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### **How the media talk about demographic change: An example from Germany – the political talkshow 'Anne Will'**

Preliminary remark: To find a connection between the topic of demographic change and my dissertation project dealing with the question of how social work professionals construct clients seemed to be difficult, at least in terms of content.

However, the analysis of processes of talking about (both demographic change and clients) emerged as a possible solution for the problem and at the same time as an adequate question of research for the final paper of the phd-act.

Because in Germany demographic change is currently one famous topic discussed by the media, the focus is on how the media talk about demographic change.

The example which is taken as basis for analysis is the title of one broadcast of the political talkshow 'Anne Will' broadcasted every Sunday evening by ARD (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland).

The German television journalist Anne Will has been hosting this political talkshow since September 16th 2007 in succession of the retired journalist Sabine Christiansen and invites politicians, actors, managers and other people to debate one topic of public interest in a discussion round.

On April 20th 2008 the talkshow was connected with a topic week organized by ARD concerning demographic change. The title of Anne Will's discussion round on that day may be translated in the following way: The republic of retired persons – The elderly take over control (Die Rentner-Republik – Die Alten übernehmen die Macht) (cp. <http://daserste.ndr.de/annewill/archiv/erste9832.html> [date of access: 24.06.2008]).

Although the point of translation is recognized as an important one in the discursive field of qualitative research and is discussed for example as (scientific) co-constructions of the meaningful constructions of the social world (cp. SCHÜTZ 1962, 1964, 1966, 1971; TUIDER 2007) the focus of the paper is not on the problem of translation but on the analysis.

The analysis of the title 'The republic of retired persons – The elderly take over control' is done by sequential analysis oriented at the interpretative research paradigm of hermeneutic sociology of knowledge (cp. HITZLER, REICHERTZ & SCHRÖER 1999). The interpretation which was originally done in German is translated into English, being aware of possible changes and of the constructive character in so doing.

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