

## Prosodic aspects of narrative journalism in German-language podcasts on sustainability

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In recent years, the popularisation of environmental and energy issues has increased and they are no longer treated as side elements to broader social discourses, but as stand-alone content (Seelig 2019). The increased interest in these topics is visible in both traditional and new media, but there are differences in the ways in which they are presented. Traditional media (including television) are largely characterised by a persuasive style of communication, with recourse to emphasis and other rhetorical tools in order to maximise viewers' attention in a short period of time, often without intending to elicit cognitive resources (Rodero&Cores-Sarrià 2021). On the contrary, new media (in particular podcasts or other platforms such as YouTube) lean towards a narrative style and resort to storytelling in order to communicate scientifically-based principles and findings with the intention of making attractive the fruition of content that may be considered less accessible due to its degree of thematic complexity (Jäger&Hinneburg 2019). Among the aspects most affected by different communication styles is prosody. Studies on the intonation of television journalism in both German and other Germanic languages are numerous (Cotter 1993, Strangert 2005, Grawunder et al. 2008, Price 2008, Francuz 2010) and have observed a tendency towards the use of more variable prosodic structures than in everyday conversation, including numerous emphatic accents, high tones or considerable tonal variation as well as a strong use of hyperarticulation. On the other hand, studies on intonation in journalistic narrative speech are still scarce and mostly refer to the English language. Among the elements that distinguish it are the exclusive use of the phonic-acoustic channel (without the aid of the visual channel), the presence of an articulated script, a greater influence of emotions and longer duration. In order to observe the influence that these structural features have on prosody, a series of German-language environmental podcasts will be analysed in order to isolate relevant intonational phenomena in this genre of journalism and to compare them, also in a contrastive manner, with the literature concerning prosody in traditional media.

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