleitung)

**Wissenschaftlicher Beirat**

Wolfgang Mieder (Burlington)  
Ulrich Engel (Heppenheim)  
Hannelore Scholz (Berlin)  
Rudolf Lenz (Marburg)  
Georg Schuppener (Leipzig)

**Sprachliche Beratung**

Katrin Ankenbrand

© Copyright by Wydawnictwo Uniwersytetu Wrocławskiego Sp. z o.o., Wrocław 2014

ISSN 0239-6661 (AUWr)

ISSN 0435-5865 (GW)

ISBN 978-83-229-3362-6

Die ursprüngliche Version der Zeitschrift ist eine Druckversion

Gesetzt in Wydawnictwo Uniwersytetu Wrocławskiego Sp. z o.o.

50-137 Wrocław, pl. Uniwersytecki 15

Tel.: +48 71 3752885, E-Mail: [marketing@wuwr.com.pl](mailto:marketing@wuwr.com.pl)

# Contents

## Literary studies

Barbara Wróblewska: <i>Masochistic desire and colour symbolism in the novel Venus im Pelz by Leopold Sacher-Masoch</i> . . . . .	11
Grzegorz Kowal: <i>Polish reception of the will to power of Friedrich Nietzsche</i> . . . . .	25
Marcin Gołaszewski: „ <i>Intra muros et extra</i> ”. ‘ <i>Innere Emigration</i> ’ as a problem. A literary analysis overview . . . . .	39
Maria Kłańska: <i>The English exile in Hilde Spiels’ memoirs</i> . . . . .	57
Ewa Jarosz-Sienkiewicz: <i>Nelly Sachs and Paul Celan. A correspondence between pain and consolation</i> . . . . .	71
Nina Nowara-Matusik: “ <i>Shameless is only that art, which is not art.</i> ” The meaning of the erotic in Eberhard Hilscher’s novels . . . . .	87
Anna Rutka: <i>Contemporary society and its fears. About the linguistic restaging of the narration of catastrophe in Kathrin Röggla’s prose work die alarmbereiten</i> . . . . .	99

## Linguistics

Barbara Baj: <i>What lies behind brand names of cosmetics?</i> . . . . .	113
Anna Dargiewicz: <i>The phenomenon of word forming hybrids in contemporary German language</i> . . . . .	125
Andrzej Feret: <i>On translation loans of German origin in the official press in Rzeszów, Sanok and Tarnobrzeg at the turn of the 20th century</i> . . . . .	141
Agnieszka Fus, Łukasz Kopacz, Zdzisław Wawrzyniak: <i>The intercultural features of television news</i> . . . . .	155
Jan Iluk: <i>The regional calendar (Heimatkalender) of Beskidy County Saybusch as a tool of the Nazi propaganda</i> . . . . .	165
Hana Jílková: <i>Lexical compliances, parallels and differences in German and Czech catchwords</i> . . . . .	183
Jolanta Knieja, Rafał Augustyn: <i>Critical notes on the German and Polish translation of proper names in comic volume Astérix en Corse — a cognitive perspective</i> . . . . .	197
Marek Laskowski: <i>Dialogues as sequences of speech acts considering the illocutive particles</i> . . . . .	213
Magdalena Makowska: <i>Pictures described-language illustrated. On the materiality and mediality of verbal-iconic texts based on the example of German demotivators</i> . . . . .	229

---

Mojmir Muzikant: <i>Execution of middle-upper-German ö in German dialects in Moravia</i> . . . . .	247
Heinz-Dieter Pohl: <i>Some remarks on the German language in Austria</i> . . . . .	263
Annely Rothkegel: <i>Images and models: How the meaning of abstract terms is constructed through phraseological metaphors (concepts of HEALTH and RISK)</i> . . . . .	275
Diana Stanccheva: <i>On the lexicographical treatment of gender-specific phraseological units (German — Bulgarian)</i> . . . . .	291
Hanna Stypa: <i>Bluetooth, EcoLine, Wooooow! and more. On the usage and functions of Anglicisms in German press advertisements</i> . . . . .	309
Janusz Stopryra: <i>Nominal suffixation in Danish</i> . . . . .	323
Reinhold Utri: <i>Pluricentric languages — development, today's situation, outlook</i>	335

### Cultural studies

Aleksandra Chylewska-Tölle: "Different ways of being Catholic". <i>The Second Vatican Council (1962–65) in the autobiographical writings by Hans Küng, Joseph Ratzinger and Elisabeth Gössman</i> . . . . .	347
---	-----

### Glottodidactics

Beata Grzeszczakowska-Pawlakowska: <i>Intercultural competence as an educational aspect at school</i> . . . . .	363
Jolanta Mazurkiewicz-Sokołowska: <i>Intersubjectivity and language processing</i> . .	379
Agnieszka Pawłowska: <i>Writing under a „different guise”? On the role of e-mails in (extra) school reality</i> . . . . .	392

Reviews and reports . . . . .	407
-------------------------------	-----