

Michael Pözl, Alle Jahre wieder – Die mediale Inszenierung der Dynastie Habsburg am Beispiel der öffentlichen Tafeln am Wiener Hof

Abstract: Year in, year out – The staging of the Habsburg dynasty in the press. The example of public banquets at the Court of Vienna

The paper asks whether and how reports of court ceremonies (*Zeremonialnachrichten*) published in the *Wien[n]erischen Diarium*, and the portrait of the Viennese imperial court within them, changed in the course of the 18th century. The analysis is based on four public banquets celebrated every year: at Easter, Pentecost, the feast of the Order of the Toison d'Or, and Christmas. For a pre-modern readership, the names of female and male participants in the ceremonies and the order of rank were of foremost interest, while sources from within the Court such as the protocols of ceremonies (*Zeremonialprotokolle*) also dealt with practical questions concerning the course of the festivities. Beginning with Joseph II's co-rulership from 1765 onwards, the number of courtly festivities decreased steadily. In the courtly sources, however, these events continued to be described in more detail than in the newspaper, which points to a shift in the Court's public perception during the transformation from a pre-modern to a bourgeois society.

Keywords: courtly and dynastic representation; court news; public banquets; public orchestration; *Wien[n]erisches Diarium*; newspaper; imperial court in Vienna

Schlagworte: höfisch-dynastische Repräsentation, Hofnachrichten, öffentliche Tafeln, mediale Inszenierung, *Wien[n]erisches Diarium*, Zeitung, Wiener Hof