Aktienempfehlungen in deutschen Börsenmagazinen: Woher wissen die Anleger, wie sie handeln sollen?

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Abstract

The present article analyzes stock recommendations in several German investment magazines in the perspective of the directness/indirectness of this particular kind of directive speech act. Moreover, several strategies will be described that are used to restrict or weaken the recommendation (such as riskassessment, investor profile or modalisation of the prediction).

Keywords: German; economic language; stock recommendation; speech act; indirect speech act.