

**VOKALE AUSDRUCKSMUSTER IM KONTEXT VON STAR-
IMAGES UND KULTURELLEN STEREOTYPEN.
EINE EXEMPLARISCHE ANALYSE DER VOKALSTILE VON
BERT WILLIAMS UND BING CROSBY**

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Abstract

Assuming that star images are interrelated with cultural stereotypes, the present article analyses vocal expression as a means to shape both, images and stereotypes, and control their relationship. An investigation into the vocal style of black-face comedian Bert Williams exemplifies how vocal expression counterpoints a stage persona in a way that allows the star persona to shine through. Bing Crosby is used as a second example to show how vocal expression is related to star images and stereotypes when both are defined ex negativo and characterised as being »normal«.