

*Die „Agenda 2010“ im Rückblick: eine diskurslinguistische Untersuchung
der Pressebeiträge und Leserkommentare*

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Abstract

The study explores various forms and aspects of the German economic-political discourse on the labour market flexibilization and its consequences. The starting point is one discursive event, which has been mediatically reconsolidated in the collective memory on the occasion of its 10th anniversary: the „Agenda-Rede“, speech delivered to the Bundestag by the former Chancellor G. Schröder, which was the prelude to a series of reforms called „Agenda 2010“. The article presents the results of an analysis of „anniversary“ newspaper articles and reader comments, with special attention to axiologically marked elements, metaphors and the role of the irony in the modulation of the dominant discourse.