RESEARCH – EVOLUTION – APPLICATION

LSP
&
PROFESSIONAL COMMUNICATION

Fagsprog og Fagkommunikation
Langues de spécialité et communication professionnelle
Fachsprachen und Fachkommunikation
Lenguajes Especializados y Comunicación Profesional

An International Journal
(Formerly Unesco Alsed-LSP Newsletter)

Volume 4, Number 2
October 2004

Published by:

D/FF Dansk Selskab for Fagsprog og Fagkommunikation

L/P Centre

Copenhagen, Denmark

LSP and Professional Communication
An International Journal
(Formerly Unesco Alsed-LSP Newsletter)

Published by: DSFF / LSP Centre, Copenhagen, Denmark

ISSN: 1601-1929

Indexed in: Cambridge Scientific Abstracts (http://www.csa.com)
MLA International Bibliography (http://www.mla.org)
Dansk BiblioteksCenter (http://www.dbc.dk)

The journal is published twice a year (April and October).

All correspondence related to the International Journal "LSP and Professional Communication" should be addressed to:

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Printed in Denmark
by Klink Offset A/S, Herlev

LSP and Professional Communication
Volume 4, Number 2, October 2004

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

EDITORIAL:

Une politique des langues n'est pas seulement une question de trouver, dans chaque pays, un équilibre entre la langue nationale et la langue anglaise qui se propage.

Aujourd'hui, l'importance des langues, autres que l'anglais, dans le commerce, l'industrie, le monde des finances et même dans le secteur public, commence à se refléter dans les offres d'emploi. Dans les entreprises, les langues sont devenues un facteur important de la compétivité, et les brochures, les notices, les sites etc., en plusieurs langues, ne font plus exception. Le monde des affaires a même emprunté au monde de l'informatique un nouveau terme : « la localisation », pour désigner « l'adaptation globale d'un produit au marché d'une autre langue ».

Or quelles sont les stratégies mises en place dans les différents secteurs pour faire face à cette situation ?

Malheureusement, les recherches systematiques sur les pratiques linguistiques des entreprises sont plutôt rares. Aussi avions nous, dans un précédent numéro de notre revue[1], attiré l'attention sur les études lancées par la Direction Générale de la Langue Française (DGLF) en 2001 sur les pratiques linguistiques dans les entreprises françaises. Les résultats de ces études ne semblent pas encore avoir été publiés, mais un autre rapport, le « Rapport Tasca », de la DGLF sur le même sujet, résultat d'une mission d'exploration menée auprès de quelques grandes entreprises françaises, a paru fin 2003[2].

Bien qu'il s'agisse d'une analyse de la situation en France dans un nombre limité d'entreprises, les faits relevés dans ce rapport ressemblent bien à ceux qu'on connaît dans d'autres pays.

Pour ce qui est des politiques linguistiques des entreprises Tasca conclut : « Il existe rarement une véritable politique linguistique au sens d'une reflexion approfondie débouchant sur des choix stratégiques. [...] C'est le pragmatisme qui règne en maître » et elle ajoute « Le pragmatisme n'en a pas moins des conséquences donnant à « l'anglais » une position dominante dans et hors de l'héxagone. »

Un chapitre du rapport est consacré aux usages linguistiques dans les rouages de l'entreprise. Un tableau nuancé montre que le français est encore prédominant (surtout dans les conseils d'administration, et les comités d'entreprise) mais que l'anglais est de plus en plus utilisé dans les conseils de direction, les comités exécutifs et même dans les réunions de travail.

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[1] LSP and Professional Communication, Volume 2, Number 1 (April 2002)

[2] Catherine Tasca: "Le rapport Tasca sur les pratiques linguistiques des enterprises françaises", juillet 2003. http://www.culture.gouv.fr/culture/dglf/politique-langue/rapport-tasca.html

L'auteur constate donc globalement que : « L'anglais » est installé et jugé irremplaçable dans une part croissante de l'activité des entreprises, mais elle souligne aussi que cet « anglais », « véhicule de communication universel » imposé par l'internationalisation des échanges est « en fait un anglo-américain d'usage, très appauvri, qui a envahi le monde du commerce, des affaires de la diplomatie, de la recherche et des technologies ». Tout le monde reconnaît sa pauvreté : « peu de mots, peu de nuances d'où un affaiblissement des capacités de négociation. [...] Pourtant on s'en contente » et la nécessité de savoir « l'anglais » ne se discute plus.

D'autre part, « on »sent la nécessité de pratiquer le français et le devoir d'apprendre les langues locales : le chinois, le polonais, l'espagnol etc.. Il semblerait donc que les entreprises commencent à réaliser qu'on touche mieux la clientèle d'un pays dans sa propre langue et qu'on communique mieux lorsqu'il y a vraiment connaissance de la culture de l'autre. Aussi, « plus l'entreprise est tournée vers l'exterieur, plus l'exigence du plurilinguisme est grande ».

La clé d'une carrière internationale dans un groupe français est donc, selon Catherine Tasca, la maîtrise de « l'anglais », du français et d'une troisième langue.

Dans un article dans le Nouvel Observateur[3], Véronique Radier arrive à la même conclusion : « Une langue étrangère est donc indispensable, mais dans un marché de l'emploi de plus en plus concurrentiel, deux, voire trois, c'est évidemment beaucoup mieux. ». Reste à savoir lesquelles ? Cela dépend dans une certaine mesure des pays. En France ce serait surtout l'allemand. Selon une des sources de Véronique Radier, « 150.000 professionnels parlant allemand manquent à l'appel », mais la situation est très comparable pour l'italien, de même que la demande monte pour les langues dites « rares » comme le chinois, le coréen et même les langues scandinaves.

Or depuis une quinzaine d'années, dans beaucoup de pays européens, les langues étrangères, autre que l'anglais, disparaissent lentement mais sûrement de l'enseignement secondaire et supérieur.Les jeunes, qui sont persuadés que l'anglais suffit, abandonnent les autres langues et fautes d'élèves, d'étudiants et d'enseignants, on ferme des classes et on ferme des facultés.

Il ne serait donc pas trop tôt de mettre en place des politiques linguistiques nationales qui raniment l'enseignement des langues à tous les niveaux, sans quoi le multilinguisme restera une utopie.

Le Comité Rédacteur

[3] Véronique Radier: "Les langues…. toujours plus". Nouvel Observateur, Hebdo N^{o}2031, octobre 2003.

Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

EDITORIAL:

The language policy of any given nation does not simply boil down to merely striking the right balance between the national tongue and the ever more ubiquitous English language.

Nowadays the importance of languages other than English is beginning to be reflected in job advertisements, this is true of trade, manufacturing, the world of finance and even of the public sector. Within companies, languages have turned out to be an important competitive factor. Brochures, advertisements, web-sites, etc., all in a variety of languages are now the rule rather than the exception. The business world has even borrowed an IT term, "localisation", to describe the "global adaptation of a given product to a foreign language market".

So what strategies are followed by the various sectors in order to cope with this situation?

Systematic research in the field of company linguistic practice is, unfortunately, a somewhat rare phenomenon. We have, in a previous edition of our journal[1], pointed to the studies undertaken by the Direction Générale de la Langue Française (DGLF) in 2001 on linguistic practice within French companies. The results of these studies do not seem to have been published, however, another report on the same subject, the so-called "Tasca Report" also from the DGLF (General Delegation for the French Language) was the result of an exploratory mission in some of the major French companies and saw the light of day in 2003[2].

The report, albeit restricted to the situation in France of a few given companies, does point to a situation that turns out to be similar to that found in other countries.

As for the linguistic policies of companies Tasca concludes thus: "The existence of a true linguistic policy derived from profound reflection leading to strategic options is a rarity. [….] Pragmatism reigns supreme" and she adds "among the consequences of this pragmatism is not least the dominant position of English outside of as well as within the borders of France."

One chapter of the report is devoted to linguistic usage within company structures. The finely shaded big picture does show that although French still prevails at board of directors' and work's council level in particular, English is increasingly used by senior management, executive committees and even at work meetings.

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[1] LSP and Professional Communication, Vol.2, No.1, April 2002.
[2] Catherine Tasca: "Le rapport Tasca sur les pratiques linguistiques des entreprises françaises", July 2003. http://www.culture.gouv.fr/culture/dglf/politique-langue/rapport-tasca.html

The author finds that, on the whole: “English” has taken hold and is deemed to be indispensable in a growing number of functions inside the companies; she does, however, also point out that this “English”, as a “vehicle of universal communication” imposed by the increasing internationalisation of trade is, in fact, “ a much impoverished form of current American English that has invaded the worlds of trade, diplomacy, research and technology”. Everyone acknowledges the dearth it represents: “a small vocabulary along with a general absence of nuance that weaken the ability to negotiate. […] However, people make do with it” and the apparent necessity of this “English” is no longer a subject of debate.

On the other hand, however, “it is felt” that it is necessary to extend the use of French and to learn the local languages, whether it is Chinese, Polish or Spanish. The realisation that the customer base of a given country is better approached in its own language and that communication is vastly improved by a sound knowledge of the potential customer’s culture, is apparently beginning to dawn on companies. It is also true that “the more a company channels its activity outwards, the greater the multilingual requirement”.

The key to an international career in French business would lie in, according to Catherine Tasca, a mastery of “English” such as it is and French along with a third language.

Véronique Radier, in an article published in the Nouvel Observateur[3], reaches the same conclusion: “One foreign language is thus indispensable, in an ever more competitive job market, however, two or maybe even three languages are undoubtedly much better”. What languages those might be remains to be seen, this would depend to a certain extent on the countries in question. In France, German is an obvious choice, according to one of Véronique Radier’s sources, “there is a shortfall of about 150,000 German-speaking professionals”, this is also true of Italian. All the while there is a rising demand for so-called “exotic” languages such as Chinese, Korean and even the Scandinavian languages.
Foreign languages other than English have, over the past fifteen years, slowly but surely been evaporating away from secondary and higher education. Young people, convinced that English alone will be enough, abandon other languages and due to the lack of students and teachers, courses are stopped and faculties close down.

The formulation and implementation of national language policies so as to revive language teaching at all levels can not happen soon enough, it is the essential prerequisite to drag a truly multilingual Europe out of the realm of wishful thinking into that of reality.

The Editorial Board

[3] Véronique Radier: “Les langues….toujours plus”. Nouvel Observateur, Hebdo. No.2031, October 2003.

Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

ARTICLES:

Personal Qualities of Applicants in Job Advertisements: Axiological and Lexical Analysis of Samples in English from the Spanish Press

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1. Introduction

There are certain factors in some varieties of discourse that may be relevant to more than one discipline. The exaltation of positive qualities of services and products in advertising implies psychology, semiotics, marketing techniques and of course linguistics. In this study, our general objective is an interdisciplinary approach to the analysis of the semantic and pragmatic implications of the lexical tools used to appraise the qualities of job candidates in print advertising. A thorough analysis of these implications could eventually help marketers to orientate lexical selection in a more effective way.

For this interdisciplinary approach, we consider that the marketing field known as *promotion* is particularly suitable for research into the linguistic codification of values (Pollay, 1984: 111). It is obvious that large numbers of job advertisements are created in order to invite applicants with special positive values or to suggest various meaning-associations, basically positive ones. The study below shows the subtlety and variety of the lexical devices employed by advertisers and marketers to achieve their goals and the way they emphasise certain social values to the detriment of others.

Previous research in advertising has established the link between values and advertising in many ways. Cortés de los Ríos (2001: 43-53) collects and summarises a significant amount of relevant contributions to the codification of values in advertising discourse, particularly those of Andreu, Ericsson, Ohlsson and Tännsjö (1978), Pollay (1984), Khale (1986), Jhally (1987), Delbecque and Leuven (1990), Bhatia (1992), Cheng and Schweitzer (1996), Caillat and Mueller (1996), among others. From a different perspective, the study of values in modern linguistics has been scarce. However, there have been a few relevant contributions that have laid the foundations of axiological linguistics or axioematics, particularly in cognitive semantics (see Krzeszoswski 1990, 1993, 1997; Pauwels & Simon-Vandenvergen 1993, 1995). These authors analyse the crucial role played by values in numerous metaphors, underlying schemata and also in the projections from the domain of body-parts onto that of linguistic action. On the other hand, our own research based on functional-lexematic principles (see Felices Lago 1991, 1992, 1996, 1998, 1999, 2003), which intends to formulate principles especially designed, not only for the formalization and decomposition of values, but also for the mapping out of dominant values in specialised languages.

2. Data analysis and methodology

2.1. Research Aims

The practical purposes of this research can be summarized as follows:

Previous axiological analyses in the area of business language and terminology (brand names, financial and investment terms, etc.) have revealed the complex relations among values and their hierarchical and scalar relations (Felices Lago 1996, 1998, 2002). However, in this study the main purpose is to map out the dominant values in the area of job advertisements from a different perspective: Multinational companies operating in Spain provide information in English to job seekers in the Spanish press. The percentage could reach 10% of the total number of advertisements. In these, each company refers to its main fields of activity, the type of degree holders they need, the skills required, the opportunities offered and how the selection process is arranged. Obviously, a special mention is made of the highly valued personal qualities of potential job applicants. In consequence, not only the qualities and values explicitly requested in specific job advertisements are analysed in this article, but also the way in which they are introduced (syntactically and semantically) and their relationship with the general classifications of values codified in language and collected by axiologists, linguists and publicists. For this purpose, a corpus of job offers published in the best-selling Spanish business newspaper *El País Negocios* at different periods in the year 2000 was selected.

2.2 Corpus

The elements taken into account were:

A) An initial corpus consisting of 1,763 advertisements included in the weekly Spanish paper *El Pais Negocios* for the year 2000.
B) Of these, the total number of advertisements in English was 123 or 7%. Seven advertisements were in other languages, six of these in German and one in French.
C) This newspaper was selected because it has the largest circulation in Spain.
D) The first Sunday's edition of every month was used. This was to avoid including the same advertisements appearing repeatedly on a monthly basis.

Although the number of final advertisements cannot be considered exhaustive, a diverse and significant group of companies is represented. However, in the corpus of ads finally selected only the values quoted in the following sources have been included:

- The most complete axiological classifications available. In Felices Lago (1991: chapters III and IV), some of the most important classifications of values in several disciplines were collected (philosophy, psychology, pedagogy and modern linguistics).
- Values especially ´manufactured` by advertising discourse. There are many works that deal with the codification of values (or modern myths) in advertising discourse from different perspectives (see Cortés de los Ríos 2001: chapter 2, for a collection of relevant lists of advertising values provided by accredited sources).

Therefore the target sample are the 123 ads in English. Of these, 94 (76%) were axiologically relevant. 29 (24%) were not axiologically relevant. This was because the latter advertisments were set out in almost telegram language and used no adjectives, etc, in their descriptions.

Seventy-five (61%) of these represented single job offers and 48 (39%) were multiple job offers. The nationalistic origins of the corporations are shown in table 1 below. As can be seen, the predominant country of origin is the USA followed by the UK and then International Institutions. Belgium, Luxembourg and Taiwan came in last place.

Table 1: ORIGIN OF CORPORATIONS

UNITED STATES	**29=23.5 %**	**FRANCE**	**5=4%**
UNITED KINGDOM	**13=10.5%**	**SWITZERLAND**	**5=4%**
INTERNATIONAL INSTITUTIONS	**13=10.5%**	**JAPAN/ GERMANY**	**3=2.4%**
UNKNOWN	**13=10.5%**	**DENMARK**	**2=1.6%**
GERMANY	**12=9.75%**	**SPAIN/USA**	**2=1.6%**
SPAIN	**9=7.3%**	**BELGIUM**	**1=0.8%**
EUROPEAN CONSORT.	**6=4.8%**	**LUXEMBOURG**	**1=0.8%**
HOLLAND	**5=4%**	**TAIWAN**	**1=0.8%**

There were four types of technological companies found in the advertisements: high technology, new economy, telecommunications and electronics. These made up 59 (48%) of the ads and other sectors comprised 64 (52%). The rest of the company types can be seen in more detail in table 2:

Table 2: TYPES OF COMPANIES

1.- HIGH TECHNOLOGY, NEW ECONOMY, TELECOMMUNICATIONS, ELECTRONICS:			***59 = 48%***
2.- OTHER SECTORS:			**64 = 52%**
2.1.- INTERNATIONAL INSTITUTIONS	**13=10.5%**	**2.8.- PHARMACEUTICAL**	**3=2.5%**
2.2.- ANONYMOUS	**8=6.5%**	**2.9.- AUTOMOMOBILE & MACHINERY**	**3=2.5%**
2.3.- MEDIA/COMMUNI-CATION/LEISURE	**8=6.5%**	**2.10.- ENERGY**	**3=2.5%**
2.4.- EDUCATION	**6=4.8%**	**2.11.- INSURANCE**	**2=1.6%**
2.5.- FINANCE	**5=4%**	**2.12.- RECRUITMENT**	**2=1.6%**
2.6.- CONSUMER GOODS	**5=4%**	**2.13.- CONSTRUCTION**	**1=0.8%**
2.7.- TRANSPORT	**4=3.2%**	**2.14.- PRIVATE BANK**	**1=0.8%**

The total jobs offered in the corpus numbered 273. There were 186 (68%) jobs offered in technological sectors and 87 (32%) in other sectors.

In the following lines we will present the lexico-semantic relationships of the most important values analysed. For reasons of space we will not include all the analyses involved.

3. Results

3.1. Connections between types of companies and relevant values

The results of the study can be introduced with the following statements:

1.- Leading values in the advertisements selected.
2.- The outstanding percentage of axiologically-loaded job candidate characteristics.
3.- Specific areas where axiologised associations of meaning are more commonly used.

Table 3: RELEVANT VALUES IN THE SAMPLE OF JOB ADS: 478 Items.

VALUES	NUMBER FOUND (highest to lowest)	PERCENTAGE
COLLECTIVISM/AFFILIATION [TEAM WORK]:	***69***	***14.4%***
WISDOM/INTELLECT	***68***	***14.2%***
WORK-RELATED SKILLS/ATTITUDE	***56***	***11.7%***
VITALITY	***36***	***7.5%***

COMMUNICATION	***34***	***7.1%***
INDIVIDUALISM/INDEPENDENCE	***31***	***6.5%***
NEGOTIATION	***21***	***4.4%***
INNOVATION	***18***	***3.7%***
LEADERSHIP	***17***	***3.5%***
VITALITY + INDIVIDUALISM	***17***	***3.5%***
ACHIEVEMENT	***16***	***3.3%***
MULTICULTURAL DIVERSITY	***15***	***3.1%***
BUSINESS SENSE	***15***	***3.1%***
FLEXIBILITY	***14***	***2.9%***
PROSPECT/FUTURE	***14***	***2.9%***
ADVENTURE	***12***	***2.5%***
CUSTOMER	***9***	***1.9%***
PERSUASION	***7***	***1.4%***
AESTHETICS	***4***	***0.8%***
TRUTH	***3***	***0.6%***
GENERIC EVALUATION	***2***	***0.4%***

Table 3 shows 475 relevant linguistic examples of values in the sample of job ads. The items for *Teamwork* and *Wisdom/Intellect* were found the highest number of times, while the items of *Generic Evaluation* and *Truth* were found the fewest. Also highly valued were *Work-related skills/attitude*, *Vitality* and *Communication*.

The values indicated in the list above were all described and quoted previously as consistent values in diverse sources and classifications, both classical and modern, provided by eminent authors in the fields of axiology, axiological linguistics and advertising discourse (see the appendix for specific references).

The relationship between Job Sectors (table 2) and Sample Values (table 3) shows the following relevant data:

1. Over 90 % of job advertisements in this sample require basically three professional profiles:
   - Specialists with a technological/engineering education.
   - Experts having a degree in Business or Economics.
   - Sales-related professions.

2. Jobs requiring secretarial, legal or mechanical skills are so scarce that they have been excluded from the analysis.

3. An amount as high as 48% of job offers look for high technology experts. However, it is surprising that none of the 16 instances of *Achievement* refers to technological jobs. 8 refer to finance-related jobs and 8 to sales.

4. Only 4 out of 16 *Leadership* instances refer to technology-related jobs. 8 fall within the scope of sales and the rest is linked to business administration jobs. Almost all examples of *Presentation Skills* appear in positions connected with sales.

5. *Communication* references are predominantly involved in non-technological job offers (20 out of 31 instances). The same occurs with *Persuasion* (5 out of 6), *Customer-Orientation* (8 out of 9), *Leadership* (12 out of 16), *Negotiation* (14 out of 19) and *Multicultural Diversity* (10 out of 15).

6. However, there are values mainly connected with high-tech jobs. Surprisingly, *Teamwork* is predominantly a technological value: 30 out of 54 instances. It is easier to imagine that *Intellectual* values often fall within the scope of engineering jobs: *Problem-solving* (6 out of 7 instances), general references to *Intelligence* or A*nalytical skills* (over 50% of examples). High-tech jobs also take the lead in *Innovation* (50%), *Flexibility* (50%) and *Prospect/Future* (50%).

7. The job advertisement values which have not been mentioned above, keep the balance between percentages corresponding to job types and valued qualities of job applicants. Below will be shown the linguistic and graphical representation of the four most important sets of values from table 3.

3.2. Groups of values and semantic-lexical analyses

Different sets of values tend to be interrelated in the description of qualities in job advertisements. The process of connecting values sharing common features (see table 3) gives the following groups:

Team/Group-Related Values (collectivism/affiliation [team work]; communication skills; negotiation; leadership; multicultural diversity; flexibility; customer orientation; persuasion; : 186 Items (39%)

Individualism/Vitality Values (vitality; individualism/independence; innovation; vitality + individualism; business sense; adventure): 129 Items (27%)

Work-Related values (work-related skills/attitude; achievement; prospect/future; presentation skills): 86 Items (18%)

Wisdom/Intellect (in general; specific [strategy; problem-solving; learning; analysis/planning]): 68 Items (14%)

Total: 469 Items (98%)

Values excluded from this grouping were:
- Truth: 3 Items
- Generic Evaluation: 2 Items

Table 4: Lexical Analysis related to:
COLLECTIVISM/AFFILIATION [TEAM WORK]

Lexical Analysis related to: COLLECTIVISM/AFFILIATION [TEAM WORK]	
1.- NOUN PHRASES	
1.1.- NOUN HEADS:	***1.2.-OTHER NOUNS:***
MULTINATIONAL **TEAM** SOLID **TEAMS** MULTIDISCIPLINARY **TEAM** MOTIVATED **TEAM** FRIENDLY **TEAM** DEVELOPED **TEAMWORK** (3) ENTHUSIASTIC **TEAM** WORKING **RELATIONSHIPS** BUSINESS **RELATIONS**	**TEAM** SPIRIT (2) **TEAM** WORKERS **TEAM** FOCUS **TEAM** PLAYER (5) **TEAM** WORK **TEAM** ENVIRONMENT
1.3.- ADJECTIVES:	***2.- NOUN COMPOUNDS***
INTERPERSONAL SKILLS (11) **INTERPERSONAL** COMMUNICATION **COLLABORATIVE** AND- **INTERPERSONAL** SKILLS **COLLABORATIVE** WORKING	**TEAMWORK** (3) **PEOPLE MANAGEMENT** (SKILLS)
3.- ADJECTIVE COMPOUNDS	***4.- PREPOSITIONAL PHRASES***
TEAM BUILDING CAPACITY **TEAM** ORIENTED (1) **TEAM** WORKING SKILLS **RELATIONSHIP** BUILDING **PEOPLE-**ORIENTED	IN A **TEAM** (1) WITHIN A **TEAM** WITHIN THIS **TEAM** IN LEADING A **TEAM** IN A SMALL **TEAM** (2) OF A **TEAM** (1) (A FEELING) OF **BELONGING**
5.- NON-FINITE CLAUSES	***6.- SIMPLE SENTENCES***
TO MAINTAIN (...) BUSINESS- RELATIONS WITH THIRD PARTIES (THE ABILITY) TO WORK WITH- OTHERS	(YOU)...AND STRENGTHEN OUR **TEAMS**!

Table 4 represents the semantic-lexical analysis related to: *Collectivism/Affiliation* [*Teamwork*]. These were the value most often asked for, as shown at the top of the aforementioned table 3 together with *Communication Skills*. The items in the table in bold print represent the focus values of interest.

Figure 1: Relationships with the Values of Teamwork/Affiliation/Collectivism and Communication Skills

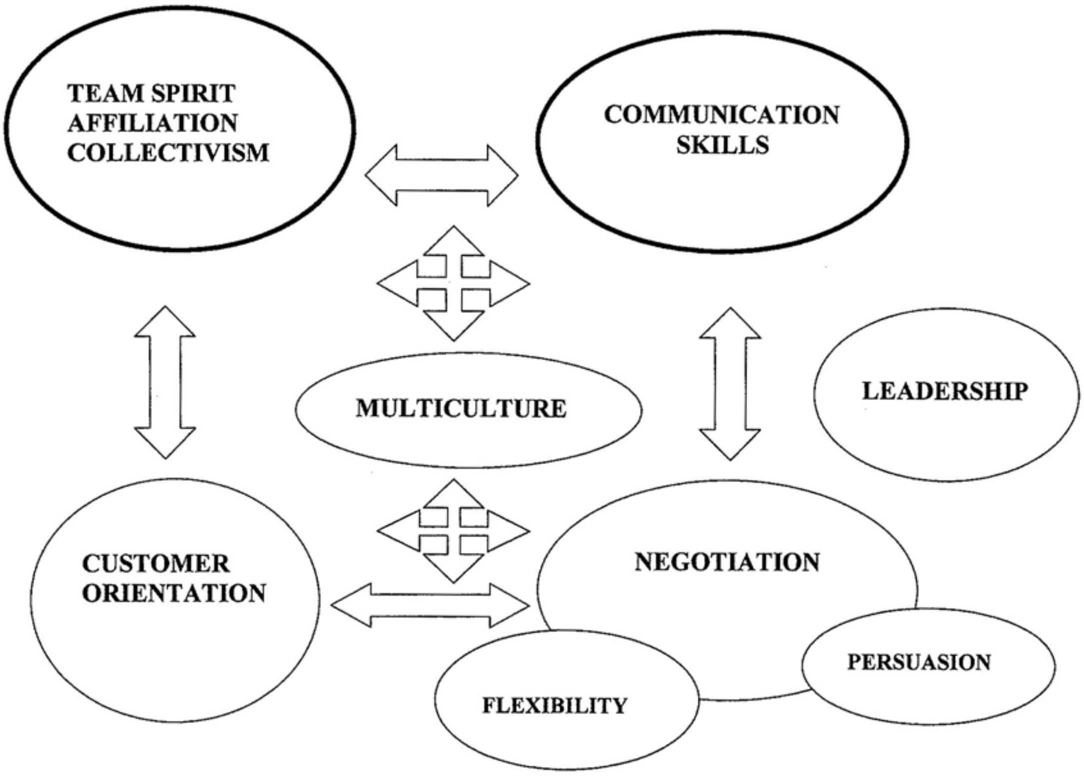

Figure 1 shows the relationships among the values of *Teamwork/Affiliation* and *Collectivism*. Sub-skills include *Customer Orientation*, *Negotiation* and *Leadership* with *Multiculture* being connected to all of these. The values of *Flexibility* and *Persuasion* are sub-characteristics of *Negotiation*. These series of figures or diagrams show the relationship between the sub-values. Values printed in bold, represent the dominant values. Then follow the other values linked to them.

The arrows represent the logical connections of values with others. The distances between values and circles are roughly to scale. Some values overlap others and these are represented by circles that also overlap each other.

Considering sociological aspects in this issue, it is obvious that most of the corporations who insert job ads in the Spanish press and in English come from countries such as the USA, UK and Germany, well known for leading the concept of multinational company in the world. Therefore, it can be deduced that those job ads will be seeking individuals with special characteristics. For instance, people able to work in international surroundings, in a multicultural context, proficient in more than one modern language, able to communicate and interact with diverse people and having a flexible attitude and mentality.

Both table 3 and particularly figure 1 prove that the logical and intuitive assumptions above are also valid based on the linguistic evidence provided in this study.

Table 5: Lexical Analysis related to WISDOM / INTELLECT

<table>
<tr><th colspan="2">Lexical Analysis related to WISDOM / INTELLECT</th></tr>
<tr><th colspan="2">SEMANTIC SUB-DOMAINS:</th></tr>
<tr><td colspan="2">(1) IN GENERAL;
(2) SPECIFIC [STRATEGY; PROBLEM-SOLVING; LEARNING; ANALYSIS / PLANNING])</td></tr>
<tr><th colspan="2">1.- NOUN PHRASES:</th></tr>
<tr><th>1.1.- NOUN HEADS:</th><th>1.2.- OTHER NOUNS</th></tr>
<tr><td>A STRATEGIST
A TACTICIAN
[GRADUATE] [SPECIAL] CALIBRE
[GOOD] [BUSINESS] (2) JUDGEMENT
COMMERCIAL ACUMEN
STRATEGIC PLANNING
IDEAS (1)
BUSINESS (1) SENSE
CONSISTENT ACCURACY</td><td>LEARNING [SKILLS] [CAPACITY]
PLANNING [SKILLS]</td></tr>
<tr><th>1.3.- ADJECTIVES</th><th>2.- PREDICATIVE ADJECTIVES</th></tr>
<tr><td>BRIGHT (...) ENGINEERS;
THE BRIGHTEST PEOPLE
BRILLIANT IDEAS
TALENTED [ENGINEER] [ENGINEERS] [TECHNICAL] [PERSON] [PROFESSIONALS]
ANALYTICAL [SKILLS] (4), [CAPABILITIES] [APPROACH] [ABILITY] [ABILITIES] (3)
STRATEGIC [THINKING] [PLANNING]
SHARP ENTREPRENEURS (2)</td><td>ANALYTICAL
ASTUTE
ACCURATE</td></tr>
<tr><th>3.- ADJECTIVE COMPOUNDS</th><th>4.- NOUN COMPOUNDS:</th></tr>
<tr><td>QUICK-THINKING</td><td>PROBLEM-SOLVING (1)
PROBLEM-SOLVING [SKILLS] (2), [ABILITY] (2), [ABILITIES] (2)
HIGH-CALIBRE [ENGINEERS] [SALES PROFESSIONALS]
A PROBLEM SOLVER</td></tr>
<tr><th>5.- PREPOSITIONAL PHRASES</th><th>6.- NON-FINITE CLAUSES</th></tr>
<tr><td>WITH THE INTELLECT
IN ANALYSIS, SYNTHESIS (...)
FOR PROBLEM-SOLVING</td><td>(ABLE) TO EXPRESS YOUR IDEAS
(CAPABILITIES) TO ANALYSE IN DEPTH
(DESIRE) TO GRASP NEW CONCEPTS AND IDEAS
(ABILITY TO) ... TRANSLATE STRATEGY</td></tr>
<tr><th>7.- INTERROGATIVE CLAUSES</th><th>8.- SIMPLE SENTENCES</th></tr>
<tr><td>DO YOU ENJOY THINKING?
WHAT ABOUT YOUR IDEAS?</td><td>YOU BRING YOUR IDEAS
YOUR IDEAS CAN GO ANYWHERE (1)</td></tr>
<tr><th>9.- COMPLEX SENTENCES</th><td rowspan="2"></td></tr>
<tr><td>IT`S HOW YOU THINK THAT MATTERS</td></tr>
</table>

Table 5 shows the semantic-lexical analysis related to *Wisdom/Intellect*. This was the second highest value in table 3.

Figure 2: Relationships with the Values of Wisdom/Intellect

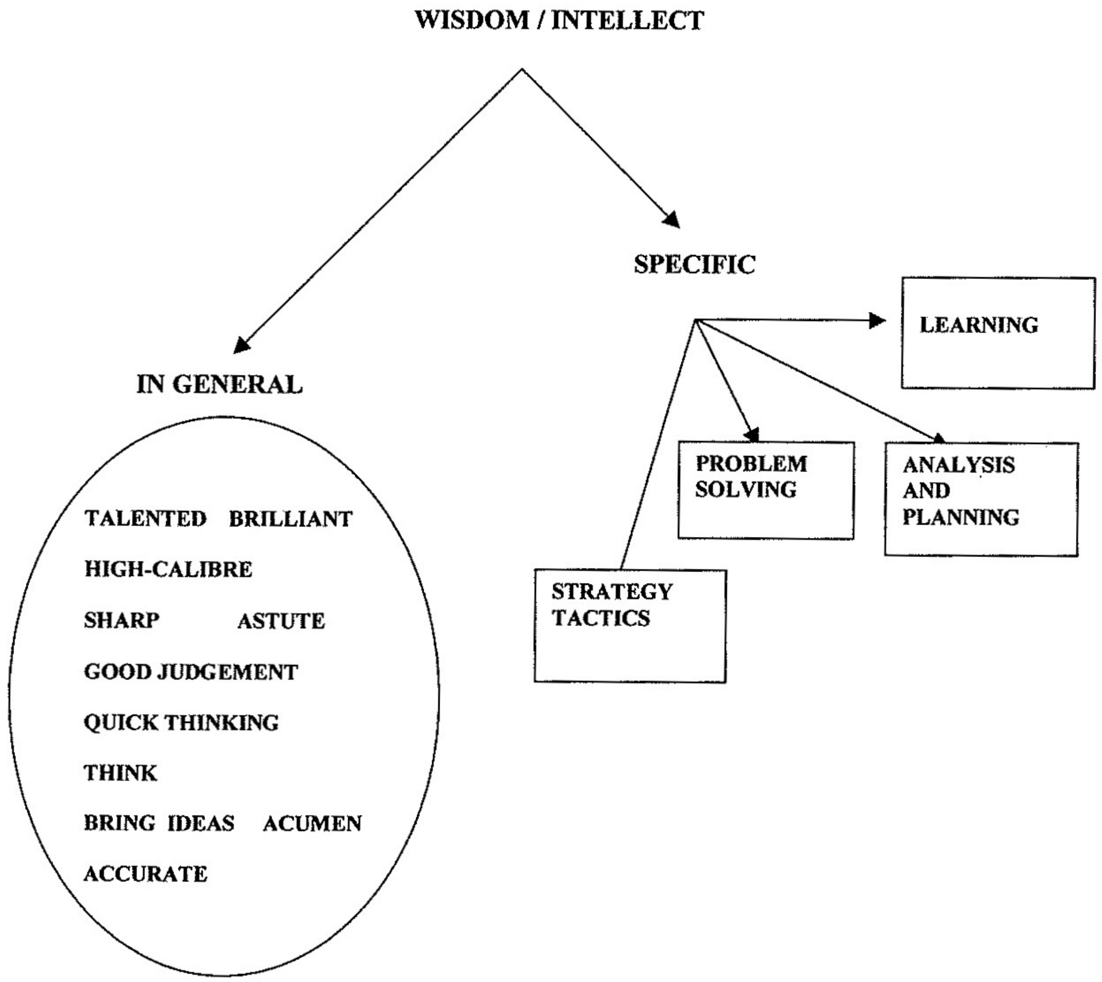

Figure 2 shows diagrammatically the relationships with the values of *Wisdom/Intellect*. Specific characteristics include *Problem Solving*, *Analysis* and *Planning*, *Learning* plus *Strategy Tactics*. General ones comprise being: *Talented/Brilliant*, of *High-Calibre*, *Sharp*, *Astute*, *Having Good Judgement*, being *Quick Thinking* and *Bringing Ideas* and *Acumen*. The circle represents general concepts and the squares specific ones. These relationships are not necessarily applicable to other situations other than job ads. A different type of arrow used to that in figure one can be seen in figure 2. The current arrows are those representing inter-values, or those within main values, not the intra or between value arrows of figure one.

Table 6: Lexical Analysis related to: WORK-RELATED SKILLS/ATTITUDES

<table>
<tr><td colspan="2">Lexical Analysis related to: WORK-RELATED SKILLS/ATTITUDES</td></tr>
<tr><td colspan="2">SEMANTIC SUB-DOMAINS:</td></tr>
<tr><td colspan="2">(1) WORK + INTENSITY;
(2) EFFICIENCY;
(3) STRESS
(4) MANAGEMENT/ORGANISATION SKILLS;
(5) PRESENTATION SKILLS</td></tr>
<tr><td colspan="2">1.- NOUN PHRASES:</td></tr>
<tr><td>1.1.- NOUN HEADS</td><td>1.2.-OTHER NOUNS</td></tr>
<tr><td>DEDICATION (1)
COMMITMENT (1)
ENTHUSIASTIC COMMITMENT
RESPONSIVENESS</td><td>ORGANISATION SKILLS
ORGANISING SKILLS
MANAGEMENT SKILLS (1)
PRESENTATION SKILLS (6)</td></tr>
<tr><td>1.3.- ADJECTIVES</td><td>2.- PREDICATIVE ADJECTIVES</td></tr>
<tr><td rowspan="3">TENACIOUS APPROACH
ACTIVE PEOPLE
PRO-ACTIVE ATTITUDE
CONSCIENTIOUS ATTITUDE
DEDICATED ENTREPRENEURS (1)
ORGANISATIONAL [SKILLS] (5)
ORGANIZATIVE SKILLS
MANAGERIAL EXPERIENCE
ADMINISTRATIVE [ABILITY] [SKILLS] (1)</td><td>PERSEVERANT
THOROUGH</td></tr>
<tr><td>3.- NOUN COMPOUNDS</td></tr>
<tr><td>HEAVY WORKLOAD
*HIGH STRESS</td></tr>
<tr><td>4.- ADJECTIVE COMPOUNDS</td><td>5.- PREPOSITIONAL PHRASES</td></tr>
<tr><td>*FAST-PACED
*FAST MOVING</td><td>IN A COMPETITIVE ENVIRONMENT
IN THIS HIGHLY COMPETITIVE ENVIRONMENT
IN A *FAST-PACED ENVIRONMENT
IN A (...) *FAST MOVING ENVIRONMENT
IN EFFICIENCY
IN PRESENTATION
IN *HIGH STRESS SITUATIONS</td></tr>
<tr><td>6.- NON-FINITE CLAUSES</td><td>7.- IF CLAUSES</td></tr>
<tr><td>TO BE VERY WELL ORGANISED
[ABLE] [ABILITY] TO WORK UNDER PRESSURE
(WILLING) TO WORK
(ABILITY) TO MEET TIGHT DEADLINES (1)
(ABILITY) TO WORK EFFECTIVELY</td><td>IF YOU (...) ENJOY (...) TAKING RESPONSIBILITY</td></tr>
<tr><td>8.- SIMPLE SENTENCES</td><td rowspan="2"></td></tr>
<tr><td>YOU EFFORTS WILL BE REWARDED</td></tr>
</table>

Table 6 shows the semantic-lexical analysis related to *Work-Related Skills/ Attitudes*. The asterisk in the table means that the noun or adjective affected has been included in two different sections because it can be seen or interpreted as having more than one function.

Figure 3: Relationships with the Value of Work

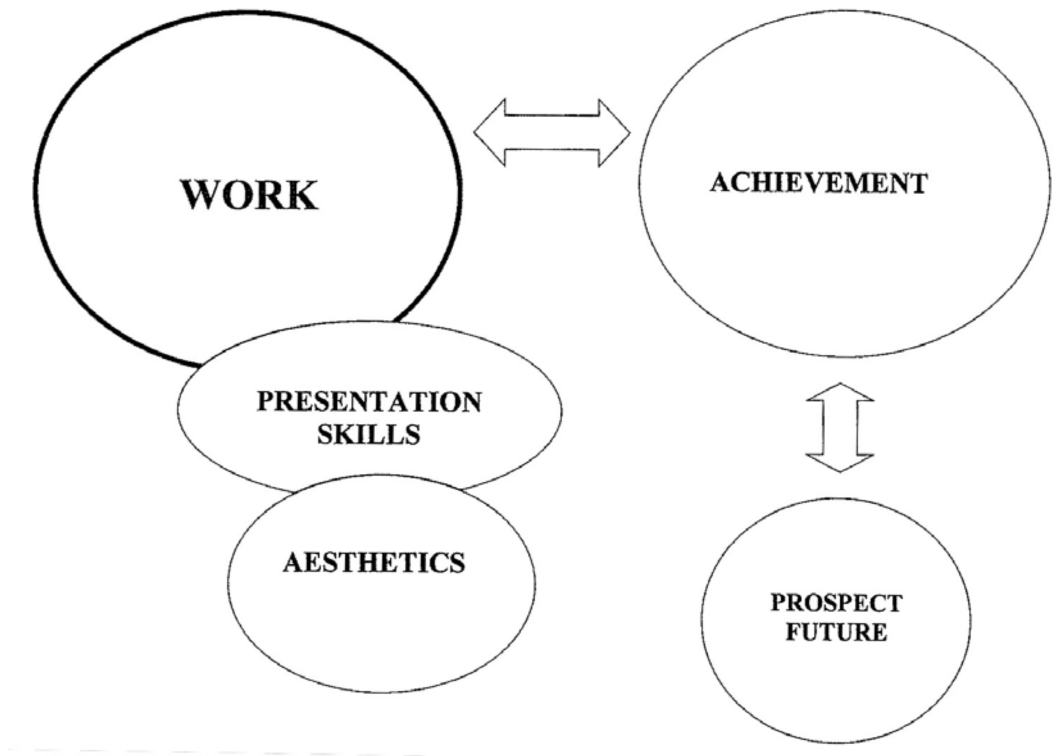

Figure 3 shows the relationships with the value of *Work*. *Achievement* is found on the same level but is not as dominant a value as *Work*. *Work* flows through to the sub values of *Presentation Skills* and *Aesthetics* while *Achievement* is related to the sub-value of *Prospect/Future*.

Table 7: Lexical Analysis related to: VITALITY (ENERGY)

Lexical Analysis related to: VITALITY (ENERGY)	
1.- NOUN PHRASES:	
1.1.- NOUN HEADS	***1.2.- OTHER NOUNS***
ENTHUSIASM; UNBRIDLED **ENTHUSIASM** **ENERGY;** HIGH **ENERGY** (1) **DRIVE** **RESILIENCE** **EAGERNESS** **PASSION**	HIGH **ENERGY** INDIVIDUALS
1.3.- ADJECTIVES	***2.- PREDICATIVE ADJECTIVES***
ENTHUSIASTIC [INDIVIDUALS] **[**PERSONALITY] [TEAM] **EAGER** GRADUATES **DYNAMIC [**ENVIRONMENT] (3), [SELF-STARTER] [CHALLENGES] [PERSONALITY] [PERSON] [PEOPLE] **AGGRESSIVE** INDIVIDUALS **DRIVEN** INDIVIDUALS	**ENTHUSIASTIC** (1) **DYNAMIC** **KEEN**

3.- PREPOSITIONAL PHRASES	*4.- RELATIVE CLAUSES*
WITH **DRIVE**	A LADY WHO IS **LIVELY** ENTREPRENEURS WHO SHARE OUR **ENTHUSIASM**
5.- INTERROGATIVE CLAUSES	***6.- IF CLAUSES***
ENERGETIC?	- IF YOU HAVE THE **DRIVE** AND AMBITION TO ACCEPT A CHALLENGE - IF YOU CAN COMMUNICATE THE **EXCITEMENT**

Table 7 shows the semantic-lexical analysis related to *Vitality* (*Energy*).

Figure 4: Relationships with the Values Individualism/Independence and Vitality/Energy

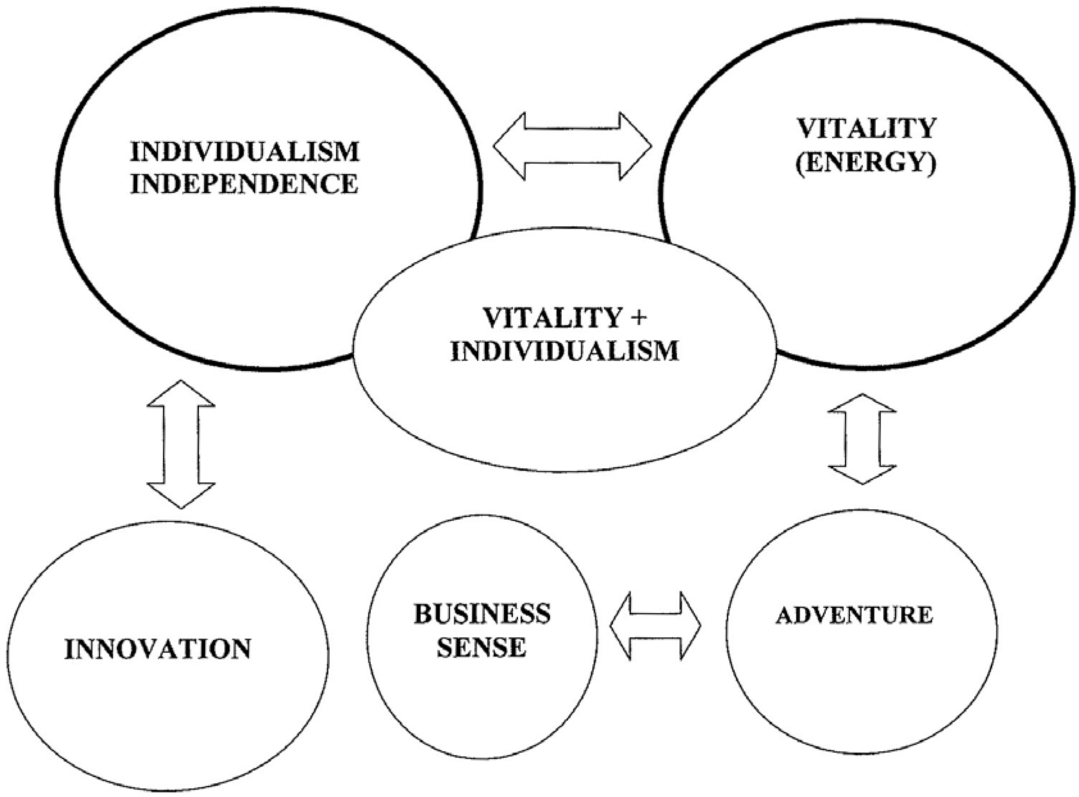

Figure 4 shows the relationships with the values *Vitality/Energy* and *Individualism/ Independence*. *Vitality and Individualism* is a sub facet placed centrally while *Innovation, Business Sense and Adventure* come from the main values.

3.3. Distribution of linguistic units and categories

Table 8: DISTRIBUTION OF LINGUISTIC UNITS AND CATEGORIES IN THE SELECTED CORPUS (470 ITEMS)

CATEGORY	NUMBER OF ITEMS
NOUN HEADS NOUNS (OHTER THAN HEADS) ADJECTIVES TOTAL NOUN PHRASES	86 76 124 286
NOUN COMPOUNDS	30
ADJECTIVE COMPOUNDS	34
PREDICATIVE ADJECTIVES	33
PREPOSITIONAL PHRASES	33
NON-FINITE CLAUSES	34
OTHER TYPES OF CLAUSES [IF-; IMPERATIVE; RELATIVE, INTERROGATIVE]	17
COMPLEX SENTENCES	3
TOTAL ADJECTIVES	191
TOTAL NOUNS	192

Table 8 shows the total number of adjectives (191) and nouns (192) with the divisions into their respective categories. In conclusion, it seems evident that, (a) the noun phrase is the syntactic structure that encapsulates most values in this type of discourse; (b) there is an almost perfect balance between nouns and adjectives as adequate categories to represent qualities and values attached to the descriptions of ideal qualities for job seekers. Having said that, it is also worth noticing the high amount of non-finite clauses and compounds (both adjective and noun).

4. Conclusions

The combined analysis in this study helps us to reach the following conclusions in broad terms:

(i) it seems that the results contribute to provide a more reliable estimate of qualities in job advertisements as well as an account of the linguistic means used to denote axiological items;

(ii) it allows us to observe the degree of coherence or contradiction between the personal qualities collected in theoretical treaties on values, and the qualities and values explicitly required by the companies in specific job ads;

(iii) it helps to clarify the axiological mapping of the relevant values in the discourse of job offers in English in the Spanish press, both on a global basis and on the way those values are linked to specific business sectors.

In more linguistic terms, the following conclusions can also be drawn:

(i) the almost perfect balance between nouns and adjectives as adequate categories to represent qualities and values attached to the descriptions of ideal qualities of job seekers provides plausible evidence that there is no reason to consider nouns as less of an axiological class than adjectives or adverbs, even if this has been the general belief on axiology treaties;

(ii) apart from specific values, different sets of values tend to be interrelated in the description of personal qualities in job ads. Consequently, the process of connecting values sharing common features (see table 3 and figures 1 to 4) has given the following groups:
- Team/group related values
- Individualism/Vitality values
- Work-related values
- Wisdom/Intellect

The first group (affiliation, collectivism, team and group-related values) alone accounts for one third of all the corpus under scrutiny. Consequently, this is the predominant group of values. *Teamwork*, for example, is surprisingly more frequent in technological jobs than in managerial ones;

(iii) apart from the high frequency of nouns and adjectives, it is also worth noticing the high frequency of compounds (both adjective and noun) and non-finite clauses in this type of discourse;

(iv) the balance between different grammatical categories and specific types of values is also quite perfect (see tables 4 to 7), so it cannot be claimed that certain values tend to appear under specific categories.

Other conclusions may be reached to include the sociological and ideological complexities involved in these issues:

(i) Both individuality and teamwork were highly valued and requested. This raises paradoxical questions about the compatibility of these values both within the same person and within the same team.

(ii) The fact that teamwork appears most times in the ads might indicate that employers could be asking for two things. First, the complexities of the managerial and technical activities in a modern company require the concerted action of groups rather than people working alone (however creative they may be). Or second and alternatively, not free thinking individuals but those that tow the line for the good of the majority (Althusser, 1996).

(iii) Lower down on the list of values are: ‘truth (credibility)’, ‘aesthetics’ and ‘persuasion (capacity to convince or be believed)’. These point to the detriment of the customer and worker and are less appreciated by the companies at present.

And finally, the way in which this analysis makes an addition to our understanding of the changing needs, emphases and processes of job requirements is as follows:

(i) This analysis very much reflects the recent job market where technological professions were recruiting the majority of professionals. By all accounts, the emphasis in the future will change slightly to highlight job vacancies and necessities related to the construction and engineering sectors in Spain.

(ii) Even though Internet and computer related jobs are still important there will not quite be the same influence in the job market in the near future. This merits a further similar axiological and lexical analysis soon of more job ads.

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APPENDIX: Sources of the analysed values

COLLECTIVISM/AFFILIATION [TEAM WORK]: Hofstede (1980), Caillat and Mueller (1996)
WISDOM/INTELLECT: Ortega y Gasset (1923)
WORK-RELATED SKILLS/ATTITUDE: Williams (1970)
VITALITY: Max Scheler (1913-16)
COMMUNICATION: E. Jurado (1996)
INDIVIDUALISM/INDEPENDENCE: Williams (1970), Rokeach (1973)
NEGOTIATION: Jurado (1996)
INNOVATION: Pollay (1984), Bhatia (1992), Ungerer (2000)
LEADERSHIP: Pollay (1984), Andreu y otros (1978), Jurado (1996)
ACHIEVEMENT: Andréu y otros (1978), Khale (1986)
MULTICULTURAL DIVERSITY: This value has no direct source available. However, in this study it is clear that it is an essential component in the scale of values in a company. It could be interpreted as "showing tolerance and respect to the others", see Rokeach (1973), Khale (1986)
BUSINESS SENSE: Pollay (1984)
FLEXIBILITY: Jurado (1996)
PROSPECT/FUTURE: Bhatia (1992)
ADVENTURE: Rokeach (1973), Cheng & Schweitzer (1996)
CUSTOMER ORIENTATION: Pérez Tornero et alii (1992)
PERSUASION: Moragas Spa (1976)
AESTHETICS: Max Scheler (1913-16)
TRUTH: Max Scheler (1913-16)
GENERIC EVALUATION: Felices Lago (1991)

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

ABSTRACT

Personal Qualities of Applicants in Job Advertisements: Axiological and Lexical Analysis of Samples in English from the Spanish Press

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Key words
Axiology, job advertisements, advertising, business language, discourse analysis, lexical analysis.

Previous axiological analyses in the area of business language and terminology (brand names, financial and investment terms, etc.) have already proved the complex relations among values and their hierarchical and scalar relations. However, in this paper we intend to map out the dominant values in the area of job advertisements from a different perspective: It is very common for multinational companies operating in Spain to insert advertisements in English in the Spanish press for job seekers. The percentage of English ads could be as high as 10% of the total number of advertisements. In these, each company refers to its main fields of activity, the type of degree holders they need, the skills required, the opportunities offered and how the selection process is arranged. Obviously, a special mention is made of the highly valued personal qualities of potential job applicants. Therefore, in this study we analyse the qualities and values explicitly requested in specific job advertisements, the way in which they are introduced (syntactically and semantically) and their relationship with the general classifications of values codified in language and collected by axiologists, linguists and publicists. To this end, we have selected a corpus of job offers published in the best-selling Spanish business newspaper *El País Negocios* at different periods throughout the year 2000. The analysis gives us a more reliable estimate of qualities in job advertisements as well as an account of the linguistic means used to denote axiological items.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

El literalismo en la traducción de dicumentos jurídicos: una vía para su solución

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1. Conceptos previos

1.1. El documento jurídico negocial

El concepto genérico de *negocio jurídico* da cabida a los distintos *actos jurídicos* que realizan los sujetos en ejercicio de su libertad y capacidad reguladora y al que el ordenamiento jurídico concede protección y sanción (como puedan ser el *contrato, testamento, renuncia a un derecho, oferta, aceptación, carta de pago,* etc.) Los *actos jurídicos* con carácter general surten *efectos jurídicos*, es decir, el ordenamiento jurídico regula y ampara su eficacia. Más concretamente, el negocio da origen a una *relación jurídica* negocial que normalmente supone un entramado de derechos y obligaciones que vinculan a las partes intervinientes para el futuro y que constituye una *regulación jurídica* de comportamientos. Finalmente, el negocio jurídico queda plasmado en el que denominamos *documento negocial.*

Tomamos la categoría genérica de *negocio jurídico y de documento negocial* como clase porque el estudio de los distintos actos jurídicos negociales como conjunto nos ha permitido llegar a comprender rasgos lingüísticos comunes a todos ellos.[1]

Entre los tratadistas españoles en materia jurídica tiene cierto predicamento el concepto de *negocio jurídico* (Díez Picazo: 1991), desde que Federico de Castro (1949) transmitiera esta noción a los juristas españoles. La doctrina alemana, por su parte, sigue profundizando en el concepto (Flume:1998).

[1] En este sentido véase FERRAN, E. (2000) I Congrès de Traducció Especialitzada, UPF: Póster *Una lectura guiada de un documento de trust.*

1.2. La traducción de los efectos jurídicos del documento de conformidad con el ordenamiento regulador del documento.

La traducción jurídica en general está regulada por el derecho. Ello es así debido a su función de colaborar con la *eficacia jurídica*. En sí misma la traducción jurídica es también un acto jurídico y, por tanto, recibe el amparo y regulación del ordenamiento jurídico, que la contempla de forma más o menos explícita.

El traductor jurídico, en consecuencia, por designio del derecho, deberá trasladar a la lengua meta los efectos jurídicos del documento de partida que le otorga el ordenamiento jurídico regulador del mismo, el derecho anglosajón en nuestro caso.

Para establecer cuáles son los efectos jurídicos del documento postulamos que es necesaria una interpretación teleológica, es decir, pragmática y funcional, pues así lo dispone el ordenamiento jurídico anglosajón, regulador del documento.

2. El literalismo o la ausencia de intepretación

La interpretación teleológica se opone a la literalista. La literalidad, o interpretación de los textos según el sentido literal de las palabras[2], constituye la renuncia del intérprete (traductor, en este caso) a lo que le es más propio: a la interpretación del texto en toda su dimensión comunicativa como un todo global, capaz de relacionar las partes constituyentes del todo a la luz del contexto comunicativo en que se produce el texto. De ahí que prefiramos decir que una interpretación literal, de hecho, es una falta o ausencia de interpretación.

Y es precisamente esa falta de interpretación la que genera la traducción literalista de la que hablamos. El traductor deja de realizar la necesaria interpretación del documento cuando prescinde de inferir el sentido global del texto en el contexto comunicativo en que se produce. Una comprensión de las porciones de texto de menor tamaño no es suficiente para que realice una traducción fiel al sentido.

No nos proponemos estudiar con profundidad los grados de literalismo en que puede incurrir el traductor. El grado sumo es la traducción palabra por palabra. Se traduce mecánicamente palabra por palabra con una desconexión del contexto comunicativo en que se produce el mensaje textual.

Si se traduce sintagma por sintagma, u oración por oración, el resultado ya será distinto, puesto que, por lo menos, se tendrá en cuenta la posición de esta unidad menor en el tejido discursivo.

Si se traduce cláusula por cláusula, se consigue una menor literalidad, pero no se escapa completamente a ella si el traductor durante la lectura no infiere la finalidad que el negocio está llamado a realizar, que sólo se desprende del documento considerado como un todo.

[2] Artículo 1.281 del Código Civil español vigente.

Puede ser que una interpretación literalista en cualquiera de sus grados consiga de forma casual que el receptor capte la finalidad que ese documento negocial de que nos ocupamos desea realizar. De hecho, como el contexto comunicativo de los negocios jurídicos más típicos está sumamente estandarizado, con toda probabilidad un lector que conoce las características del tipo de negocio, es decir, de la institución, entiende el documento meta en toda su dimensión aunque adolezca de defectos de redacción fruto de una traducción literalista. Sin embargo, eso no puede servir de excusa para legitimar la interpretación o traducción literal en cualquier tipo de traductor, el experto o el no experto.

Por tanto, para la comprensión del documento, esté bien o mal redactado, es necesario atender a la finalidad del mismo, elemento pragmático unificador del sentido del texto de carácter extralingüístico al que en otro lugar denominamos *función práctica*[3]. Se trata de esa motivación para negociar o *función práctica* del negocio que consiste en cubrir una necesidad humana. La *función práctica* subyace a la regulación jurídica[4] que contiene el documento y muchas veces no se hace explícita en el texto, sino que se infiere del tejido discursivo que, en términos jurídicos, constituye un entramado de regulación jurídica que permite la lectura del texto. Dicha *función práctica* es entonces el mecanismo de control de la lectura y funciona como una luz que ilumina el texto y la regulación jurídica que éste pretende. No hay lectura posible sin una inferencia de dicha *función práctica*, como vemos después.

2.1. El literalismo en la práctica y en la teoría de la traducción. Las causas del literalismo.

El literalismo en la práctica de la traducción jurídica se debe a varios factores sociológicos. Unos están relacionados con la fase de comprensión del texto jurídico y otros con la fase de reformulación. Las analizamos sólo brevemente porque nuestra intención no es de signo negativo; no tratamos de denunciar los supuestos de literalismo, sino que, por el contrario, es de signo positivo, pues abogamos por sentar las bases para propiciar y canalizar una interpretación teleológica del documento y animar al traductor a desarrollar una actitud encaminada a la comprensión profunda del texto.

Un factor que incide en el literalismo es una tradición heredada, presente de forma más o menos consciente en el traductor jurídico. Proviene de considerar el documento jurídico casi como un texto sagrado que hace que se considere erróneamente que la mayor fidelidad se consigue mediante una traducción palabra por palabra.

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[3] Véase en FERRAN (2000), una ejemplificación de la "*función práctica* del negocio" en un documento de *trust.*

[4] El documento jurídico necesariamente se describe en términos normativos o de regulación de comportamientos en que a un supuesto de hecho se le asigna una consecuencia jurídica amparada por el ordenamiento jurídico.

Sin embargo, creemos que la principal y verdadera causa de la literalidad es la mala **comprensión del texto** (Mayoral: 1999). El texto jurídico es especialmente difícil de comprender para el traductor lego en materia jurídica (Gunnarson: 1984, Borja:2000:161)[5][6]. Además, los documentos jurídicos, especialmente los anglosajones, tienden a presentar un redactado recargado, acentuándose con ello la dificultad de comprender el documento.

Efectivamente, por una parte, el traductor jurídico se enfrenta muchas veces a textos mal redactados, especialmente en el caso de textos anglosajones (MellinKoff: 1962, Dickerson: 1986). Aunque los juristas y los textos dicen querer plasmar el sentido mediante la precisión a través del uso recurrente de fórmulas que tienden a estabilizar el discurso; la síntesis a través del principio de economía verbal, y el control del sentido incluso a través de la ambigüedad deseada, en la práctica esos ideales de precisión, concisión y control no se consiguen. En la realidad de la práctica, los juristas ocultan el sentido tras textos farragosos[7] y los traductores se escudan en esa dificultad para regatear el inexcusable deber de transmitir el sentido.

Por otra parte, la dificultad de comprensión también deriva del campo o materia, desconocidos para el traductor jurídico que no es jurista y que tiene, por tanto, que hacer un esfuerzo de documentación.

Ya en la fase de **reformulación del texto**, la repetición de las fórmulas, tan propia de este lenguaje de especialidad, hace que el traductor tenga la tentación de traducir dichas fórmulas mecánicamente, como segmentos desconectados del texto considerado como una globalidad.

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[5] Gunnarson (1984) ha comprobado, mediante experimentos, que la dificultad de comprensión de los textos jurídicos es inherente a su naturaleza. Tras simplificar el estilo de los textos para hacerlos menos recargados comprobó que no por ello se hacía más fácil su comprensión, lo que indicaba que las dificultades de comprensión derivan de la estructura esencial de este tipo de discurso.

[6] Borja (2000) nos previene: “Todos los estudiosos del tema citan como característica distintiva del lenguaje legal su complejidad. Sin embargo, la complejidad de este lenguaje no proviene sólo de la gramática sino que es consecuencia de los aspectos pragmáticos que lo contextualizan. Por tanto, su aparente complejidad no puede atribuirse únicamente a factores lingüísticos sino a la combinación de una estructura conceptual compleja que impone una forma de expresión muy sofisticada. Para demostrar esta hipótesis se han realizado experimentos (Gunnarson: 1984) en los que se evalúan la comprensión de texto jurídico en su forma original, después de haber sido reformulados en un estilo más próximo al lenguaje general. Los resultados ponen de manifiesto que la comprensión mejora cuando el texto ha sido reformulado, pero aun así persisten importantes problemas de comprensión que, por tanto, sólo podrían atribuirse al contenido.

[7] No vamos a detenernos a analizar las causas de esa realidad, pero es antigua la queja de la sociedad frente a textos que le afectan directamente y que no entiende y también la polémica sobre en qué medida es legítimo y necesario un lenguaje jurídico abstruso para el lego (MellinKoff: 1962). En nuestra opinión la existencia de un lenguaje jurídico es necesario para designar este campo del saber. Sin embargo consideramos también que los textos son muchas veces innecesariamente recargados porque intervienen factores múltiples como la falta de pericia de los redactores, el proteccionismo de un estamento profesional que defiende sus intereses y una tradición de redacción poco depurada.

Existe, por tanto, una tendencia de la traducción jurídica a la literalidad como principio.[8] Creemos que es necesario limitar el alcance del fenómeno de la literalidad, que debe considerarse un mal necesario en casos excepcionales[9] y no debe adoptarse como un principio o práctica habitual.

Por su parte, la teoría ha defendido la literalidad en muchos casos (Rosillo: 1997, Borja: 1998).[10] Sin embargo, parece que en los últimos tiempos se escuchan voces que ya defienden que la traducción es un acto comunicativo en que el traductor no es un autómata y, por tanto, está legitimado para tomar decisiones a fin de que su traducción cumpla la función comunicativa de que se trate en cada caso (Borja: 2000, Sarcevic: 1997)[11] Sin embargo, parece necesario establecer cauces que la permitan y faciliten: es lo que nos proponemos en este artículo.

2.2. Traducción literalista versus traducción comunicativa

Recordemos que para establecer cuáles son los efectos jurídicos del documento es necesario atender a su *función práctica*, a la necesidad humana que subyace a su redacción y motiva el otorgamiento del documento. Esta *función práctica* no suele hacerse explícita en el texto y diremos que subyace al texto. Distinguimos, por tanto, entre una *función práctica* subyacente y una regulación jurídica emergente. La regulación jurídica, según la hemos definido emerge en el texto en forma de derechos y obligaciones que tratan de regular los comportamientos humanos. Esa regulación emerge suficientemente en el texto aunque pueda quedar implícita en parte.

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[8] Sobre todo en la traducción jurada. Otros supuestos de traducción jurídica han obviado el fenómeno de la literalidad. Así, por ejemplo, la corredacción de leyes en los países en que hay varias lenguas oficiales (a la que no se llama *traducción* sino *corredacción*), ha permitido legitimar la traducción del sentido por encima de la literalidad.

[9] Consideramos que sólo cuando el traductor no entiende el texto porque este está mal redactado, puede optar por hacer una traducción literal y en ese caso deberá comunicarlo en la propia traducción mediante una nota a pie de página, por ejemplo.

[10] Tras hablar de la equivalencia dinámica, Rosillo (1997:57), defiende la literalidad de la forma siguiente: “Sin embargo, creemos que la traducción en este tipo de textos (los jurídicos) debe tender más bien, y en la medida de lo posible, a la máxima literalidad.” Igualmente Borja (1998) defiende alternativamente y de forma contradictoria la interpretación y traducción teleológica y la literalidad, de una forma que recuerda y refleja el estado actual de la cuestión en este tema. Terral (1997) describe cómo el traductor jurídico profesional alterna en la realidad de la práctica, e incluso en el transcurso de un mismo texto, entre la literalidad o la traducción comunicativa.

[11] Antes, el traductor jurado solía decir que la versión traducida era del mismo tenor literal que el original. Sin embargo, actualmente, la legislación española actual impone una fórmula que se remite a la fidelidad al sentido del texto original. Igualmente Jean-Claude Gémar (1995, tomo I:142) considera que es aplicable el principio de la equivalencia funcional a la traducción de textos jurídicos: “Mais on ne traduit pas que des mots, des tournures et des expressions. Dans certains domaines, dont le droit, il s` agit avant tout de passer l` esprit, avec tout ce que cela comporte des risques et des changements.” Igualmente Borja (2000) dice como cierto algo que nos parece dudoso: “En general, tanto los teóricos como los profesionales de la traducción jurídica abogan por un planteamiento dinámico: un método interpretativo-comunicativo (según la denominación de Hurtado 1994 b) que combine las diversas técnicas teniendo en cuenta, entre otros factores, las correspondencias entre sistemas jurídicos, el tema del texto y el destinatario de la traducción.”

Tomemos la siguiente cláusula extraída de un testamento anglosajón:

> FOURTH: All of my estate, whether the same be real, personal or mixed, of whatever kind or character, and wheresoever situated, or which I may die seized or possessed, or in which I may have any interest or right of testamentary disposition or power of appointment at the time of my death, I hereby give, device, and bequeath to my said daughters, RUTH E......BARBARA P............., y PATRICIA S........ should they survive me, in equal shares.

Esta cláusula de institución de heredero obedece a una motivación característica: el deseo de la madre de proteger a sus hijas de forma equitativa, a las que instituye herederas a partes iguales. Esta motivación se expresa mediante una regulación, en este caso, un acto de disposición de los bienes.

Una vez hemos reconocido la *función práctica/reguladora* de la cláusula, comprendemos que algunas porciones de discurso no contribuyen a plasmar ese sentido fundamental y no aportan significado alguno o, como mucho, tienen una función de mero énfasis. Son las que señalamos en gris, subrayando las porciones portadoras de la eficacia:

> FOURTH: <u>All of my estate</u>, whether the same be real, personal or mixed, of whatever kind or character, and wheresoever situated, or which I may die seized or possessed, or in which I may have any interest or right of testamentary disposition or power of appointment at the time of my death, <u>I</u> hereby <u>give</u>, device, and bequeath <u>to my</u> said <u>daughters, RUTH E......BARBARA P............., y PATRICIA S</u>........ should they survive me, <u>in equal shares</u>.

La operación de discernir entre discurso jurídico eficaz y discurso de relleno, pone de manifiesto que el discurso que no se dirige al cumplimento de esa *función práctica* es totalmente vano y podría suprimirse sin perjudicar el sentido.

Proponemos una traducción literalista de la cláusula para compararla con una traducción pragmático-funcional.

La traducción pragmático-funcional que proponemos se permite suprimir porciones de relleno en el texto de partida que no contribuyen a la eficacia jurídica, mientras que la literalista tiende a incluir todo el material discursivo.

Por otra parte, esa traducción literalista o perezosa tampoco hace el esfuerzo que comporta la traducción de culturemas, esto es, de elementos culturales específicos de una cultura jurídica determinada que la distingue de otras. La traducción de culturemas requiere una transposición cuyo resultado en el texto meta pueda ser entendido por el lector español, siempre, claro está, que la transposición no suponga alguna pérdida de sentido, es decir, de eficacia jurídica. Así, “personal, real and mixed property" en el ejemplo del testamento anglosajón, se traducirá por la clasificación equivalente y conceptualmente distinta en castellano, a saber, "bienes muebles, inmuebles y semovientes", sin riesgo para la traslación del sentido. Si, por el contrario, supone una pérdida de sentido, en ese caso, se hará un calco. Además, el traductor literalista tampoco resuelve las redundancias.

Veamos, a continuación, el resultado de una traducción literalista (a) y el resultado de una traducción funcionalista (2) que, en este caso, suprime porciones largas de texto. Finalmente proponemos una solución intermedia (3), que no suprime porciones menores de texto que tienen una función didáctica, enfática o típicamente casuística[12], sino que se transponen y adaptan al ordenamiento jurídico español atendiendo a su función como porciones. Estas porciones de relleno no contribuyen directamente a la eficacia jurídica: sólo eventualmente lo hacen indirectamente.

(1) Presentamos la traducción literalista de la cláusula, subrayando los ejemplos de literalismo. Hemos dividido la cláusula en porciones para que el lector pueda percibir mejor la proximidad excesiva entre los textos (origen y meta) cuando la traducción es literalista.

All of my estate, *Todo mi patrimonio*

whether the same be real, personal or mixed *<u>sea real, personal o mixto</u>*

of whatever kind or character, and wheresoever situated, or which I may die seized or possessed, or in which I may have any <u>interest or right</u> of testamentary disposition or power of appointment at the time of my death, *de cualquier tipo y naturaleza, dondequiera que esté, de mi propiedad o posesión en el momento de mi muerte, o en el que tenga un <u>interés o derecho</u> de disposición testamentaria o poder de nombramiento en el momento de mi muerte.*

I hereby <u>give, device, and bequeath</u> to my said daughters, RUTH E...... BARBARA P.............., y PATRICIA S........ should they survive me, in equal shares. *Por el presente, <u>doy, dispongo y lego</u> a mis mencionadas hijas, ..., en caso de que me sobrevivan, en partes iguales.*

[12] Nos referimos al denominado "casuismo anglosajón" trasunto de la mentalidad que le subyace: la distinción de casos.

La traducción literalista queda así:

> *Todo mi patrimonio, sea <u>real, personal o mixto</u>, de cualquier tipo y naturaleza, dondequiera que esté, de mi propiedad o posesión en el momento de mi muerte, o en el que tenga un <u>interés o derecho</u> de disposición testamentaria o poder de nombramiento en el momento de mi muerte.*
> *Por el presente, <u>doy, dispongo y lego</u> a mis mencionadas hijas, ..., en caso de que me sobrevivan, en partes iguales.*

El traductor no ha atendido a la *función práctica* de la cláusula para realizar entonces con conocimiento de causa las operaciones de traslación en busca del equivalente funcional de porciones menores que "funcionen" en castellano. El grado de literalismo es máximo, pues el traductor no se esfuerza siquiera por adaptar los grupos de palabras con un significado único. Por ejemplo, ante el conjunto "*give, device and bequeath*", que aparece no sólo en la cláusula de institución de heredero, sino también en cualquier otra cláusula testamentaria que implique transmisión de la titularidad sobre los bienes, el traductor no hace ningún esfuerzo por descubrir el significado de la fórmula en el contexto de esa cláusula de nombramiento de herederos. Simplemente, traduce palabra por palabra cada uno de los términos independientemente del significado del conjunto. El resultado es una caricatura. Tampoco resuelve ninguna de las redundancias. Por ejemplo, el conjunto *right or interest*, debiera haberse traducido por "*derecho*", dado que ambos términos significan, a efectos de traducción, lo mismo: *derecho*.

(2) La traducción **pragmático-funcional**, por el contrario, se sitúa en el otro extremo. Consiste en atender a los actos de habla incluidos en los documentos jurídicos como portadores de la eficacia jurídica. Del acto de habla en cuestión penden, en ocasiones, otros actos de habla que se le subordinan y coadyuvan a la realización de su sentido. No es el caso del ejemplo que proponemos.

> *Dispongo de todos los bienes de mi patrimonio a favor de mis hijas ... por partes iguales.*

(3) Finalmente presentamos una solución intermedia

> *Dispongo de todos los bienes de mi patrimonio a favor de mis hijas ... por partes iguales. Debe entenderse que la masa hereditaria integra todo tipo de bienes y derechos, de carácter mueble o inmueble, incluso también los derechos posesorios o los derechos de disposición testamentaria o la facultad de nombramiento de un beneficiario testamentario de un bien o derecho.*

En esta solución intermedia el traductor se percata de que el inciso que explica o describe los elementos de la masa hereditaria "funciona" como una definición del concepto de *estate* que, al incluir *todos* los bienes del causante, a su vez, conecta con el principio jurídico de transmisión hereditaria a título *universal*.

Por tanto, en la cláusula se explicita parte del mundo conceptual jurídico de la *Common-law:* la división de los bienes en “*real, personal or mixed property*”; la diferenciación entre titularidad y posesión “*seized or possessed*”. Es casi una lección de conceptos jurídicos que es necesario que conserve todo su sabor cultural en el texto meta. Si el receptor no desea tales refinamientos, se conformará con una traducción que le permita entender la función jurídica fundamental, el acto de disposición universal (hereditaria) a favor de las hijas, que constituye uno de esos principios jurídicos universales, independientemente de que sea una u otra la descripción y categorización en los distintos ordenamientos jurídicos de los bienes integrantes de la masa hereditaria.

Por supuesto, este conocimiento sobre principios jurídicos universales que permiten al traductor distinguir la esencia de la especificación o de la mera ilustración, se ve corroborado al recurrir a las fuentes legales. Efectivamente, el *Wills Act* inglés de 1837 establece en su artículo 3 el principio de transmisión *mortis causa* de los bienes del testador. Lo transcribimos en la parte que nos interesa: “All property may be disposed of by will.- It shall be lawful for every person to devise, bequeath or dispose of, by his will executed in manner herein-after required, all real estate and all personal estate which he shall be entitled to, either at law or in equity, at the time of his death, and which, if not so devised, bequeathed, and disposed of, would devolve upon the heir at law or customary heir of him or I ...”

Curiosamente, la ley inglesa no se conforma tampoco con pronunciar el principio general (“It shall be lawful for every person to devise, bequeath or dispose of, by his will”), sino que se esfuerza por enumerar los tipos de bien que puede contener el patrimonio del testador, exactamente en la misma forma que hemos visto en la cláusula anterior: “all real estate and all personal estate which he shall be entitled to, either at law or in equity”.

Este es sólo un ejemplo sobre cómo la remisión a la función práctico-jurídica de la cláusula refuerza y garantiza la interpretación teleológica del documento, impidiendo los casos de literalismo que se han instalado en la práctica de la traducción jurídica.

3. Conclusión

Abogamos, por tanto, por adoptar una solución intermedia entre dos extremos, que son, por una parte, el calco inherente a una actitud literalista por parte del traductor y, por otra parte, una traducción pragmática que incluso es capaz de “saltarse” trozos de discurso, pués sólo preserva los actos de habla en tanto que portadores de la eficacia jurídica del documento.

La solución intermedia, por su parte, supone la traducción de todo el material discursivo que aporta significado, independientemente de que esté directa o indirectamente subordinado a los actos de habla que estructuran el documento, pero realizando una interpretación pragmático-comunicativa del documento considerado como una unidad textual coherente y comunicativa.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

ABSTRACT

El literalismo en la traducción de dicumentos jurídicos: una vía para su solución

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Having realized that both in theory and practice of legal translation *literalism* is still present, we think that it may be interesting to recall that a pragmatic translation of legal documents is the rule for the translator to follow. This pragmatic interpretation/translation of the legal document is the opposite of a literal interpretation/translation of such a document. We define a literal interpretation on the part of the translator as in fact abandoning his real task: that of interpreting the legal document as a whole. Although the theory of legal translation is starting to formulate such communicative principles in interpretation, it has not as yet found ways of fostering and stimulating such an attitude in the translator. We take the translation of private legal documents of the Common-law by way of example to illustrate both literal and pragmatic translation. We believe that the attitude and strategy proposed is to be taken into account not only by the expert translator but it is also to be taken into account by the non-expert translator, being a guide that that be explained and followed when teaching legal translation.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

Ladenrhetorik

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Einführung

Die prinzipiellen ersten drei Schritte im Aufbau der guten Rede: Inventio, Dispositio, Elocutio seien auch in einer Strategieentwicklung gut angebracht. Der Elocutio, d.h. der Aussage oder der Ausprägung, stehen die rhetorischen Figuren zur Verfügung.
So auch im Einzelhandel.

1. Die Rhetorik der Dinge

Ursprünglich diente die Rhetorik der mündlichen Sprache, dann der geschriebenen Sprache und noch später der Bildsprache.

Der Zweck dieser Zeilen ist, die Rhetorik in der Sprache der Läden zum Nutzen zu bringen. Diese Viertgenerationsanwendung bedarf natürlich einiger Modifikationen der Vorstufen. Im besonderen war der Schritt in die Bildrhetorik gross und wichtig. Im Vergleich damit ist der Weiterschritt in die Ladenrhetorik nichts mehr als ein Hahnenschritt.

Mein Versuch, die **Aussagekraft der Ladenausrüstung durch die Rhetorik zu verstärken**, basiert weitgehend auf Jacques Durand (1970 und 1987 (1)). Diese Beiträge sind auch die Hauptquellen Gillian Dyers, die aber ihre eigenen Beispiele hinzufügt. (1989 (2)).

Jaques Durand fängt so an:” Der Zweck dieser Studie war, eine visuelle Überführung der rhetorischen Figuren in die Sichtwerbung zu finden.” (Meine Übersetzung und Auszeichnung sowie im Folgenden). Und das ist genau, was auch wir benötigen: in jeglicher Weise das Ladenkonzept, mitsamt all dessen

Komponenten sowie Verbrauchssyntagmen und -paradigmen, Verbrauchs-kontexten, Beschaffungsquellen u.s.w., zu illustrieren.

Den Übergang von den rhetorischen Figuren der Sprache und Texte zu denen der Bilder griff Jacques Durand in dieser glücklichen Weise auf: “Ich betrachtete eine rhetorische Figur als eine Überführung einer `einfachen Proposition`in eine `figurative Proposition`”. Demnach konnte er die unterschiedlichen Figuren nach zwei Kriterien ordnen:

“1) `Die rhetorische Operation`:
Addition/Suppression/Substitution/Umtausch.
2) `Die Relation`zwischen den variablen Elementen:
Identität/Ähnlichkeit/Unterschied/Opposition. Dann erreichten wir eine zweidimensionale Matrix, in der all die rhetorischen Figuren klassifiziert sind.”

Dieser Raster ist unten als Abbildung l aufgezeigt.

Operation / **Relation**	**Addition**	**Suppression**	**Substitution**	**Umtausch**
Identität	Repetition	Ellipsis	Homeophor	Umkehrung
Ähnlichkeit der Form des Inhaltes	Reim Vergleich	Umschreibung	Anspielung Metapher	Hendiadys
Unterschied	Akkumulation	Suspense	Metonym	Asyndeton
Opposition der Form des Inhaltes	Anachronism. Antithese	Dubitation Reticence	Periphrase Euphemismus	Anacoluton Chiasmus
Falsche Homologien doppelter Sinn	Antanaclasis	Tautologie	Wortspiel	Antimetabole
Paradox	Paradox	Preterition	Antiphrase	Antilogik

Abbildung 1 Eine Matrix über rhetorische Figuren
Jacques Durand 1987 (l)

“Nach einer breiten Bestandsaufnahme von Magazinanzeigen fand ich Äquivalente für all die rhetorischen Figuren.” - des Rasters, nehme ich an. Das klingt überzeugend.

Es lässt sich aus Raumgründen verstehen, dass sämtliche Figuren der Matrix hier nicht erläutert werden können. Da möchte ich auf Jaques Durand (1987 in englischer Sprache,1970 auf französich) und auf das klassische Wissen des verehrten Lesers hinweisen. Dafür widme ich den Figuren, die der Eigenart des Einzelhandels gut entsprechen und das meiste versprechen, um so viel mehr Aufmerksamkeit.

2. Ladengestaltung im Vergleich mit Sichtwerbung

Nur wenige Beschränkungen aber reichliche Handlungsmöglichkeiten herrschen im Einzelhandel im Vergleich mit der Druckwerbung.

Vor allem arbeitet der Einzelhandel in allen drei Dimensionen und bietet so dem Auge und anderen Sinnen viel mehr als ein flaches Druckerzeugnis an. Man wird “buchstäblich”, d.h. räumlich, dazu eingeladen, sich ins Meer der Wirklichkeit hineinzutauchen, seine Hände auf die Dinge zu legen, und vielmals das Produkt zu riechen, zuhören oder schmecken.

Im gewissen Sinne gleicht ein Laden einem Bandfilm. Den Bildwechsel betätigt der Kunde, indem er an den aufgereihten Tableaus vorbeiwandert. Eine kleine Reise mag eine bessere Metapher sein. Auf alle Fälle gibt es in jedem Exposé zahlreiche Mittel des Ausdrucks, um einen Eindruck zu erlangen.

Der Einzelhandel ist sinnfällig zeichenreich.

Der Verkäufer - der Ladenratgeber - mag da sein, um die durch Produkte und deren begleitende Kontextvertreter gegebene Botschaft zu verankern oder abzulösen. (Beide Begriffe im Barthesischen Sinne).

Der gesprochene “Text” des Anpreisers erklärt und lenkt den Inhalt der dinglichen Gesamtbotschaft.

Die Ablösung (Französisch: relais), d.h. die wichtige metonymische Fortsetzung, wird aber nicht nur in der Phantasie, wie bei der Druckwerbung, sondern auch in der Wirklichkeit angeboten. Wer das Produkt mitnimmt, stellt das bevorstehende Erlebnis sicher.

Der Ladenbesucher hat vom Anfang an seinen eigenen Kontext im Hinblick auf das Angebot des Ladens bei weitem mobilisiert. Er ist wahrscheinlich besser vorbereitet und zum Kauf geneigter als der Leser eines Magazins.

Allgemein gesagt hat jedes Einflussmittel des Theaters eine Chance im Einzelhandel. Kulissen und Produkte ergeben das Szenenbild. Und noch dazu bleibt der Kunde Inhaber des Manus und des Gespräches, behält immer die Hauptrolle und wird von hilfsbereiten Personen in den Nebenrollen unterstützt. Er muss den Ablauf geniessen.

Ein Laden stellt vielerlei Produkte aus. Die Tiefe jedes Produktes machen die Artikel, so wie Marken, Grössen und Farben, aus. Das minimale Element des Sortiments ist der Artikel. Die Reihe von Artikeln jedes Produktes ist ein Paradigma. Jeder Artikel hat mit den anderen dieser Teilmenge einige Eigenschaften gemein und einige lediglich für sich selbst. Die Artikel eines Produktparadigmas tendieren zur Substitution im Gebrauch. Ähnlichkeit, nicht Identität, herrscht in einem Paradigma von Artikeln.

Produkte, oder Warenarten, sind auf einer Ebene definiert, auf der sie nicht konkurrieren. (Zum Thema Ebene siehe Roger Brown, 1958 (3)). Auf diesem Niveau mögen sie sogar einander im Gebrauch komplettieren. In dem Fall können sie in syntagmatischer Weise kombiniert werden. Aus jedem (vertikalen) Produktparadigma wird ein Artikel ausgewählt und an andere Artikel benachbarter Paradigmen syntagmatisch (horizontal) angereiht - jeweils mit Funktion, Stimmung und Geschmack der abgezielten Gebrauchssituation vor Augen. Siehe hierzu Trudy Kehret Ward (1987 (4)) und LK (1989 (5)).

Es leuchtet ein, dass wohlbekannte Begriffe aus der Konsumentenverhaltenswelt in die Terme der Semiotik übersetzt werden können. Somit zeichnen sich auch deren entsprechender Inhalt und gegenseitige Ordnung in der Semiotik als Analysewerkzeug und Inspirationsgrundlage für Werbeentscheidungen ab.

Diese Tatsachen der Einzelhandelssortimente fordern ein anderes Werbeverfahren als das des Herstellers einer Marke. Der kann in seinen Annoncen ruhig seiner Marke weitreichenden Sinn zuordnen, so z.B. dadurch, dass er Kontexte des Gebrauches oder des Ursprungs, Verbraucherkategorien und deren Haltungen dem Produkt gegenüber u.Ä., aufzeigt. Ein Laden verkraftet nur selten eine derartige Förderung eines einzelnen Produktes. Das Produkt sollte denn ein besonders hervorragender und unverwechselbarer Profilträger des Ladens sein.

Anstatt sollte der Händler die Wahlfreude der Sortimentstiefe und die Kombinationslust der Breite durch einschlägige Aufstellungen und begleitende Kontextvertreter erregen.

Dabei habe ich den ratgebenden, ablösenden, gebrauchssituationentwickelnden Verkäufer nicht vergessen, bleibe aber im Folgenden bei den dinglichen Kontextvertretern.

3. Ein paar semantische und linguistische Voraussetzungen

Vor diesem aufgeklärten Leserkreis gestatte ich mir, ein reichliches, gemeinsames Vorverstehen vorauszusetzen. Es wäre Raumverschwendung, Begriffe wie diese zu erklären: Bedeutungsebenen à la Barthes sowie Denotation, Konnotation, Mythos, eingeschobene Metatexte (die von Verkaufsleuten oder Schildtexten herrühren mögen); Kodes; Wort zur Welt/ Welt zum Wort-Darstellungen. Diese Schlüsselbegriffe, und noch einige wenige, werden in meinem Diskurs belebt.

4. Angewandte Figuren

Die Erläuterung der ausgewählten Figuren folgt der Ordnung der Durandmatrix (Abb. l). Die Operationen Addition, Suppression, Substitution, Austausch bilden die Überschriften, wobei die Relationen untergeordnet sind. Das ganze Kapitel basiert auf Durand 1987. Zitate ohne eigene Quellenangaben weisen auf ihn zurück.

Abbildung 2 Addition. Identität. Repetition

4.1 Addition

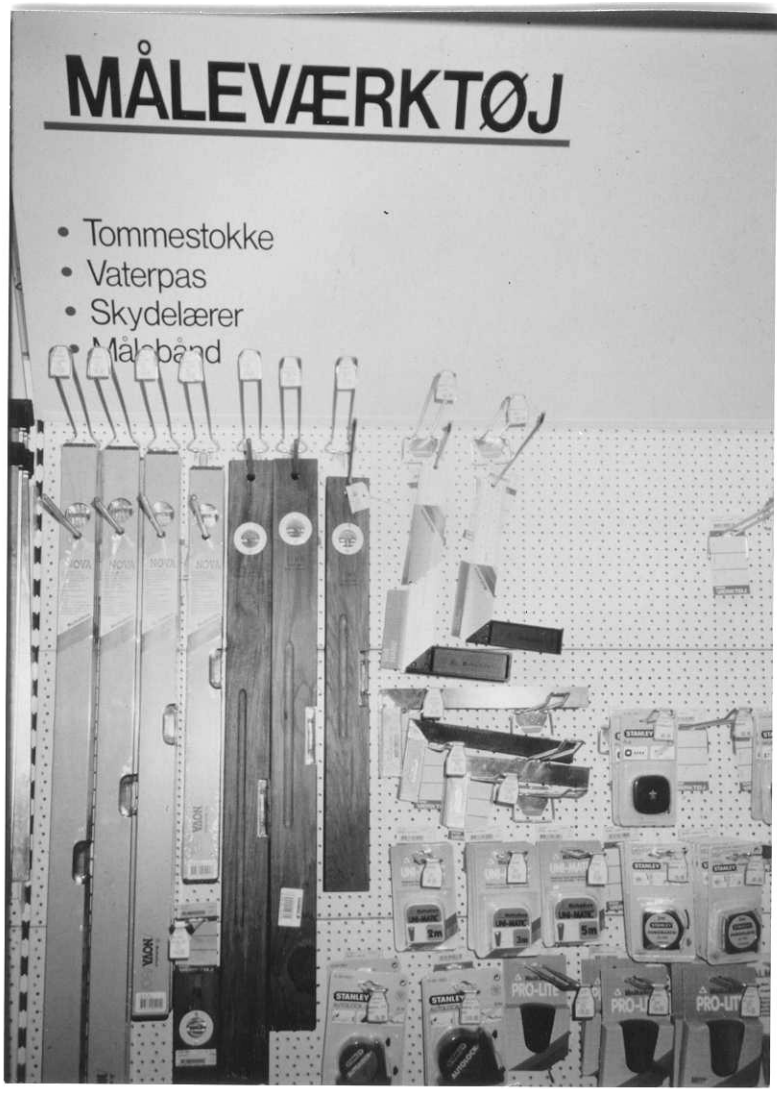
4.1.1 Identität. Repetition.

Die Wiederholung von Artikeln im Einzelhandel ist eher eine Regel denn eine Ausnahme. Fünf Facings jeder Marke in den Regalen der Selbstbedienungsläden sind ganz gewöhnliche Praxis. Ein Mindestmass an Ausstellung ist nötig, um überhaupt Wahrnehmung zu erlangen.. D.h., selbst in aller Bescheidenheit liegt eine figurative Proposition vor. Ein Laden kann diese rhetorische Figur übertreiben und dadurch den Inbegriff seines Konzeptes aufweisen und beweisen. Die am besten vertretenden Warenarten des Stammsortiments, die Profilträger, verdienen Wiederholung.

Abbildung 2 ist ein starkes Beispiel. Den Namen des Ladens muss ich nicht nennen.

Abbildung 3

Addition. Ähnlichkeit der Form und des Inhaltes. Paradigma der Varianten



4.1.2 Ähnlichkeit.

Wenn das paradigmatische Set der Varianten jeder Warenart in einer vertikalen Ordnung ausgestellt ist, liegt eine Ähnlichkeit der Form unter den Ausstellungen vor. Vgl. hierzu Abbildung 3 und 4 aus einem Baumarkt. Es stellt sich die Frage, ob diese Ordnung eigentlich eine figurative Proposition ist. Falls aber der Zuschauer sich in irgendeiner Weise ästhetisch oder kognitiv angemutet fühlt, steht er vor einer figurativen Proposition. Schon durch Definition herrscht eine Ähnlichkeit des Inhaltes innerhalb jedes Paradigmas (Z.B. Abb.3). Der Verbraucher vergleicht genau die ziemlich umtauschbaren Varianten. Diesem Vorgang entspricht die rhetorische Angebotsfigur: der Vergleich. Dies gilt auch für eine wüste Ausstellung der Varianten einer Warenart. Gleichartiger Inhalt ist da; nur wenige andere Ausstellungen haben aber diese Form.

An den Warenarten entlang, horizontal, bemerkt man eine andere Ähnlichkeit der Form, da aber im Vergleich mit den anderen Gängen des Ladens. Im idealen Falle, und zuweilen aber nicht immer in der Praxis, machen die Warenarten längs des Ganges ein Syntagma aus. Sie lassen sich im Gebrauch kombinieren. Das Prinzip wird in anderen Gängen des Ladens wiederholt.

Abbildung 4. Addition. Ähnlichkeit der Form. Horizontales Syntagma.
Garnitur von Werkzeug. Baumarkt.

In derselben Weise unterliegt ein Ensemble, in dem unterschiedliche Warenarten, die nicht wegen Ähnlichkeit des Inhaltes sondern wegen der Nähe im Gebrauch zusammengebracht sind, einer Ähnlichkeit der Form mehrerer Aufstellungen. Eine Garnitur von Gartenmöbeln oder Geräten am Ende der Regale ist ein Beispiel. Das Ensemble halte ich für eine stärkere figurative Proposition als die horizontale Ordnung, weil es nicht nur kognitiv sondern auch ästhetisch anmutet. Die drei wohlgekleideten Figuren in Abbildung 6 unten sind Beispiele des Ensembles.

Als gemeinsamen Namen für Aufstellungen ähnlicher Form aber unterschiedlichen Inhaltes schlage ich die geordnete Akkumulation vor, wobei ich Durands Akkumulationsbegriff, der nur ungeordnete Anhäufungen von zum Inhalt weit verschiedenen Arten umfasst, erweitere. Vgl. 4.1.3 unten.

Die geordnete Akkumulation entspricht nett und niedlich dem Reim im Textbereich.

4.1.3 Unterschied. Akkumulation

Eine Durcheinanderakkumulation als rhetorische Figur enthält allerlei unterschiedliche Gegenstände, Umstände oder Personen. Eine Collage ist ein Bespiel. In der Druckwerbung ist die thematische Wahl von Elementen sehr frei. Im Einzelhandel ist es eine Ausnahme, wenn andere Sachen als unterschiedliche Produkte in einer ungeordneten Akkumulation gesammelt werden. Die wüste Anhäufung von Warenarten auf Grabbeltischen oder in -kästen ist das Musterbeispiel im Einzelhandel..

Die Unordnung mutet die Neugier an. Ein wahrer Fund mag im Warendschungel verborgen sein. Der Entdeckungsdrang wird weit stärker erregt als bei der Begegnung einer text- oder bildrhetorischen Figur.

Abbildung 5. Addition. Unterschied. Durcheinanderakkumulation. Antiquitätenhändler.

4.1.4 Übrige Additionsfiguren

Die Schaustellung eines modernen Produktes in altmodischer Umgebung ist ein Beispiel des Anachronismus, d.h. der oppositionellen Form. Babystiefel neben Bauernstiefel ausgestellt sind ein Beispiel der Antithese, d.h. des oppositionellen Inhaltes.

Wenn drei identische Puppen unterschiedlich gekleidet sind, verwandelt sich in paradoxer Weise die eine in die zweite in die dritte.

4.2 Suppression

Die Unterdrückung eines Produktes kommt am ersten Anblick als ein schlechter Einfall vor. ”Warum auf Erden meine Waren verhehlen oder wegnehmen?”

Nichts desto weniger mögen die Figuren der Wegnahme eine Chance verdienen. Zunächst weil der Kunde mit einem stärker aktivierten Vorverstehen als der Druckwerbungleser ankommt. Zweitens weil Rätsel die Phantasie reizen. Eine durch Kontextvertreter skizzierte Gebrauchssituation, in der nur eine Lücke für das einschlägige Produkt offengelassen worden ist, spricht den Perfektions- und Besserwisserreidrang des Menschen an. Dazugehörige Produktvarianten mögen, müssen aber nicht, sich in der Nähe befinden. Wir befinden uns am leicht dramatischen (aber friedlichen) Beispiel Suspense.

Die Operation der Wegnahme mag auch Kontextvertreter umfassen. Drei identische, kopflose Puppen machen je eine Ellipsis aus. Der Zuschauer setzt in seiner Phantasie seinen eigenen Kopf auf die Wachsfigur, deren Kleidung ihm am besten steht. Diese Wahlfreiheit mag ihn ego-intensiver als bildschöne, idealisierte Köpfe auf den Puppen anmuten. In dem Fall ist Abwesenheit ansprechender als Umschreibung.

Gleichergestalt sind die schwarzen, aber nicht negroiden Köpfe beim exclusiven Herrenausstatter anonymer und dadurch austauschbarer als idealisierte, weisse Köpfe (Abb. 6 unten).

Wo Anstössigkeit entstehen mag, tut man gut daran, sich der Figuren der Reticence, d. h. der Zurückhaltung, zu bedienen.

Das vorgegebene Verhehlen einer Ware, eines nicht zu verkaufenden Gegenstandes oder einer Auskunft, die Preterition, erhöht auch das Selbstbewusstsein des Zuschauers, indem er den Vorwand durchschaut.

Ausserhalb der Durandmatrix stelle ich zeitweilig die Sachen auf den Kopf und behaupte, man könne eigentlich von Suppression durch Produkte reden. Da lehne ich mich an das Dictum Umberto Ecos, das mich als Einzelhandelsforscher in ganz besonderem Grade inspiriert hat: “Ein Semem ist an sich ein anfangender Text, wobei ein Text ein erweitertes Semem ist.” Da jede Ware ein Zeichenträger ist, kann der Beobachter eine Erzählung von deren Ursprung und aus seinem eigenen voranstehenden Gebrauchskontext entwickeln. In diesem besonderen Sinne ist das blosse Vorhandensein eines Produktes eine figurative Proposition, die Braucher und Kontexte unterdrückt. Die allermeisten Waren des tagtäglichen Bedarfs sind von dieser Tatsache abhängig.

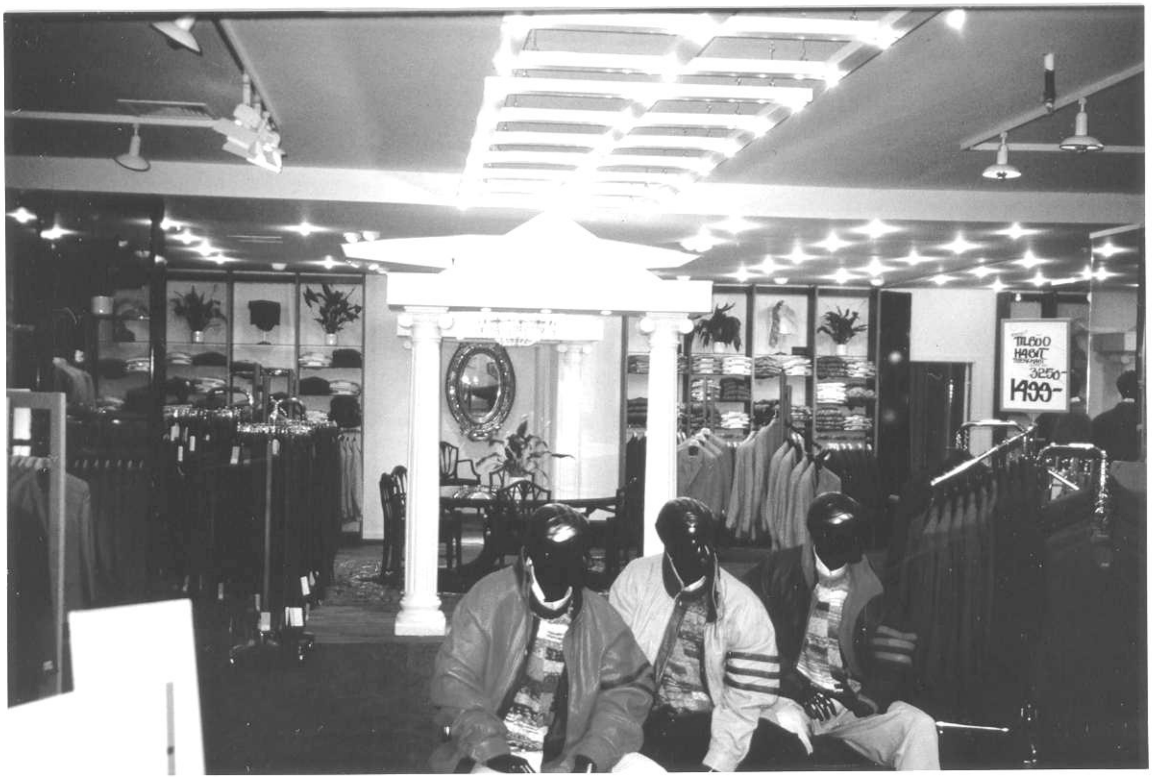


Abbildung 6. Suppression. Ähnlichkeit. “Setze deinen eigenen Kopf darauf.” Metapher für den Oberklassenglanz. Metonym für den Dinervorgang. Exclusiver Herrenausstatter.

4.3 Substitution

Diese Figuren sind sehr wichtig.”Die Substitutionsfiguren sind in der Druckwerbung sehr häufig. Sie sind die vorrangigen Mittel der Werbung, um die Mitteilung in verschiedenartiger Weise abzugeben”.

Im Einzelhandel sind diese Figuren in einer anderen Weise sehr wichtig. Ich werde diese Figuren nur unter der Vorbedingung erklären und erörtern, dass sie mit den Produkten im Laden zusammenwirken. Das heisst, die Waren werden nicht in figurative Propositionen verwandelt und so durch Substitution, d.h. Ersatz, weggelassen. Sie bleiben da, neben oder mit den Substitutionsfiguren vermischt. Die beiden Teile verstärken einander.

Dies mag ein Verstoss gegen formale Regeln sein. In einem gewissen Sinne wird die figurative Proposition durch das offenbare Vorhandensein ihrer einfachen Produkterklärung ausgewischt. Das Argument lässt sich aber umkehren. Ganz wie Anzeigenbilder oft durch Textingredienzien verankert oder abgelöst werden, so sind Kontextvertreter dazu imstande, das Ambiente des zukünftigen Gebrauches, das in den Produkten “schläft”, zu verankern, und die Produkte durch Aufzeigen ihrer Anwendungsweise abzulösen.

Oder nochmals umgekehrt: die Geschichte durch Kontextvertreter erzählt wird mittels der Produkte verankert und abgelöst - und nicht nur totgemacht.

4.3.1 Identität. Homeophor.

Im einfachsten Falle wird ein Element durch ein genau gleiches ersetzt. Das sei keine künstlerische Proposition! Wenigstens muss ein Wechsel der Grösse des Elementes verlangt werden.

In der Hyperbel wird das Element übertrieben. Die Kodakhocker und die Riesenkamera in Abbildung 7 unten sind gute Beispiele: eine Überraschung und eine gewisse Markenendorsement werden erlangt. Ein vollgewachsener, hölzerner, dänischer Gardist, der in Kleinformat eine herkömmliche Spielsache in Dänemark ist, ist ein vorzüglicher Vetreter eines Spielwarengeschäfts.

Die Litotes ist eine vermindernde Figur, die vielleicht weniger verlockend scheint.

Alles was in Modellskala ausstellbar ist und sich manipulieren lässt, reizt aber Neugier, Vorstellungskraft und Fingerjucken. Man denke z.B. an Möbel und Kleider.

4.3.2 Ähnlichkeit. Metapher

Ambiente, oder Stimmung, überträgt man auf die Produkte in konnotativer Weise dadurch, dass man eine Ähnlichkeit mit dem Ursprungs- oder Gebrauchskontext herstellt oder behauptet.

Dies ist die metaphorische Operation.

Ein baldachinbekleideter Obstwagen im Supermarkt zieht die Gemüsemarktstimmung heran. Ein Säulenvorsaal und ein Oberklassenspeisesaal wie in Abbildung 6 oben verleihen den Anzügen dieses Ladens ihr Flair. Metaphern weisen auf die gesellschaftlichen und ästhetischen Umstände hin.

4.3.3 Unterschied. Metonym.

Das Wesen des Metonyms beruht auf der Nähe: ein Teil für das Ganze; Ursache für Wirkung; das Umgebende für das Eingeschlossene. Oder vice versa! So ist das Metonym ein Bruder der Ablösung und der Syntagmen. Waren sind die Fortsetzung ihres Ursprunges in Herstellung oder Beschaffung. Und Waren sind der Anfang ihres Bestimmungsortes, eines Gebrauchkontextes. Man darf ruhig von der Herkunft und Hinkunft der Waren reden. Metonymische Operationen mit Dingen ausserhalb des Warenbereiches werden eingesetzt, um diese Fortsetzung zu beweisen und verstärken. Metonyme weisen darauf hin, was geschehen wird oder geschehen ist.

Darum wirken sie sich vorzüglich auf der konkreten, denotativen Ebene aus. So sind Vorsaal und Speisesaal in Abbildung 6 oben Teile für den ganzen Vorgang eines Diners. Beim Fotohändler, Abbildung 7 unten, sind die übertriebenen und die kleinen Filmpäckchen Vorstufen und der Filmbildwerfer Nachstufen des Aufnahme-vorganges. Die alten, nicht zu verkaufenden Fotoapparate im Regal sind zeitliche Vorstufen; sie machen die gegegenwärtige Technologie verständlicher und erregen so das angenehme Gefühl des Besuchers, dass er die Situation beherrscht. Nostalgieeffekt geht auch von den Altapparaten heraus, wobei es einleuchtet, dass man den Metonymen nicht jede Konnotationsfolge absprechen darf. Aufnahmevorgang heisst ja auch annähernde Aufnahmefreude.

Jedoch sei es nützlich, in der Analyse sowie im Gestaltungsprozess Metonym und Metapher auseinanderzuhalten.

Abbildung 7. Substitution. Identität. Homeophor. Hyperbel. Unterschied. Metonym. Fotohändler.

4.3.4 Opposition. Periphrase. Euphemismus.

Bemäntelung und Beschönigung sind in heiklen Sachen angezeigt.

4.3.5. Falsche Homologien. Wortspiele. Antiphrasen.

Das Wortspiel ist die Ersatzfigur, die der Antanaclasis entspricht, d.h. nur eine Form erzeugt doppelten Sinn. Hier gibt es ein freies Feld für Scherze. Aus dem Textbereich ein Beispiel in der Kopenhagener Stadtmitte beobachtet: “Fashion that stays in Fashion”. Wo immer ein fremdes Ding, das dem eigentlichen und ursprünglichem gleicht, aber im Zusammenhang absurd ist, besteht ein visuelles Wortspiel. Zum Beispiel ist ein Topf auf den Köpfen wohlgekleideter Schaufenterpuppen ein “Wort”spiel.

Die Antiphrase wirkt sich in paradoxer Weise aus, d.h. durch unterschiedliche Formen aber mit gleichartigem Inhalt. Ihre Auswirkung ist unsinnig oder ironisch. Die Botschaft wird durch Kontrast vermittelt. Ein für den Fall ausgeklügeltes Beispiel: In einem Baumarkt hämmern zwei abgebildete Figuren Nägel in ein Brett, die eine benutzt einen Hammer, die andere eine Flasche. Ein Schildtext sagt: Willkommen bei den Profis.

4.4 Umtausch.

“Die Figuren des Umtausches modifizieren die Relationen zwischen einigen Elementen der Proposition.” Das Wort “modifizieren” ist nur wenig anleitend. Beispiele mögen helfen.

4.4.1 Identität. Umkehrung.

“Die Umkehrung entspricht der Wiederholung; die Elemente der Proposition bleiben dieselben, aber ihre Ordnung wird geändert.” Ein Produkt oder ein Kontextvertreter mag auf den Kopf gestellt, rückseitig, widerspiegelt oder ausser Proportion aufgezeigt werden. Vgl. 4.3.1 Substitution. Identität, wo Wiederholung durch Grad variiert wurde.

Die Kodakhocker und der Kameraladentisch in Abbildung 7 gelten auch hier als Beispiele.

=====
Exkurs
Spiegel ergeben ein Gefühl von Licht und Geräumlichkeit. Sie eröffnen neue Perspektiven auf die Dinge. Tendenziell vergrössern sie jede Wahrnehmung. Per Definitionem dienen sie dem Narzissismus. Die Spiegel stehen der Überwachung sowie dem Dienst am Kunden zur Verfügung.
=====

4.4.2 Ähnlichkeit. Hendiadys.

“Die Hendiadys schafft eine Ähnlichkeit der Form zwischen zwei Elementen, einem abstrakten und einem konkreten.” Im Einzelhandel ist es oft erwünscht, fällt aber auch schwer, abstrakte Werte heranzuziehen ohne auf Texte zurückzugreifen. Der klarblaue Himmel und der Regenbogen vertreten die Segnungen der Natur oder der Reinheit. Es lässt sich aber diskutieren, ob ihre Bedutung durch Ähnlichkeit oder nur Konvention entsteht.

4.4.3 Unterschied. Asyndeton.

In Texten wirkt das Asyndeton durch Entfernung der Bindewörter. Eine Einzelhandelsfassung davon seien syntagmatische Darstellungen, die sich überlappen, oder Collagen.

Die ungeordnete Akkumulation mag ein Beispiel sein (4.1.3).

4.4.4 Opposition von Form oder Inhalt.

Im Anacoluthon werden die formalen Regeln der Grammatik verletzt. In bildlichen Darstellungen werden die Gesetze der Ursache-Wirkung suspendiert. Im Einzelhandel mögen "unmögliche" Bilder oder Aufstellungen eine Chance haben.

Im Chiasmus werden entgegenstehende Elemente umtauscht. Sie werden wie die Linien im griechischen Buchstabe Chi gekreuzt. Wo Zugehörigkeiten erwachsener Leute vor Kindern und Kindersachen vor Erwachsenen ausgestellt werden, gibt es einen Chiasmus.

4.4.5 Falsche Homologien. Antilogik.

"Die Antilogik verbindet in paradoxer Weise zwei scheinbar oppositionelle Elemente in derselben Proposition." Sie wirkt absurd wie die Antiphrase und das Anacoluthon und lässt sich nur schwer von diesen unterscheiden. Der Weihnachtsmann mit Schwimmflossen; nette Kleider in einem hässlichen Umfeld; Gerümpel inmitten von geschmackvollen Möbeln sind Beispiele.

5. Resumee und Konklusion.

Metaphern und Metonyme erwiesen sich als die wichtigsten rhetorischen Figuren.
Die Metaphern gebären die Konnotationen des voranstehenden Gebrauchkontextes. Ihr Inhalt von (behaupteter) Ähnlichkeit kann von jeglichem Paradigma gepflückt werden. In unserer Sache lohnt es sich, Metaphern aus der Gebrauchssituation aufzugreifen, oder sie dafür zu erzeugen.

Metonyme deuten angrenzend und syntagmatisch auf den Gebrauchsvorgang hin.
Produkte und Kontextvertreter verankern und lösen einander ab (4.3). Zusammen gestalten sie eine figurative Gesamtproposition, die man ein Profil nennen darf.

Produkte in guter Akkumulationsordnung ausgelegt bieten die Gestaltungsmöglichkeiten eines Syntagmas an. Die Tiefenspezifikation jedes Produktes ist ein Paradigma. Das Ensemble, eine geordnete Akkumulation und zwar ein Syntagma, stellt sinnfällig eine Auswahl von Elementen aus mehreren Paradigmen dar. (4.1.2). Syntagmen und Paradigmen in diesem Sinne, als Verbrauchsbegriffe gestiftet, spiegeln wohl angebracht die Breite und Tiefe des Sortiments wider, welche Anbieterbegriffe sind. So lassen sich Konsumentenverhalten und Entscheidungsvariable verbinden.

In nur wenigen Ladenprofilen ist der Ursprung der Produkte von entscheidender Bedeutung.

Ich war geneigt, den Figuren der Suppression eine bessere Chance einzuräumen.

Besuchende Verbraucher treten in eine Art Wechselrede mit den Aufstellungen hinein. Sie kommen mit eigenem, erwecktem Kontext bewaffnet an. Ein Untersuchungs- und Vergleichsvorgang fängt an. Rätsel reizen die Neugier, und hat er sie einmal erraten, fühlt sich der Verbraucher belohnt; eine angenehme Erinnerung befestigt sich.

6. Perspektiven

Es ist rechte Zeit, sich von der Rhetorik zu distanzieren.

Das Gerüst der figurativen Propositionen ist nichts mehr und nichts weniger als eine Garnitur von Kommunikationsmitteln, die dem Geschäftsziel des Einzelhandelsladens dienen. Sie bilden einen Fond der Inspiration. Die Paarung von anregender, kunstvoller Rhetorik und dem kognitiven sowie dem emotionalen Verhalten des Konsumenten ist eine ergiebige Konstellation.

Die tatsächliche Ausfüllung der rhetorischen Figuren sollen vom Ladenkonzept abgeleitet werden. Und dazu gibt es eine lange Erzählung. Im Allgemeinen lohnen sich rhetorische Zugriffe am besten im exklusiven Einzelhandel, d.h. in Läden, die ein Sortiment von hoher Egointensität, starkem Involvement und geringer Vergleichbarkeit zwischen den Varianten anbieten. (5). In Übereinstimmung mit dieser Theorie signalisieren vollgestopfte Buden herkömmlich ein Discountprofil, wogegen anspruchsvolle Läden den Waren und der Szenerie reichlichen Raum zuteilen.

Ich möchte empfehlen, dass gewiesene Gebrauchskontexte auf einer ziemlich allgemein begrifflichen und ästhetischen Ebene gehalten werden, um dem Sortiment eine breite Förderung zu leisten. Der Stein des Anstosses ist, dass die für eine spezifische Situation in einer wohlhabenden Gesellschaft ganz richtige syntagmatische Kombination von Elementen aus jedem einschlägigen Paradigma dazu tendiert, sehr präzise zu sein. Und der Laden verkraftet nicht eine Vielfältigkeit scharf abgezielter Szenerien.

Einige wenige Grundthemen sind nur kurz berührt worden. Sie verdienen weitere Überlegung und Entwicklung. Auf Grundlage des strategischen Ladenkonzeptes sollten rhetorische Mittel als ebenbürtig mit und mit der Potenz der dreidimensionalen, theaterähnlichen Konstruktion eines Ladens vereint angeschaut werden.

Zweifellos lässt sich die Verwertung dieses Arsenals durch die mitspielenden Verkaufsleute weiter entwickeln.

Note:

Im Jahre 1995 an der Konferenz ‚Semiotics and the Media, in Kassel, legte Leif Kristensen einen Text mit dem Titel: „The Imagery of a Shop. Retail Rhetoric“ vor. Das Konferenzpapier dient als Vorarbeit des anwesenden Artikels.

Referenzen

l: Jacques Durand: Rhetorical Figures in the Advertising Image. In Jean Umiker-Sebeok (ed) Marketing and Semiotics. New Directions in the Study of Signs for Sale. Mouton de Gruyter. New York 1987.

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5: Leif Kristensen: Consumption Syntagms and Paradigms as Reflected in Retailing. Working Paper. Institute of Marketing. Copenhagen 1989.

==

Leif Kristensen ist Dozent an der Handelshochschule Kopenhagen und forscht seit 30 Jahren im Einzelhandel. Im Frühling 1991 war er am Ordinariat für Werbewissenschaft und Marktforschung an der Wirtschaftsuniversität Wien tätig und gab Lehrveranstaltungen zu den Themen: “Strategische Planung im Einzelhandel” und “Qualitative Kommunikation auf semiotischer Grundlage”.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

ABSTRACT

Ladenrhetorik

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Originally rhetoric was applied to spoken language, then to written language, and much later to the language of images. Ladenrhetorik, which may be translated into the imagery of a store, aims at putting rhetoric to use in the expressive `language` of stores. Any professionally managed, profit-seeking store relies on a basic, strategic concept profiled to meet consumers' needs and habits by means of its store-layout, its interior design, and a matching assortment displayed in a meaning-producing manner.

This text argues that the *elocutionary* power of these marketing instruments can be reinforced by means of rhetorical devices. My argumentation relies heavily on Jacques Durand 1970 and 1987 (1) who was first to "find a *visual* transposition of the rhetorical figures in the advertising image"(Italicised here). With a few modifications, gains and losses, the set of rhetorical figures can be applied to retailing. For example, metaphors tend to carry ambience, metonyms product-origins and –applications. I believe there is a rewarding match between teasing, artful retail rhetoric and consumers' cognitive and affective behaviour.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

Software Terminology as a Curse or Blessing: Possible Solutions for Terminological Problems

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1. Introduction

In his essay „Glanz und Elend der Übersetzung“ (1937), the Spanish philosopher Ortega y Gasset comments on general features of special languages and terminologies:

> *Eine Sprache ist ein System von Wortzeichen, mit dessen Hilfe die einzelnen Menschen sich ohne vorherige Vereinbarung verständigen können, während eine Terminologie nur verständlich ist, wenn derjenige, der sie schreibt oder spricht, und derjenige, der sie liest oder hört, sich zuvor und individuell über die Bedeutung der einzelnen Zeichen geeinigt haben. Deshalb nenne ich sie eine Pseudosprache [...] Sie ist ein Volapük, ein Esperanto, die durch eine besondere Übereinkunft unter denen, die ein bestimmtes Fach pflegen, festgelegt wurde.*[1] (Ortega y Gasset 1996: 128f.)

Is this really true, we might ask ourselves? Is terminology research nothing but a kind of pseudo science? Is terminology work really as important for the quality of technical documentation and translation as it is often described? Is Ortega right in saying that languages for specific purposes are only just pseudo languages?

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[1] In English, this quotation reads as follows: A language is a system of signs that people use to understand each other without previous agreement. In contrast, a specific terminology can only be understood if those who use it have commonly agreed on the meaning of the various signs. Consequently, I am calling terminology a pseudo-language […], a kind of Volapük or Esperanto, which are artificial languages created by experts of a specific field.

This paper aims at giving an insight into the practical terminology work of the German software company Intershop and underlining the importance of terminology issues. The first chapter of this paper is dedicated to the main differences between software terminologies and “classical” kinds of specialized terminology (cf. chapter two). In chapter two, terminology work is described as a prerequisite for creating technical documents and translations (cf. chapter three and four). Following this, I will introduce a localization tool that Intershop developed to localize templates for Enfinity MultiSite, which is the core Intershop product. Finally, I will make a suggestion for a possible structure of a terminology database (cf. chapter five).

2. Software Terminology and Classical Terminologies

It is commonplace knowledge that languages for specific purposes are becoming increasingly important. In today’s global village, information is circulating ever faster. This applies to general as well as to specific pieces of information. The increasing number of subject-specific fields makes information transfer very difficult. To avoid communication difficulties between experts and non-experts, but also between experts, new terms must immediately be collected, defined, and made accessible. Terms mark off the numerous scientific subjects.

Software terminology, however, plays a special role. It has something in common with other special languages, but it also shows a number of differences.

As regards common features of software terminology and other special languages, these features aim at establishing a clear, precise and successful understanding. Theoretically, this goal can only be reached if one concept has only one designation, and one designation has only one meaning. The linguist Florian Coulmas (1992: 347) describes special languages using an optical metaphor. According to Coulmas, special languages are:

> *Erweiterungen in einem ähnlichen Sinn wie ein Mikroskop eine Erweiterung des Auges ist, Hilfsmittel also, mittels derer nicht nur Gegenstandsbereiche in größerem Detail durchdrungen werden, sondern auch neue Gegenstandsbereiche perzeptuell und begrifflich erschlossen werden.*[2]

Let me now explain the differences between software terminology and other kinds of special languages. Software terminology, literally understood, is no special language like the languages of medicine, law, or biochemistry. However, the interface of a software program often contains elements of special languages. If you have developed a software program for insurance companies or the automobile industries, the program interface would certainly contain terms from these

[2] In English, this quotation reads as follows: Special languages are a kind of extensions similarly to a microscope being a widening of the human eye. Special languages not only help to look at things in great detail, but they also help to get an idea of how something is like.

industries (cf. Kemmann 2002). The main differences between software and "classical" terminologies are the following:

- Kind of interaction
  Whereas classical terminologies contribute to a better understanding between peoples, software terminology facilitates communication between human beings and machines.

- Target groups
  Special languages are addressed to specific target groups that are relatively small and homogeneous. Software terminology is different. Today everybody knows some sort of computer software. Consequently, the target group is fairly heterogeneous.

- Assumed knowledge
  Using a special language requires a considerable amount of subject knowledge. Computer and software knowledge, however, has become part of the general knowledge and does not require specific training.

In addition to these differences, the term "software terminology" is fairly ambiguous. On the one hand, there is the actual software terminology, e. g. menus and buttons of a software program. On the other hand, there is the computer terminology, which basically is the language of information technology. On the edge of the field of computer terminology you can find the jargon of software developers. This jargon is a mixture of English and German called "Germish". It is mainly used in new companies, the so-called start-ups. You can frequently meet this kind of "Germish" in oral communication, but also in e-mails, newsgroups, chat rooms and various other communication forms. "Germish" should always be avoided in any kind of documentation or technical translation. It does, however, often affect technical documents and make a writer´s life more difficult. Such bad words are, for example, verbs like *accepten, anpingen, committen, cutten, delivern, detecten*, but also complex verbs like *konferenzcallen, setuppen* or *webcammen*. This jargon is no language for specific purposes. Instead, it is a language mixture in which simple and complex verbs are adapted to the German grammar. This mixture is a kind of "pidginised" German with a reduced grammar, lexicon and style. Because software users often treat "Germish" and software terminology alike, "Germish" reduces the social prestige of the software terminology as a whole.

In their everyday work, technical writers need to have access to monolingual terms and their definitions. To make a software product linguistically and culturally appropriate to a foreign language, translators and localization specialists translate the necessary pieces of information into the target language.

Dictionaries cannot keep up with the fast development in the various fields. This is why the terminology must be worked on from the very beginning of a project so that terminology lists are ready before any documentation or localization work is done. The process of creating, defining, collecting and storing terminology is referred to as terminology work (cf. Arntz/Picht/Mayer 2002). The amount of work dedicated to terminology depends on the kind of access to existing terminology lists.

A technical writer needs linguistic as well as subject-specific knowledge in order to create an unambiguous documentation or translation. In addition to that, a translator needs a specific knowledge which is called transfer competence. A translator must know the subject and its terminology in at least two languages. To acquire this knowledge, a translator would have to build up the terminological knowledge himself. Such work requires thorough investigations. If you work on a project, you just do not have the time to dedicate to terminology. The only real solution of this problem is to work on terminology issues systematically, that is to work on terminology from scratch. You must start with terminology work early enough – soon after the scheduling and budgeting phase – and keep an eye on the use of terminology until the product is released.

The following aspects are at the core of systematic terminology work:

- Terminology work is oriented towards the concepts of terms.
  Monolingual terminology work consists of defining concepts and finding suitable names for these concepts. Bilingual terminology work requires defining concepts in the target language. Concepts solely exist in the minds of writers and readers. Only by means of concepts we can think about real or imagined concepts. Working as a writer or translator, you must always remember the so-called Golden Rule: “Use one designation for one concept.” This designation should then be used in all documents of a document set.

- Terminology work is based on definitions.
  Terminology experts define the conceptual meaning of a term by providing a definition for this term. This task is often underestimated. Companies do not want to dedicate time and resources to the terminology setup. This is no peccadillo, especially if you know that about 75% of a translation process is used up by terminology research. Terminology work is increasingly becoming an economic factor. Terminological mistakes can lead to competitive disadvantages, miscalculations, and other financial losses (cf. Austermühl 2001: 89).

Consequently, definitions should be short, precise, and they should describe the main features of the *definiendum*. Definitions must be correct (conceptual meaning) and linguistically unambiguous (semantic meaning). In your practical work, you might find various kinds of definitions to meet your needs. Sometimes, various definitions are used within the same set of documents. Readers may then interpret these definitions quite differently although they are actually very similar. The following examples show some definitions of the term “cartridge”.[3] As far as the content is concerned, these definitions are very similar. The different wording, however, is a permanent source of irritation:

- The term “cartridge” refers to an installable software module that contributes a certain piece of functionality to an Enfinity MultiSite server. Cartridges provide a standard mechanism for packaging and deploying program code in order to make the functionality implemented by the code available on an Enfinity MultiSite server.
- Think of a cartridge as a software module that encapsulates specific business functionality. It contains all necessary components to execute that functionality within Enfinity MultiSite. After a cartridge is installed and registered with Enfinity MultiSite, it extends Enfinity MultiSite with its functionality seemlessly. This means that, as an Enfinity MultiSite user, you won't notice whether you are executing native Enfinity MultiSite functionality or an installed cartridge's functionality. That is because Enfinity MultiSite itself is built of several cartridges, storing its main functionality in the core cartridge.
- Cartridges are portable and flexible, because you can install and load them on the systems that need this functionality and you can develop additional functionality as needed, just reloading the updated cartridge after completion.
- A term used within Intershop to refer to a software module. Cartridges contain business and presentation logic and provide a well-defined set of functionality for an Intershop e-commerce application.
- An installable software module that provides additional functionality to an Enfinity system. The term "cartridge" refers to the mechanism that allows developers to package and deploy functional extensions of Enfinity, as well as to the functionality that is delivered with a cartridge.
- A cartridge is a software module that is used to deploy functionality to an Enfinity MultiSite system. It is a collection of objects such as pipelines, templates, images, static content, and java code. The standard functionality of Enifinity MultiSite is contained in cartridges. This functionality can be extended by deploying new cartridges which contain additional functionality.
- A cartridge (in the context of Intershop's software) is a piece of software that consists of java classes and methods, pipelets and pipelines, templates and accompanying data (e.g. images, online help files) It provides certain functionality which is either neccessary for the product (i.e. the cartridge is part of the product) or it is added to a product/ installation to extend existing functionality.
- An installable software module that implements business logic into the Enfinity platform.

[3] These definitions are taken from different documents of the Intershop Enfinity MultiSite documentation package.

Independent of how to define a new term, the results of research and development must be given a name and an explanation. We always need new terms to refer to new concepts. Only after we have provided concepts with a name, we can talk and write about concepts (documentation) or translate them (technical translation and localization).

3. Terminology Work as a Prerequisite for Technical Documentation

The documentation team in a software company has a great variety of tasks. One of the main tasks of a writer is to create user manuals for end users, online help systems, or developer guides (description of software modules and programming interfaces). But there are yet some more tasks a writer is responsible for, namely terminology management and software localization. In his work, a writer should always follow the established rhetorical and editorial principles, which are accurateness, brevity and terminological consistency. Every document thus becomes easier to read and understand. Akronyms like KISS (*Keep it short and simple*) help us remember this fact. Writing for the readers of a document is an essential part of what is called "usability". Price und Korman (1993) describe the term "usability" as follows:

A rose is always a rose is always a rose:

- Describe the product accurately (the minimum requirement)
- Apply the same standards to all manuals in a series.
- Don't use ten different names for the same concept.
- Organize all sections in the same way, e.g., definition first, then example, then procedure.
- Apply the same formatting standards throughout the document.
- Beware of extreme gyrations of tone.

So far, a number of technical and formal guidelines have been created for technical documents. In contrast to this, there are just a few linguistic standards specifying the content and linguistic structure of documents. In English, such linguistic standards are called "controlled languages". A controlled language contains a number of terms including concepts and names. In addition, it provides lists of words that should be avoided (anti-terms), synonyms, and grammatical rules.

If terminology work is ignored, this leads to confusion and misunderstanding because one term might then be used in the catalogue, another term in the user manual, and yet another in marketing papers. If you are lucky, the users will blame you for being naive and careless. However, you can run into judicial or safety problems, too. It is also possible that readers distrust your document if they recognize terminological inconsistencies. A consistent usage of terms improves the comprehensibility of texts as well as the linguistic consistency of texts from different authors. Readers should never be able to detect the author of a document. Besides, terminological consistency ensures the corporate identity by using a corporate language. Developers in a software company and other specialists neglect the fact that corporate identity is little more than terminological work. Hence, it is very important to collect and categorize terms, their definitions, and provide them for the user.

The linguistic elements of a user interface (UI)[4] often repeat themselves, especially in software documentation. This does not mean that terms are consistently used throughout the user interface. On the contrary, terminology is far away from being consistent and non-ambiguous. This is because developers define new terms instead of terminology experts. There are no fixed processes how to check and harmonize terminology. Some typical terminological inconsistencies are displayed in Table 1:

Word	**Usage**
ABORT	Use "end" or quit instead.
Appears	Use "The system displays" instead.
Application	Use "program" in end-user documentation.
Check	When referring to a checkbox, use "select" or "clear" instead. Example: Select the checkbox to activate it.
Checkbox	One word.
Choose	Use "select" instead.
Click	Use with button. Example: Click the Save button. Use "press" only for keys on the keyboard. Do not use "click on". Use "select" for links.
Drop-down list	Use instead of pop-up menu or pull-down menu. See also "list box".
Enter	Use "enter" when referring to a user entering information on the screen. Example: Enter the date in the "Date" field.
Execute	Use "run" when referring to a user running a computer program. Use "execute" when the system executes a command as a reaction to a users doing. Example: You can run the Properties Update program after you modified the property settings. Example: After you set the xy properties, the system executes the Properties Update program automatically.
Graphic	Use "Figure" when referring to a graphic in a document.

[4] All elements of a software application used to interact with the user, such as dialog boxes, menus, and messages.

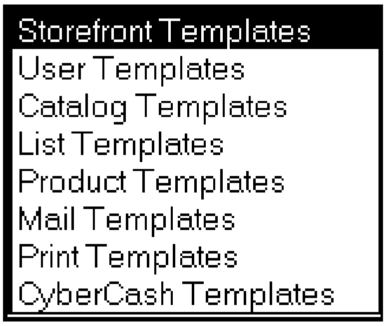
List box	Two words. Used to describe a box that contains selection options that are NOT in a drop-down list. Example: 
Log in	Use “log on” instead. (The GUI overrides this suggestion.)
Screen	Use only when referring to the whole monitor. Otherwise use “window.” Example: If the system displays a window asking for a license key... Example: If you maximize your application window, the screen can only show this one window.
Window	Refers to what is displayed in a browser’s window. Example: If the system displays a window asking for a license key... See also “screen.”

Table 1: Extract from the Intershop Style Guide

As you can see from the examples, terminology work must aim at excluding multiple designations for the same concept. This requires defining terms in advance (before a document is created) and adding them to the corporate style guide.

Without terminological guidelines, it is virtually impossible to use the same terms in the program menu, the online help, and the user manual. A corporate style guide should, therefore, solve lexical as well as syntactic and stylistic problems. Besides, a style guide should provide structural recommendations (templates, page layout), explain the documentations process, and contain checklists for technical writers and editors.

Terminology does, however, not only play a role in documentation issues, but also in the localization process. Localization involves „taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold” (Esselink 2000: 3). The next chapter is about a specific aspect of localization, namely template localization.

4. Terminology Work as a Prerequisite for Software Localization

The term *internationalization* indicates measures that need to be taken before you can localize the product. It is „the process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for re-design" (Esselink: 2). This involves checking the grammar and orthography of texts before they get translated, as well as processing cultural conventions (e. g., date and currency). The English translation *technical enabling* for the German term *Internationalisierung* makes it clear that internationalization measures are taken before translation. Localization comes afterwards. That is why localization is often used as a synonym of translation (cf. the two English translations for the term *localization*: *translation* and *adaptation*). Consequently, localization is a mixture a both translation und technical adaptation.

Before localizing a product, you should find out if you can use suitable tools, such as automatic translation systems or translation memory tools. Furthermore, the developers should provide you with the entire set of files to be translated. If possible, you should also have a running version of the software to be localized. The translatable files can be text files (resource files under Windows) or executable files (.dll or .exe files). If you translate text files, you can immediately see your translation in the user interface. If you use executable files, you can create your translation independent of the programming code in a separate text editor. Normally, the translation is based on source code files (text files), or else the texts to be translated are provided in an Excel sheet.

Missing consistency is one of the main localization problems. If you do not use the same words for the same concepts, this may lead to critical questions and changes in the program itself. This costs time and money. Therefore, terminological mistakes must be avoided from the very beginning. Such mistakes are, for example, due to the context dependency and polysemy of terms. A typical example for a context dependent usage of terms is the German term "Bestellung". In English, this term is rendered either as *purchase order*, *customer order* or *manufacturing order*. To avoid terminological mistakes and ensure a consistent usage of terminology, the following guidelines must be applied:

1. Terminology work must be done in time.
   The translator needs to get the right input from the writer. The latter must write for translation or, in other words, write for a global audience. The whole product-specific terminology should be provided in lists and glossaries before localizing the product. This is the only way to cheaply translate many texts into another language in a short period of time. If you talk about writing for a global audience you talk about what to avoid: colloquial expressions, cultural contents in examples and graphics, polysemous expressions, irony and plays on words. A writer should remember that a text gets about 30% longer when it is translated from the English into the German language. And finally, a writer should always try to use terms consistently throughout the different document versions (for a detailed description of these rules, cf. Zerfaß 2002: 209f.).

2. Terminology work must be feasible.
   When localizing software, a translator must be able to recognize which elements are localizable texts, and which are part of the program code and hence non-translatable. To distinguish translatable from non-translatable parts, it is necessary to insert a kind of localization tag in the code to indicate the translatable parts. Intershop developed a localization tool (“tLoc”) for the purpose of template translation.
   The Intershop product “Enfinity” is based on English templates. To use languages other than English on the Enfinity Websites, the templates must be localized. This process is done by the “tLoc” tool. This tool helps to extract the user actions and list them in a separate Excel sheet where they can be translated. After that, the translations are inserted in the templates again.

4.1 The Localization Tool „Enfinity tLoc“

To find out the translatable parts (strings) of an Enfinity template, proceed as follows:

Preparing the Templates
All translatable parts of a template are enclosed by “isloc” tags. A specific configuration file is used to create so called master templates.

Creating Dictionary Files
To create dictionary files, the translator can choose between two common file formats, namely XML or comma-separated files (.csv files). The format depends on how and where the strings are to be translated. Comma-separated files are processed in spread-sheet programs like StarOffice, Calc or Microsoft Excel whereas XML files are translated using computer-aided translation tools (CAT programs like Star Transit or TRADOS WorkBench).

Translating Marked Strings
This is the actual translation process. The following example requires that the translatable files are provided in XML and comma-separated files. Both the XML and CSV formats are based on a template that has been created for exercising purposes only.

```
<html>
  <head>
    <title>Localization Test Template</title>
  </head>
  <body>
    <h1>This is a Localization Test Template</h1>
    <p>The text outside of html tags is considered as localizable text.</p>
    The value attribute of inputs is considered as localizable if the input is of type
'button','submit' or 'reset'.
    <form>
      <input type="text" value="" />
      <p>
```

```
      <input type="reset" value="Reset" />  <input type="submit" value="OK" />
    </p>
  </form>
  <script>
    var text = "Text inside script tags is currently left unchanged!";
  </script>
 </body>
</html>
```

After adding the localization tags, you would get the following XML file:

```
<dictionary>
<isloc>
  <field>3ea9317e000517a300000a00180304fc</field>
  <field>html</field>
  <field />
  <field>Reset</field>
  <field>Reset</field>
 </isloc>
<isloc>
   <field>3ea9317e000338a200000a00180304ff</field>
   <field>html</field>
   <field />
   <field>The text outside of html tags is considered as localizable text.</field>
   <field>The text outside of html tags is considered as localizable text.</field>
 </isloc>
<isloc>
   <field>3ea9317e0004284b00000a00180304cc</field>
   <field>html</field>
   <field />
   <field>The value attribute of inputs is considered as localizable if the input is of type 'button','submit' or 'reset'.</field>
   <field>The value attribute of inputs is considered as localizable if the input is of type 'button','submit' or 'reset'.</field>
   </isloc>
<isloc>
   <field>3ea9317e000174fa00000a0018030528</field>
   <field>html</field>
   <field />
   <field>Localization Test Template</field>
   <field>Localization Test Template</field>
   </isloc>
<isloc>
   <field>3ea9317e0002348300000a00180304f6</field>
   <field>html</field>
   <field />
   <field>This is a Localization Test Template</field>
   <field>This is a Localization Test Template</field>
   </isloc>
<isloc>
```

```
<field>3ea9317e0006b6e900000a0018030531</field>
<field>html</field>
<field />
<field>OK</field>
<field>OK</field>
</isloc>
</dictionary>
```

If the translator works with an automatic translation program, the file can be processed in a suitable CAT editor (cf. Figure 1):

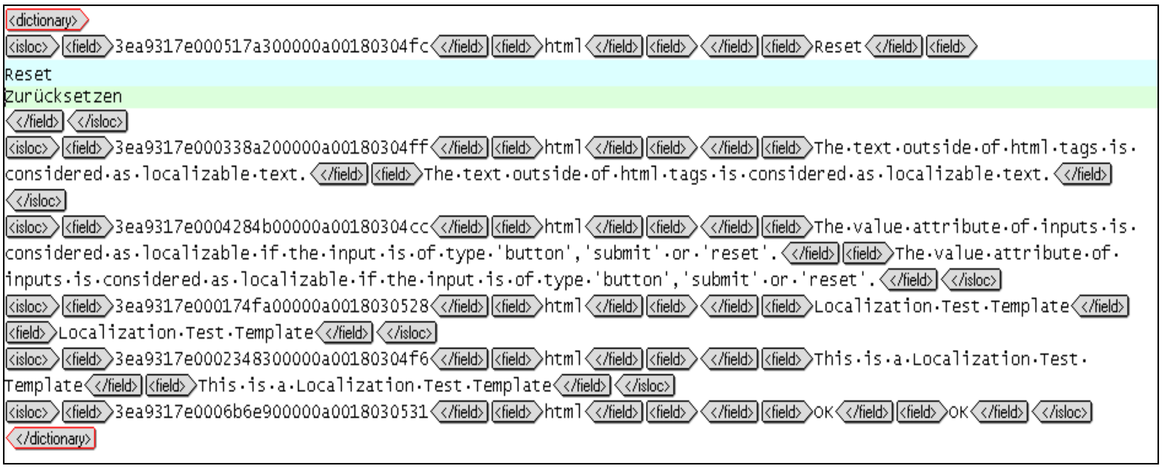


Figure 1: XML based dictionary file in a CAT editor

If the translation is based on a comma-separated dictionary file, the translator can choose any calculation program for processing the file (cf. Figure 2):

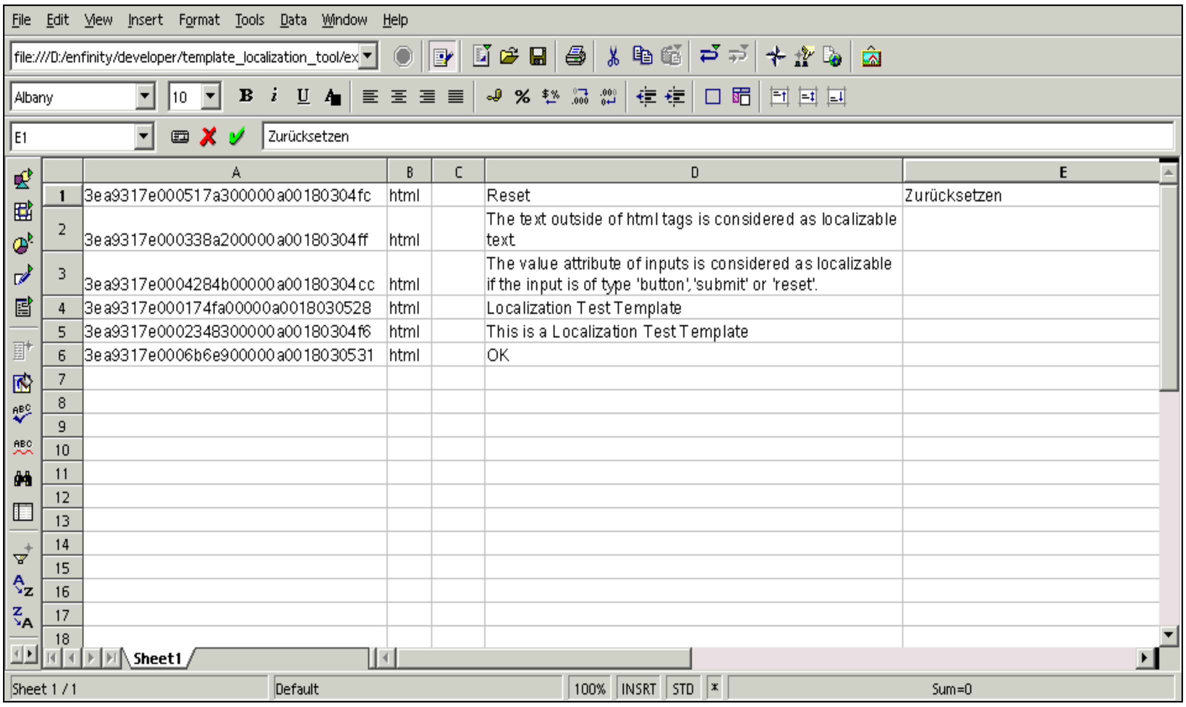


Figure 2: Comma-separated dictionary file in a spread-sheet program

Creating Localized Templates
The master templates created at the beginning of the localization process are now integrated with the dictionary files. This means that the strings enclosed by *isloc* tags are replaced with the translated strings. If you use the new template, the user can see the translated version on the Enfinity Websites.

To completely localize templates, however, you will have to make some additional changes. This includes localizing hard-coded time and date formats as well as address fields (cf. Ottmann 2002, for a detailed description of date and time formatting problems).

In general, variables should never be displayed as non-translatable elements (*hard-coded text*). This is to avoid that German users can enter the date using only the American format. Table 2 shows the various possible formats when localizing a product into English:

Style	**Deutschland**	**USA**
DEFAULT	26.9.2003	26-Sept-03
SHORT	26.9.03	26/9/03
MEDIUM	26.Sept.2003	26-Sept-03
LONG	26. September 2003	September 26, 2003
FULL	Freitag, den 26. September 2003	Friday, September 26, 2003

Table 2: German and American date formats

5. Plastic Words in the Software Industry

Languages for specific purposes are a big reservoir for words that seem to be non-ambiguous. However, this contradicts the reality. Software terms are ambiguous and inconsistent. Most of us seem to understand these terms because their meaning resembles the meanings of words in our everyday language. This is why the German linguist Uwe Pörksen called these words “plastic words” (cf. Pörksen 1997).

Many plastic words are software terms, which is illustrated by the following article from the German weekly newspaper „DIE ZEIT“. This article is an extract of an interview that some journalists conducted with the headquarters of software companies:

> *I2, guten Tag.*
>
> ***Hallo, ich habe eine Ihrer Anzeigen gesehen, und ich verstehe sie nicht ganz. Da steht ganz groß auf einer fast leeren Seite: „Value2“. Was bedeutet das?***

Das ist unsere Werbeanzeige für Unternehmen, nicht für Privatpersonen.

Aber sie steht in der „FAZ“, und ich lese sie auch.

Das bedeutet, unsere Software bringt den Unternehmen Wert [...] Jetzt haben Sie mich erwischt. Also, dass die ihre Prozesse optimaler [...] Deswegen dieses Value hoch zwei.

Was macht Ihre Software genau?

Sie deckt alle Kernprozesse eines Unternehmens ab. Von der Planung bis zum Verkauf von Produkten. Diese Infrastruktur läuft übers Internet.

Sie verkaufen also ein Programm.

Nein, verschiedene **Lösungen.**

Und worum handelt es sich bei „Marketplace-to-Marketplace-Kollaboration“?

Das kann ich Ihnen jetzt nicht erklären. Am besten gehen Sie auf unsere Homepage, www.i2.com.

Oje, ob ich dadurch schlauer werde?

Da steht alles, auf Englisch.

In der Anzeige beinahe auch: „Nur eine umfassende B2B-Lösung, die Marketplace-to-Marketplace-Kollaboration ermöglicht, die gesamte Supply-Chain koordiniert und optimiert und reichhaltige Content-Management-Instrumente bietet, macht solche Ergebnisse möglich.“

Was um Gottes willen bedeutet das?

Ich kann Sie nur auf nächste Woche vertrösten, bis unsere Mitarbeiter aus den Staaten wieder da sind.

Mit wem soll ich sprechen?

Da müssen wir mal schauen, wer im Büro ist. Am besten wenden Sie sich an unsere BDR-Dame, unsere **Business Development Representative.** *Sie ist zuständig für solche Fragen am Telefon.*

Ist Ihre Firma keine deutsche?

Nein, eine amerikanische, sie wurde 1998 gegründet. Wir sind die deutsche Niederlassung.

Und Sie wissen nicht, was „Content-Management-Instrumente“ sind?

So tief stecke ich in der Materie nicht drin.

What can this interview tell us about the characteristics of plastic words?

As you can see from the example, the company representatives cannot always explain what they are doing. They either do not know what they are talking about, or they use definitions that do not convey the meaning of a term. The various misunderstandings between the “experts” and the interviewer are caused by the fact that the terms to be defined (*definiens*) are explained with the help of other terms that need some explanation themselves. Let us take another example, which is not mentioned in the interview:

The term “knowledge management” is generally described as a “discipline that seeks to improve the performance of individuals and organizations by maintaining and leveraging the present and future value of knowledge assets” (cf. Knowledge Management Theory Papers 1999). If you analyze this definition, it becomes clear that the vagueness in meaning is caused by the terms *value* or *knowledge assets*. The terms *knowledge asset* or *artifact* have a multifaceted meaning themselves. They comprise miscellaneous things, such as documents, files, graphics, thoughts, conversations, software, databases, e-mails et cetera. In other words, terms like asset or artifact are broad enough to cause confusion in the reader’s mind.

As plastic words are frequently used in marketing and other public papers, the sources for ambiguity should always be part of a terminological entry in a database.

6. Terminological Entries in a Database

There are several possibilities to avoid terminological problems in a large company. A very common solution is to create a central terminological database or termbase[5]. Bob Clark from the Logos Group used a musical analogy to underline the importance of a database. He said that a database would allow writers and translators „to sing from the same hymnbook“.

The structure of a terminological entry generally depends on the purpose of a termbase and the size of the company. Practical considerations should, however, always be the starting point for creating a database. Terminology work is not just an academic exercise.

The crucial point of a termbase is a variable entry structure. It must be possible to freely select and change data categories and languages (cf. Schmitz 2002). Also, it must be possible to import data to and export data from the termbase.

To create a termbase for a new product, you must first decide which terms are generic (and hence stay outside the termbase), and which terms are product-specific (and hence must be included in the termbase). At this point, it is very important to agree on a compromise between developers and terminology experts. A round table is the best way to solve terminology issues and create simple term lists that can later be imported to the termbase. Figure 3 shows a terminological entry in the termbase of Intershop. It consists of the categories definition, part of speech, related terms, example, and provides the English and French translations of a term. Trados MultiTerm is used as a terminology management system[6]:

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[5] A data collection that defines concepts, generally in a specific specialized subject field, and documents the terms associated with those concepts.

[6] A terminology management system (TMS) is a software application that stores and encodes terminology resources in dictionaries. Examples of terminology management systems are STAR TermStar and Trados MultiTerm.

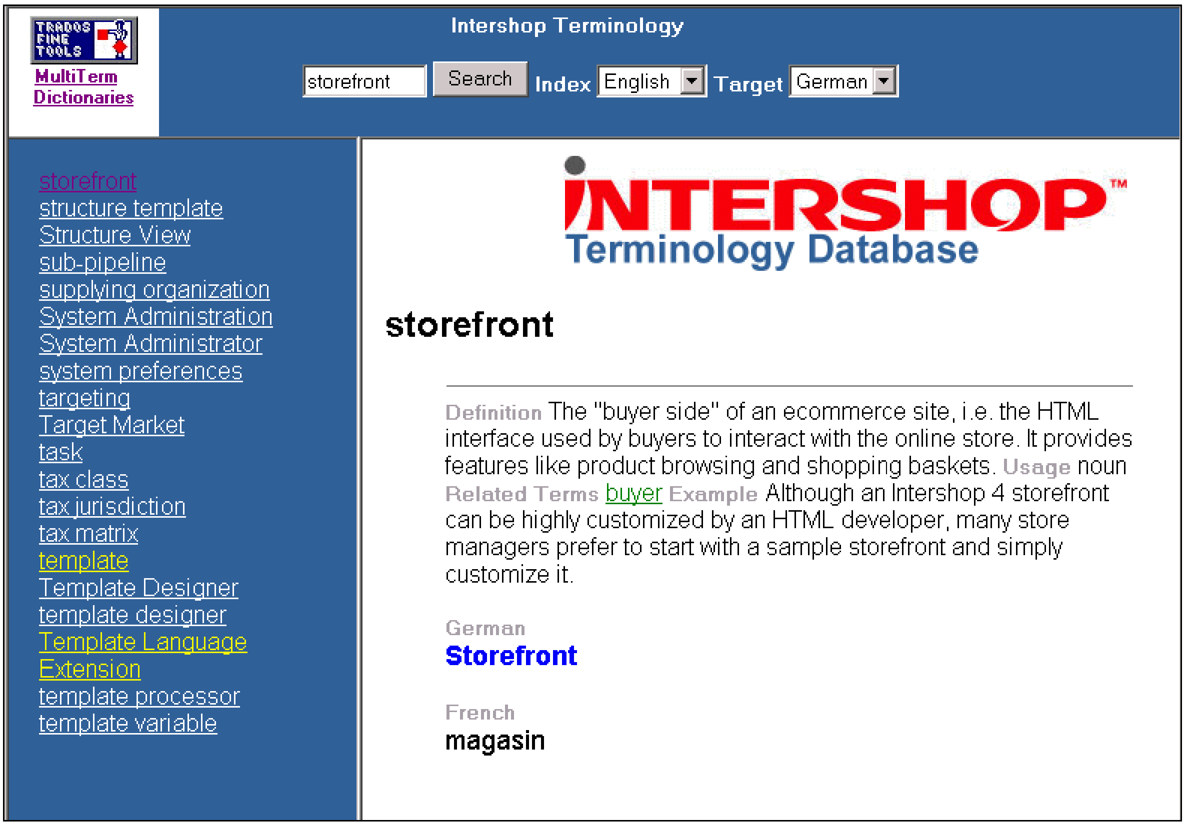

Figure 3: Terminological entry in the Intershop termbase

Despite of all technologies, it is always the writer who must anticipate problems and solve them before it is too late. In his practical work, a writer can only compensate for terminological problems that have been caused during product development. Because a product can never be developed a second time, a writer can only make cosmetic changes. This is why a writer should keep an eye on terminology from the very beginning of product development and accompany this process until the product is ready to be released.

Only terminology experts should decide how to classify terms and which names to use. This work can neither be done by software developers nor by a terminology program. This remains manual work. There are various possibilities to categorize terminological data, e. g. the entry structure according to ISO 12620 (1999) distinguishing between a conceptual and a designation level (Schmitz 2002: 189ff.). For the purposes of technical documentation and localization the following data categories are considered to be sufficient for a project glossary (cf. Esselink 2002: 403):

- Industry-specific terminology, e.g. standard terminology for particular industries, such as the automotive, pharmaceutical, and financial sectors
- Equivalents for keywords, both verbs and nouns, appropriate for the product
- Product-related names that should not be translated
- Words or even phrases that are repeated throughout the project, such as ”Note”, and ”Select”

- Names and explanations of essential product concepts, e.g. basic concepts of the Intershop Procurement Solution
- Names of help files or manuals
- Hot keys
- Product name and version
- Category, e.g. button, menu, dialog box title, etc.

7. Summary

If taken seriously, terminology work is not a curse, but a blessing. Terminology is an essential part of software development. Hence, terminology work must start in time and early enough to be successful. If you enforce a consistent style and terminology, you can save time and money. This is especially true for software documentation and localization.

Software developers and terminologists should closely cooperate to work on terminological problems is an essential part of their work, a new product can more quickly be released, and the time to market be shortened. Michael Kemmann (2002: 100) once commented on this topic: „*Terminologiearbeit kostet Geld. Keine Terminologiearbeit kostet noch viel mehr Geld.*“[7] As a consequence, terminology work should be considered a big challenge to better connect LSP research with practical tasks.

We should pay terminology a similar attention as the Romans did with their God of landmarks, Terminus. When the Romans built the temple on Capitol Hill and removed the smaller sanctuaries, the augurs did not agree to remove the temple of Terminus. This temple stayed where it had been before. The symbol of Terminus, a stone, was included with the temple of Jove, which is the guardian of all landmarks.

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[7] Terminology work terminology is expensive. No terminology work, however, is even more expensive.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

ABSTRACT

Software Terminology as a Curse or Blessing: Possible Solutions for Terminological Problems

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In our everyday life, the various types of user documentation (printed and online manuals) are becoming increasingly important, e.g., to program a video recorder or carry out specific tasks in a computer program. Because very few people read a manual from front to back, it is not as important for the document to be entertaining or to use complicated vocabulary.

Terminology management is a frequently underestimated task in documentation and localization projects. Nevertheless, it plays a crucial role for creating user-friendly documents that are easy to read and understand. Terminological inconsistencies, however, make documents unnecessarily complicated and prevent users from understanding them.

Based on examples from the software company Intershop, this paper contributes to establishing terminology management at the heart of both technical documentation and software localization. First, the paper discusses the impact of terminology issues on how to write and translate technical documents. Second, the paper describes terminology research as a precondition for localization projects. This is illustrated by the process of template localization using the "Enfinity tloc" tool. Third, a suggestion is made about the possible structure of terminological records in terminological databases, including the concept and other information, such as definitions, target language equivalents, grammatical information, and contextual information.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

REPORT:

Multilingual Safety Data Sheets for Dangerous Chemical Products

Development of an Access database for authoring and updating multilingual safety data sheets for more than 28 countries worldwide – with focus on linguistic correctness and regulatory compliance

Ulla Steen Salado-Jimena, state-authorized translator, Spanish
Lisbeth Mygind, pharmacist
Danish Toxicology Centre (DTC), Denmark

1. Introduction

All companies that market dangerous chemical products are obliged to provide the professional user with a safety data sheet in the official language of the country in question containing regulatory and safety information. For export firms this often implies translation into many languages together with the obligation to provide the professional user with an updated version of the safety data sheet whenever it has been revised due to linguistic or legal amendments.

The safety data sheet contains information ensuring that the user can take the necessary precautions when handling, transporting and eliminating the product. In case of an accident, environmental authorities and medical staff can find the necessary information in the safety data sheet in order to initiate precautionary measures.

DTC has developed a special database for authoring and updating of multilingual safety data sheets.

SAFETY DATA SHEET

Product name:	DEMO product Terpentine Alcohol, 96% vol.	Page:	1/6
Last revised date: Product No.:	2004-02-16	Print date: SDS-ID:	2004-02-16 GB/IRL/1.0

1. IDENTIFICATION OF THE SUBSTANCE/PREPARATION AND COMPANY/ UNDERTAKING

Product name: DEMO product
Terpentine Alcohol, 96% vol.

Application: For the preparation of paints and as a   Container size: See heading 16.

Supplier: Danish Toxicology Centre
Kogle Allé 2
DK-2970 Hørsholm

Tel.: +45 4576 2055
Fax: +45 4576 2455
e-mail: DTC@DTC.dk

2. COMPOSITION/INFORMATION ON INGREDIENTS

The product contains: organic solvents.

The following substances shall be indicated according to legislation:

%:	CAS-No.:	EC No.:	Chemical name:	Hazard classification:	Notes:
93-95	64-17-5	200-578-6	Ethanol	F;R11	
0,1-<1	8006-64-2	232-350-7	Turpentine	R10 Xn;R20/21/22-65 R51/53	

3. HAZARDS IDENTIFICATION

The product has been classified according to the legislation in force: F; R11

Physical and Chemical Hazards: The product is highly flammable and may be ignited even after short contact with an ignition source. The product may form explosive vapours/air mixtures even at normal. temperatures.

Human health: Degreasing to skin. Vapours irritate the respiratory system, and may cause coughing difficulties in breathing. The product contains a small amount of sensitizing substance which may provoke which may provoke an allergic reaction among sensitive individuals.

Environment: The product contains volatile organic compounds (VOC) which will evaporate easily all surfaces volatile organic compounds which will evaporate easily from all surfaces.

Human health: Degreasing to skin. Vapours irritate the respiratory system, and may cause coughing difficulties in breathing. The product contains a small amount of sensitizing substance which may provoke which may provoke an allergic reaction among sensitive individuals.

Figure 1: Safety Data Sheet

2. Project background

Since the early 80s, DTC has prepared safety data sheets on a client basis. Initially, DTC carried out the authoring of safety data sheets by using macros in Word Perfect and Word. It was a very time consuming task, as each safety data sheet for each country had to be typed in manually using the macro based system. This method gave rise to errors due to mistyping, and consequently quality checking of each document was also a time consuming task.

During 1996, DTC developed the first IT-based system in cooperation with computer programmers. This database is constantly being improved in order to meet both clients and internal users' needs and requirements, and in the near future it will be integrated with a database containing national regulatory data.

3. DTC's database for SDS authoring

3.1 Structure

The database consists of two parts, one containing the phrase library and one intended for authoring safety data sheets.

A safety data sheets contains 16 sections that the supplier of the chemical product has to fill in with relevant information. The 16 sections are:

1. Identification of the Substance/Preparation and Company/Undertaking
2. Composition/Information on Ingredients
3. Hazards Identification
4. First-Aid Measures
5. Fire-Fighting Measures
6. Accidental Release Measures
7. Handling and Storage
8. Exposure Controls/Personal Protection
9. Physical and Chemical Properties
10. Stability and Reactivity
11. Toxicological Information
12. Ecological Information
13. Disposal Considerations
14. Transport Information
15. Regulatory Information
16. Other Information

Development and maintenance of the database is carried out in close cooperation between DTC's regulatory experts and internal and external translators.

3.2 Contents and maintenance

The database contains a large number of so-called Master Core phrases in English, each with a unique identification number showing in which section and subsection it should be used. The phrases cover the information to be provided in the 16 sections mentioned above. Furthermore, the database contains the national versions of the Risk and Safety phrases that are used to describe the product's impact on health and environment and the classification and labelling of the product.

A substantial part of these phrases have been translated into all the languages handled by the database, presently 25 languages.

Languages
Chinese
Czech
Danish
Dutch
English
Estonian
German
Finnish
French
Greek
Hungarian
Icelandic
Italian
Korean
Latvian
Lithuanian
Norwegian
Polish
Portuguese
Russian
Slovakian
Slovenian
Spanish
Swedish
Turkish

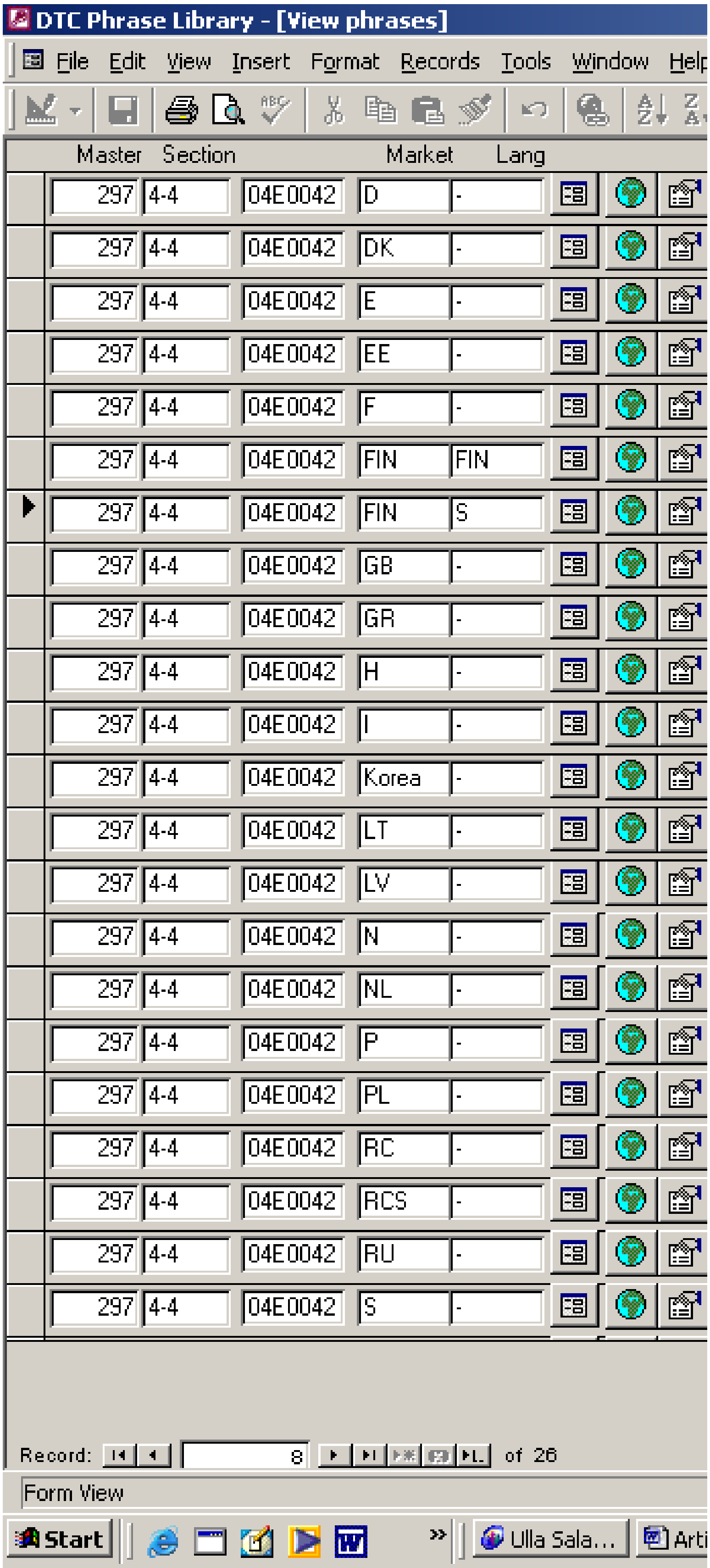

Figure 2a: Print screen from database
with examples of the same phrase in 26 languages.

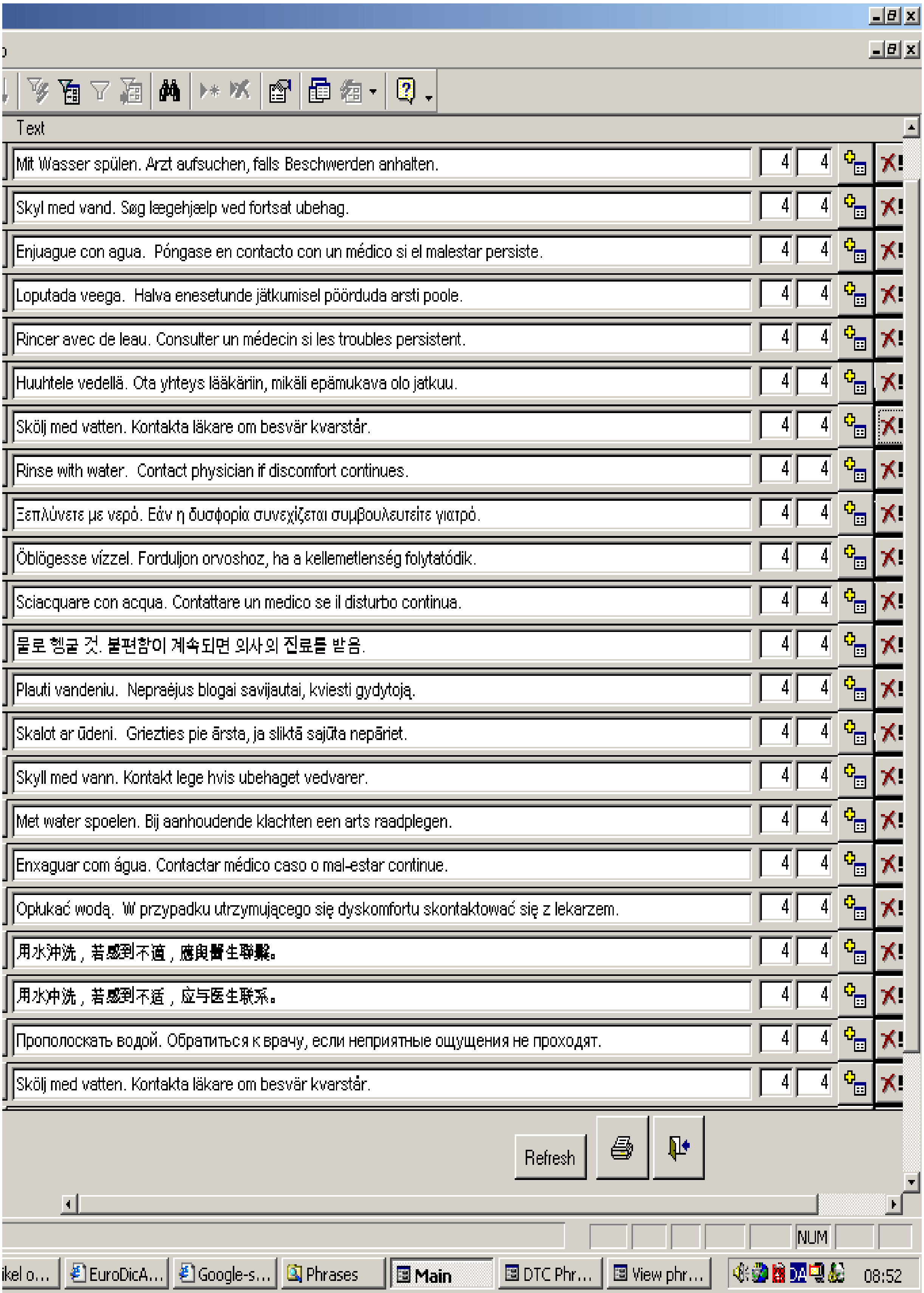

Figure 2b: Print screen from database
with examples of the same phrase in 26 languages

The phrases are used for authoring safety data sheets for DTC's many Danish and international clients. DTC's consultants, mainly chemical engineers and pharmacists, prepare an English master template containing phrases common for all requested languages/countries. When the master is ready, the consultant marks the countries in which the safety data sheets is to be used and releases the master template. Within a few seconds, the safety data sheet is available in the requested languages, and all that remains for the consultant to do is to add the country specific regulatory references and phrases.

Should the consultant need a new phrase to describe the product, an electronic request is sent to DTC's in-house translators who creates the phrase in the database and provides for translation of the phrase.

4. Maintenance of Phrases and Quality Assurance

4.1 Terminology and Controlled Language

To the greatest possible extent the phrases are based on the wording used in the so-called Risk and Safety phrases (cf. paragraph 5) and in the below-mentioned safety data sheet directive. In this way it is ensured that the phrases contain the correct and generally known and accepted terminology.

To a certain extent DTC uses controlled language when creating new phrases. Wherever possible, DTC prefers short phrases and active constructions, e.g. *Repeated exposure may produce adverse effects on the lungs* versus *Adverse effects on the lungs may be produced by repeated exposure.*

The objective of focusing on the use of controlled language is to improve the consistency and readability and facilitate the translation into many languages.

4.1 Quality Assurance

DTC only uses experienced translators. They may either be state-authorized translators or other persons with a university degree in language studies or native chemists or specialists. Most of them have worked for DTC for many years and are very familiar with the terminology used in this specific field of work. They know the relevant EU directives and are also familiar with relevant national legislation.

Both DTC and the translators keep records of all translations, mostly in special translation tools such as Translator's Workbench or Transit. This aspect is very important in order to ensure the consistency.

As chemical translations are often rather complicated, the translators are in close contact with DTC in case of specific problems. Furthermore, if DTC identifies a specific translation problem, the translators are provided with reference material to help them translate correctly and to make sure that all the translators have the same understanding of the meaning of the phrase.

Before the translations are entered into the database, DTC's translators control that the translation is correct, i.e. by checking key terminology, translations of chemical substance names etc.

If new legislation or linguistic development makes a new translation of a word necessary, the translator revises all the phrases in which the word appears and the database is updated accordingly. The phrase corpus can therefore be compared with a live organism in constant change.

5. Regulatory Compliance

Both at EU-level and in the individual member states a substantial number of rules and guidelines exists regarding dangerous products, e.g. Commission Directive 2001/58/EC, the so-called safety data sheet directive, and Commission Directive 1999/45/EC, the so-called preparations directive. The continuous amendments of the directives have increased the requirements to the information given in the safety data sheet. On the other hand, this means that legislation has become more uniform in the member states, but there are still many national rules to be complied with.

In addition, countries outside the EU have their own regulatory demands which must be reflected in the safety data sheet. For many years DTC has compiled and systematized these rules and requirements so that the safety data sheets made by DTC meet relevant European and national requirements.

The regulatory information in the safety data sheets has to reflect current European and national legislation. Therefore, DTC follows the relevant EU directives and their implementations in the member states closely. This information appears from section 15, and the database includes specific phrases with references to legislation.

Chemical substance names are a chapter by itself. They are only translated if it is not possible to find an official designation in Council Directive 67/548/EEC regarding classification, packaging and labelling of dangerous substances (= Annex 1) via The European Chemicals Bureau's webpage or in other databases, e.g. Chemfinder.

The database also contains a number of so-called ”regulatory related phrases” contained in the EU directives, e.g. the Risk and Safety phrases. The wording of the phrases must not be changed and the phrases have to be stated in the safety data sheet together with their specific number:

R15 Contact with water liberates toxic, extremely flammable gas.
R15 Reagiert mit Wasser unter Bildung hochentzündlicher Gase.
R15 Em contacto com a água liberta gases extremamente inflamáveis.

S24/25 Avoid contact with skin and eyes.
S24/25 Berührung mit der Haut und den Augen vermeiden.
S24/25 Evitar o contacto com a pele e os olhos.

Even though EU harmonization is well advanced in the field of chemical products, there are still a number of individual national regulations that must be complied with, and outside the EU regulations on safety data sheets are even more diversified.

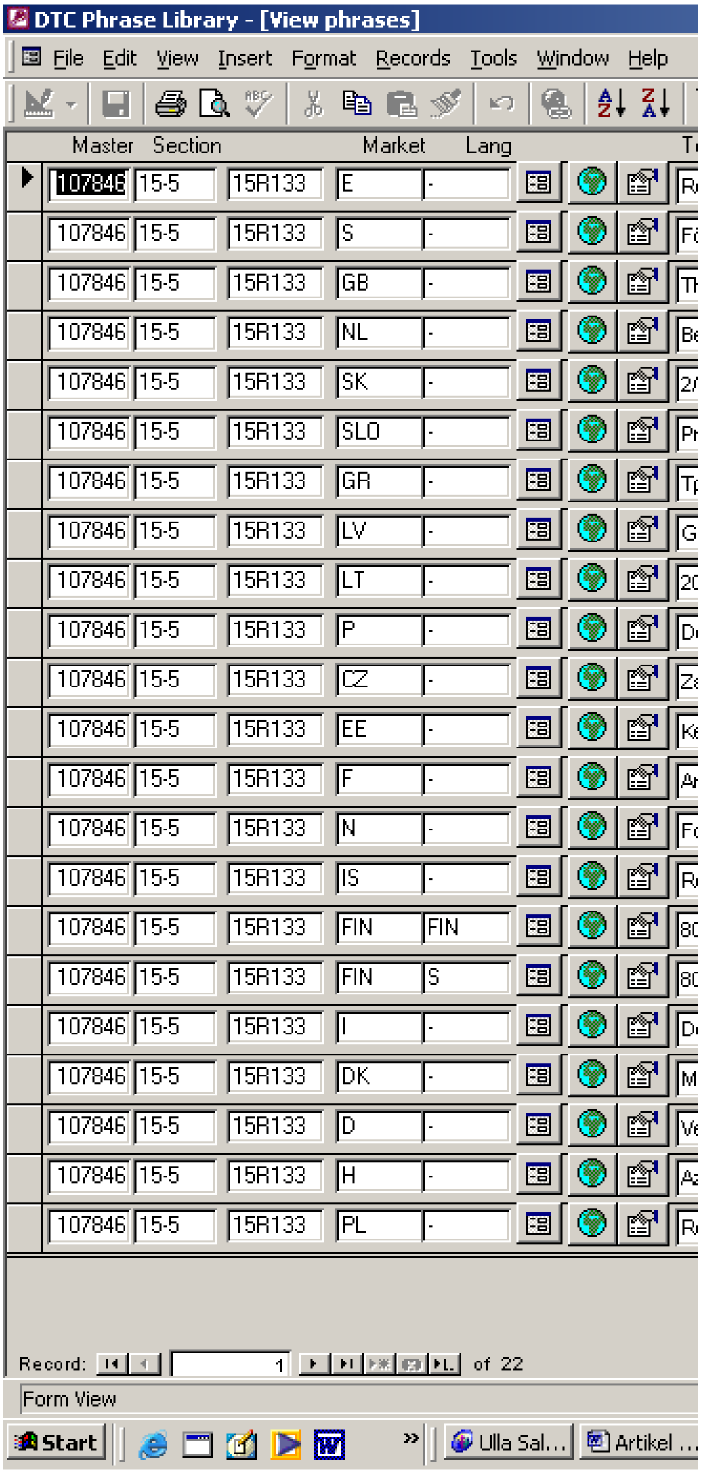

Figure 3a: Print screen of
phrases with regulatory information.

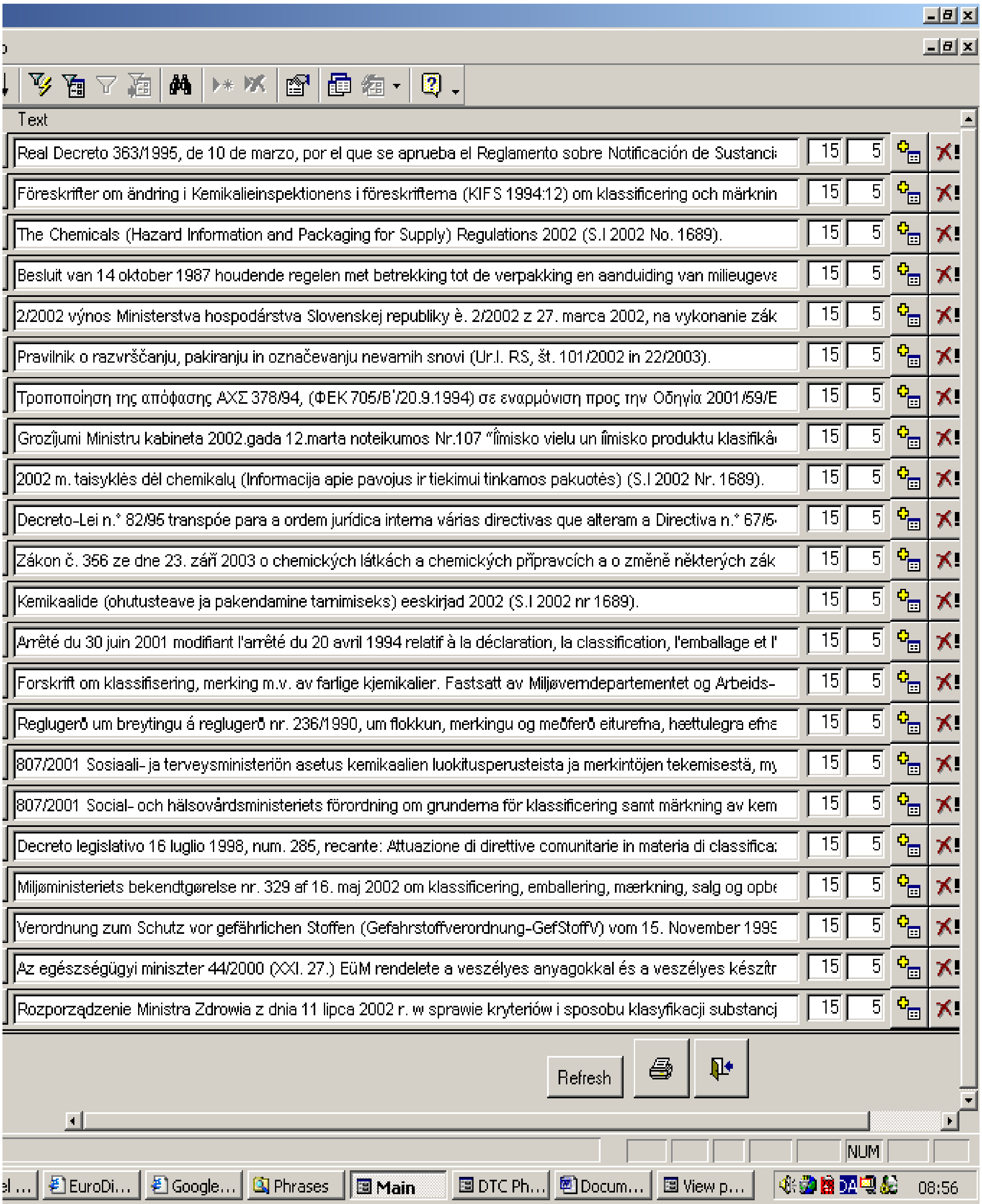

Figure 3a: Print screen of phrases with regulatory information.

5. Future development

The database will shortly be expanded to include Bulgarian and Rumanian, as Bulgaria and Rumania are expected to become members of the European Union in 2007. Turkish is already part of the database as well as Korean and simplified and traditional Chinese. Arab and Japanese may also be included in the near future.

Today, DTC's database is used for authoring safety data sheets and labeling proposals for chemical products, but the system is also suited for other types of translations of controlled texts such as package leaflets for medicinal products, toxicological descriptions and standardized technical documentation in general.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

ABSTRACT

Multilingual Safety Data Sheets for Dangerous Chemical Products

Development of an Access database for authoring and updating multilingual safety data sheets for more than 28 countries worldwide – with focus on linguistic correctness and regulatory compliance

Ulla Steen Salado-Jimena
Lisbeth Mygind
Danish Toxicology Centre (DTC), Denmark

Companies marketing dangerous chemical products must provide the professional user of the product with a safety data sheet in the official language of the country in which the user has bought the product. In countries with more than one official language, the safety data sheet must be issued in all official languages. Therefore, a safety data sheet for Finland has to be issued in Finnish and Swedish, whereas a safety data sheet for Belgium must be available in French and Flamish. Furthermore, safety data sheets must comply with European and national legislation on safety data sheets and classification and labeling of chemical products.

The safety data sheet contains information ensuring that the user can take the necessary precautions when handling, transporting and eliminating the product. In case of an accident, environmental authorities and medical staff can find the necessary information in the safety data sheet in order to initiate precautionary measures.

This article describes the development and maintenance of a database designed to manage phrase libraries in presently 25 languages and regulatory information for more than 28 countries. Focus is placed on quality assurance of translations and regulatory compliance.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

BOOK REVIEWS:

Cultura y negocios
El español de la economía
española y latinoamericana

Ángel Felices, M.ª Ángeles Calderón
Emilio Iriarte, Emilia Nuñez

Editorial Edinumen, Madrid, España, 2003.
231 pp.
ISBN 84-85986-10-8

Reseñado por:
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Cultura y negocios es un libro interesante que se dedica a la especialidad de Español en los Negocios. Se trata de un manual dirigido a los estudiantes de español de nivel intermedio o avanzado que deseen aprender el lenguaje de economía y al mismo tiempo llegar a conocer las claves de las diferencias culturales y de protocolo con el motivo de ser capaz de hacer negocios con los 10 países de Latinoámerica económicamente más relevantes y con España. El libro se dirije también a las personas que no tengan conocimientos previos de estas materias y esto implica tanto a los profesores de español como a los estudiantes.

El libro consta de 231 páginas, se caracteriza por algunos rasgos muy distintivos ya que está organizado en 10 unidades o capítulos que cada uno trata tanto de un tema económico de España como de un país latinoamericano, p.j.: Unidad 5: España: El sector industrial y la construcción. América Latina: Peru. Las actividades de explotación de dichos contenidos corresponden a diferentes enfoques de enseñaza, creando un conjunto de metodología. En cada unidad se incluye una sección para aprender el protocolo y las claves para tener exíto en los negocios con españoles, argentinos, mejicanos, chilenos o peruanos, entre otros. Se incluye además una sección especial para desarrollar tareas a través de internet y en conexión con los temas de cada unidad del libro.

Además, están incluídos en el libro cuatro anexos con temas complementarios que versan sobre la economía de América Latina, p.ej. la influencia de los hispanos en la economía de EEUU. Las últimas partes del libro incluyen un juego de recapitulación y algo bastante importante –un glosario bilingüe (español-inglés) de terminología económica con las definiciones en español.

Según el autor es el primer manual hecho en Espãna con una clara orientación a la enseñanza del léxico y las características fundamentales de la economía española y las de los países de Latinoamérica con mayor volumen de actividad económico.

Según la información dada el libro podría servir para preparar los exámenes organizados por la Cámara de de Comercio y Industria de Madrid para la obtención del Certificado Superior y/o Diploma de Español de los Negocios.
Todos los términos y expresiones relacionados directa o indirectamente con la economía y el comercio se destacan en negrilla para indicar que dicho término está clasificado por orden alfabético y definido en el glosario final. Cada entrada en el glosario se presenta con su equivalencia en inglés.

La orientación metodológica recoge diversos enfoques y presenta actividades para desarrollar la competencia comunicativa en el ámbito de la economía, incluyéndo las relacionadas con las nuevas tecnologías en la sección Zona Web.

Cada capítulo contiene unos temas fijos: *Sección y Tema*. La *Sección* está compuesta por: *España en su economía. La prensa informa. Así nos ven, así nos vemos. Viaje a la economía de América Latina y Zona Web.* El *Tema* se compone a su vez de fragmentos sobre el sector turístico del país en cuestión, los fundamentos de su economía, retratos culturales, etc. lo que en su totalidad ofrece una amplia descripción del país latinoamericano en cuestión.

Para mayor comprensión véase el siguiente ejemplo del libro, o sea la Unidad 10: **España**: Comerco interior, comercio exterior e inversiones. **América Latina**: Cuba

Sección	**Tema**
España en su economía	El comercio y la distribución en España, el sector exterior y las inversiones
La prensa informa	Las empresas españolas y sus dificultades en Latinoámerica. La franquicia
Así nos ven, así nos vemos	Retrato cultural de los cubanos
Viaje a la economía de América Latina	Fundamentos de la economía cubana
Zona Web	Secretaría de Estado de Comercio y Turismo español. Cuba vista por el gobierno cubano

Cada sección se compone de varias subsecciones como p.ej. Preparación, Texto, ¿Qué sabes tú? ¡Define y diferencia!. ¡Señala!. ¡Completa! ¡Separa .! además vienen muchas pequeñas secciones de preguntas, actividades y ejercicios.

El libro es un impresionante trabajo de compilación de información comparativa sobre España y los 10 países latinoamericanos relevantes respecto a aspectos de la economía, cultura, geografía y turismo además de información útil sobre páginas web interesantes relacionadas con los diferentes países.

El libro podría haber sido El Libro definitivo –la respuesta final de todos los deseos de los profesores de español dentro de las materias de economía- pero desgraciadamente no lo es.

Los autores se dirigen a *los alumnos de nivel intermedio y avanzado;* en Dinamarca ellos se encuentran sobre todo en las universidades y aquí radica el problema. En Dinamarca y en la mayoría de los países nórdicos los alumnos dejan de ser alumnos y se convierten en estudiantes en el momento de empezar los estudios universitarios. Un estudiante danés es una persona que sólo es responsable frente a sí misma, una persona independiente y independizada, mientras que en España se sigue utilizando el término *alumno* y con esto también se conserva la imagen de una persona dependiente del profesor.

La percepción del estudiante se refleja también en la forma de enseñanza. Los estudiantes daneses son responsables de su aprendizaje, no están sometidos a ningún control hasta que venga el momento del exámen donde la universidad les hace responsable mediante los requisitos establecidos según el exámen en cuestión.

Cualquier estudiante danés reaccionaría frente a un libro que les tratara como si fueran alumnos de la escuela primaria o secundaría. Por este motivo, el libro rezeñado no serviría para los estudiantes daneses lo que lamento mucho porque Cultura y Negocios es una contribución muy valiosa a los libros de aprendizaje sobre un tema tan difícil como la economía.

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

La premodificación nominal en el ámbito de la informática. Estudio contrastivo inglés-español

Francisco Fernández y Begoña Montero Fleta

Studies in English Language and Linguistics
Monograph. Volume 14
Lengua Inglesa. Universitat de València. España. 2003.
ISBN 84-370-5742-6

Reviewed by:
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In the past few years, the number of papers on contrastive analysis has risen to hundreds, or even into thousands, if one counts all marginally relevant publications on business communication, foreign language teaching, training in composition, and translation in theory and practice. The great majority of these contrastive studies have focused on English and Oriental (Chinese, Japanese, Korean) languages, Arabic, German, Finnish and Czech. A few only have dealt with French and Spanish. The book under review is one of the most recent contrastive studies carried out between English and Spanish. More specifically, Fernández and Montero's research examines nominal premodification in a corpus of articles written in English and in Spanish in the field of computer science. The authors considered both broken (discontinuous sequences) and unbroken or coordinated (continuous sequences) nominal structures.

In a short (5 pages) Introduction the authors present the scope of the study, the state-of-the-art of the linguistic structure examined, the corpus analysed and the method they used to carry out their research. Their linguistic corpus is made up of several sources in both languages: dictionaries such as the *Dictionary of Computing* and the *Diccionario de Informática*; popularization articles published in specialized journals such as *Scientific American, Binary* and I*nvestigación y Ciencia* and *Byte*; academic textbooks and instruction manuals. All these sources are clearly referenced in the Bibliography at the end of the book. I personnally would have appreciated a generic presentation of the sources consulted, i. e., different entries or listings according to the genres from which the texts were drawn (manuals, textbooks, scientific journals) instead of a global presentation of the papers examined. But this is a very minor detail that does not invalidate in any way the worth, interest and quality of the book.

The method used is the most appropriate for this kind of study. The authors recorded all the nominal compounds they encountered in their corpus (a total of 4.244). They then classified these compounds into several categories (adj + N, N + N, adverb + N, N + N + N etc.) and analyzed their Spanish equivalent (e.g., feedback processes = *procesos de retroalimentación*).

Chapter 2 is much longer (35 pages) and presents an exhaustive description of nominal compounds: the concepts of premodification and postmodification, the difference between compound and complex nominals, the concept of linguistic economy and that of innovation, the difficulty underlying the interpretation of complex nominal goups and the ambiguity inherent to this type of structure, the orthographical and phonetical representation of such groups, their structure and nucleus, etc. All these points are not only abundantly referenced but also nicely illustrated by examples in both English and Spanish.

Chapter 3 is by far the longest (almost 100 pages) and the most interesting. It could not be otherwise because it presents the results of Fernández and Montero's research. The authors first explain how they will present the equivalences between the English and Spanish nominal groups. They rightly remark that the main problem in finding an equivalent term in Spanish lies in the fact that, because the newly coined English words or expressions refer to very recent concepts or discoveries, these do not have always an equivalent word or expression in Spanish. The Spanish language thus very frequently recurs to anglicisms which the authors classified as follows: a) pure borrowing (*batch, hardware, bit, byte, chip*) and naturalized borrowing (reset = *resetear*, to format = *formatear*), b) semantic calque (hard disk = *disco duro,* application package = *paquete de aplicación)* and c) lexical and semantic neologism (addressing scheme = *esquemas de direccionamiento,* non-procedural language = *lenguaje no procedimental*). The authors then present the detailed quantitative and qualitative analysis of their findings: the morphological analysis of the 4.244 complex nominal groups analysed. All the examples provided are systematically accompanied by their Spanish translation and six tables/figures nicely sum up the results obtained. A table summing up the quantitative results on page 77 would have been appreciated, and the percentages indicated on page 79 could have been included in Figure 7. But these, again, are minor details. Then follows a very detailed syntactic analysis of the 4.244 nominal groups, also illustrated by a lot of English examples followed by their translation into Spanish. The chapter closes on the semantic analysis of the nominal groups analyzed, also illustrated by many English-Spanish examples. Altogether that Chapter presents 350 examples of English-Spanish nominal compounds.

The last Chapter presents the conclusions of Fernández and Montero's research. It is a 9-page-long concise and precise synthesis of the main results. I would like to point out that the results obtained by Fernández and Montero corroborate some of the findings obtained in two recent studies on compound nominals: that of Blanca Guzmán (2003) who studied compound nominals in a corpus of microbiology research papers and that of Lis León (2003) who analyzed nominal syntagms in a corpus of medical research papers. But the originality of Fernández and Montero's research lies in the "generic" aspect of the corpus they examined. Indeed, they not only analyzed academic articles per se but also popularization papers and manuals. A follow up of Fernández and Montero's research could precisely delve further into a cross-generic comparison of the structure of complex nominals in different scientific/technical genres. As Fernández Polo (1995: 263) states: "*Further constrative study is needed in particular genres in English and Spanish*".

Fernández and Montero's research findings have clear-cut pedagogical implications and applications not only in translation (English-Spanish and vice versa) courses, but also in scientific reading courses. It is indeed well-known that nominal premodification, so characteristic of English scientific-technical writing, represents an important obstacle for reading comprehension purposes, precisely because they are typical of English-written scientific prose.

Perhaps an Appendix with one or several recapitulatory tables that would summarize the main quantitative findings would have been useful, especially for researchers who would like to carry out further comparative research in the field.

I highly recommend this book, written in a clear and precise manner, for its comprehensive, detailed and very well documented morphological, syntactical and semantic analysis of complex nominals in English-written computer science texts. The rationale or raison d'être of that complex structure is moreover clearly explained (linguistic economy, innovation and necessity to designate new concepts and discoveries). This book will obviously be of interest to LSP professionals in general, especially those interested in contrastive studies of specialized languages, but also to professors and students of scientific/technical English-Spanish translation and to anyone interested in the field of languages for specific purposes.

Guzman, Blanca. 2003. Compuestos Nominales del Discurso Científico Escrito en Inglés (Microbiología Médica). Unpublished thesis. Universidad de Los Andes. Merida. Venezuela.

Lis León. 2003. La Estructura Funcional del Sintagma Nominal Inglés: Análisis de un Corpus Biomédico. Unpublished Ph.D dissertation. Universidad de La Laguna. Sta. Cruz de Tenerife. España.

Fernández Polo, Javier (2003) "*Some discoursal aspects in the translation of popular science texts from English into Spanish*" In Organization inDiscourse. B. Warvik, S.K. Tanskanen and R. Hiltunen (Eds). University of Turku. p. 256-264

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

Sprog på arbejde
– Kommunikation i faglige tekster

Marianne Grove Ditlevsen, Jan Engberg,
Peter Kastberg og Martin Nielsen

Samfundslitteratur 2003.
224 pp.
ISBN: 87-59309-66-0

Reviewed by:
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Institut for Fagsprog, Kommunikation og Informationsvidenskab
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Kolding

A new textbook for advanced students of communication, LSP, and foreign languages

Few, if any, textbooks as comprehensive in scope as this have been published in Danish for the target group of students at Danish business colleges and universities which offer combinations of professional communication, LSP, and foreign languages at an advanced level. As one of those who teach those subjects, I very much welcome it.

Its target group comprises anyone working with texts and text production in organisations, broadly defined, but it was originally written for cand.ling.merc.-students at the Århus School of Business, where the authors are employed. Even if one may dispute the authors' claim that until recently graduates of translation studies at Danish business colleges spent their time 'swotting translation exercises' and were regarded by their employers and others as 'live dictionaries', one must concede that in future graduates will increasingly become communicators in the widest possible sense and must be provided with general rather than specific methods and skills of communication in Danish and a foreign language.

The title may be translated *Language at Work – Communication in LSP Texts*. Such a translation would not, however, reflect the ambiguity of the Danish phrase 'Sprog på arbejde', which means both 'language at work' and 'language in function', i.e. language used to achieve some means, referring to the functional approach to language adopted by the authors.

According to the introduction, the aim of the book is to provide the reader with an overview of the methods and tools which are useful to anyone whose job consists in communicating subject-specific information to a given addressee or target group. The authors expect the reader to become able to 'obtain, process, and mediate' subject-specific as well as LSP knowledge and not least to produce functionally adequate texts in Danish or a foreign language, since the authors view translation as simply a special type of text production.

These may be ambitious aims, but as will hopefully become clear from my review, the authors succeed to a large degree in obtaining them. One reason for this is that the textbook is carefully planned and coherent. Thus each chapter begins with a so-called 'advanced organiser' introducing its themes and linking them up with those of previous chapters, and most chapters are aptly summed up at the end. The fact that the book is divided into four main parts according to relevant and logical criteria might have been taken more advantage of by the authors, who refer to it in the introduction only. Below I shall describe and evaluate each of those main parts as a unit, using headings which in my opinion reflect the description given of each part in the introduction.

Part I: Models of communication and text analysis

The overall framework of the book is presented in **Chapter 2**, which defines communication within the theory of action and introduces such fuzzy concepts as 'subject' and 'subject-specific communication'.

In **Chapter 3**, the basic SPA[1] communication model is introduced, comprising the central element, Text, as well as the basic text-external elements determining subject-specific communication. After an introduction to the concept of Text as a sign and to basic semiotic concepts, the concept of textual function is explained on the basis of Bühler's Organon model. How this important concept is to be understood on the background of a combination of the SPA and Organon models might have become more clear to the student if a few more references had been made between the models. On the other hand, the rest of the chapter provides ample information about each text-external element of the SPA model, relating them to the pertinent functions and generally providing useful examples.

As stated in the advanced organizer of **Chapter 4,** Text is the element which connects all the elements of subject-specific communication, and moreover it is often the only element available for investigation. After a thorough introduction to such concepts as analysis and data category, a detailed model of text analysis is presented. Since the elements of text-external analysis were elaborated on in Chapter 3, only text-internal analysis at the macro and micro levels is dealt with in this chapter. Fortunately, a number of informative tables and conceptual charts as

[1] SPA is an abbreviation of the title: **S**prog **P**å **A**rbejde

well as a survey of the entire model in Figure 9 enable the reader to keep track of all the new concepts and data categories introduced and contribute to making this one of the most coherent and useful chapters of the book. This can not least be attributed to the fact that the lack of detail in some paragraphs is made up for by a detailed exemplary analysis of a text found in the appendix[2].

Chapter 4 may serve as an example that the level of presupposed knowledge varies considerably throughout the book, sometimes from one paragraph to the next. Thus in spite of the fact that, according to the introduction, basic grammatical knowledge is presupposed on the part of the reader, such terms as ‘morphology’ and ‘derivation’ are explained in an extremely pedagogical way, whereas terms such as ‘treerfigur’ and ‘nomen actionis’ are left undefined and cannot be found in the index. In those and a number of similar cases, the lack of a list of definitions at the back of the book becomes apparent.

The final paragraphs of Chapter 4 lead up to the theme of **Chapter 5** by placing the data obtained in the exemplary text analysis within the so-called triangular model, which illustrates the relations among communicative situation, communicative purpose, and text as a means of obtaining a specific purpose in a specific situation, in short, the factors determining the choice of genre. Considering the importance of genre and the patterns of action associated with genre, it is to be regretted that Chapter 5 may constitute a stumbling block to the reader, mainly as a result of its redundancy and verbose academic style.

Part I is thematically very homogeneous, and even though the level of abstraction and detail is somewhat uneven, it basically serves its purpose of introducing essential models and concepts for Parts II and III to build on.

Part II: Text viewed from different perspectives

Chapter 6, Text and Semiotics, reflects the authors’ ambition of presenting not just textual means of subject-specific communication, but an array of non-verbal means as well. The basic concepts of semiotics were introduced in Chapter 3; here the concept of sign is treated in more depth, including the semiotic triangle and Peirce’s typology of signs, which is presented with an adequate amount of detail considering the context. The authors also succeed in demonstrating, albeit in a summary fashion, how to exploit the possibilities of various types of signs in order to ensure optimal reception of subject-specific themes.

The relevance of **Chapter 7**, Text and Terminology, may seem obvious in the context of subject-specific communication, and the authors do right in defining the concept of term and relating it to other lexical units as well as to the concept of sign. However, the ultra-brief introduction given to such themes as concept, types of definition, and systems of terms and concepts will hardly suffice to fulfil the aim

[2] The text is a brochure on the dune plantation of Skagen (Skagen Klitplantage), published by the Danish Forest and Nature Agency (Skov- og Naturstyrelsen)

stated in the advanced organiser, which is enabling students to work with relevant terminological problems or tasks.

The theme of **Chapter 8** is Text and Medium. It is a short, but well-structured chapter, which gives the reader an excellent overview of the complex subject of media, one which may be approached from so many angles and which is consequently often a source of confusion to students. The chapter is concluded with a brief and to the point summary of the aspects of media relevant to subject-specific communication.

Chapter 9, Text and Target group, presents two approaches to dividing, describing, and defining target groups in a structured and coherent fashion, one of them borrowed from modern marketing, the other one evidently borrowed from research into the media. Both approaches seem extremely relevant and interesting to the reader, who will therefore probably wonder why unlike other chapters this one is not properly summed up at the end.

Like Chapter 9, **Chapter 10** on Text and Activation is based on recent research, and like Chapter 9 it contributes to placing subject-specific communication within a broader framework of business and market communication. Here, a branch of research in consumer behaviour is introduced, more specifically the so-called hypothesis of activation according to which human readiness to receive and react to information can be predicted and perhaps even influenced. The speculative nature of the approach is stressed, though perhaps a little late for the reader to become aware of the limitations of its applicability.

Part II may seem thematically heterogeneous, but the apparent heterogeneity simply reflects the fact that it presents a number of widely differing but relevant theoretical approaches to text and communication; how those and other approaches can be arranged and viewed from a broader theoretical perspective becomes clear from Part IV.

Part III: Forms of text production

Chapter 11 first describes the creation of the individual subject-specific text in the framework of a triangular model, similar but not identical to the triangular model introduced in Chapter 4 and 5, a fact which may create unnecessary confusion on the part of the reader. A useful survey of the prototypical sequence of text production, including translation, is shown in Figure 26, whereas the paragraph on how ontogenesis (or prototypical life cycle of products) may be used to categorise the text genres produced to cover the communicative needs of an enterprise seems to provide little new information.

In accordance with the overall approach to communication, text production is subsequently described as a strategic process which may be characterised as a type of intentional, interactive, and consciously creative action. Finally a model of text production is presented along with an ‘idealised’ production plan. Although the chapter clearly fulfils a summarising function, parts of it are characterized by a lack of clarity mainly resulting from the academic style applied, a style which is apparently influenced by certain German source texts.

The subject of **Chapter 12** is text summarisation, and this may seem one of the few chapters justifying the authors' claim that enabling the reader to obtain, process, and mediate subject-specific knowledge is an important aim of the book. Defining the production of summaries as just another text production task, the authors come close to conceding that producing summaries, résumés, or abstracts cannot really be taught. Nevertheless, applying Baumann's textual structuring signals on the text analysed in Chapter 4, they actually come up with a few useful guidelines over and above such obvious rules of thumb as are conventionally provided.

Chapter 13 deals with the theme of LSP translation, albeit rather summarily compared to some other themes and considering the target group. Thus a very brief introduction to translation (theory) is presented mainly in the form of a table of historical metaphors used to describe translation, with no explanations added. Considering the overall approach of the book, the arguments stated for choosing the so-called Skopos approach to translation are indeed convincing. Also, the model of the translation process, originally intended to support a didactic argument, is in accordance with the Skopos approach. However, without the simplified version in Figure 30, the reader would hardly have been able to make sense of the full model since once again the style of writing does not seem adapted to the primary target group.

Part III would be expected to be the central part of the book, summarising and integrating what has been said in Part I and II. In many respects it fulfils these functions, and to the extent that it does not, I find that the writing style applied is to be blamed.

Part IV: Perspectives

Aiming at breadth rather than depth of theoretical treatment, the authors state in the introduction that no prolonged theoretical discussions will be included. However, **Chapter 14**, Perspectives, is an obvious exception. It aims at providing an overview of trends and approaches within the ill-defined and heterogeneous discipline which can only be adequately characterised by its object of study, i.e. subject-specific communication. The authors first arrange a number of 'focus areas' or approaches according to the degree in which pragmatic factors are included in the study of communication. This range of approaches is subsequently treated in more depth and supplemented by a chronology of disciplines and focus points, including new approaches such as the cognitive one, which so far has produced few results. The authors deserve praise for this coherent attempt to clarify the present state of the art of the discipline in a way which may appeal to students wishing to gain more than just the amount of theoretical insight required to pass exams.

Conclusion

The authors call their work a practically oriented textbook for advanced students, aiming at breadth rather than depth of theoretical treatment. I fully agree with them that it provides breadth of treatment, in an integrative way and to an extent that no other textbook published in Danish can offer within these specific fields. It also attains depth in many areas, particularly in the concluding chapter.

As the authors repeatedly stress, subject-specific communication is all about using adequate textual means in order to obtain the overall aim of each communicative situation. They definitely succeed in making this clear to their target group, but at the same time the almost ‘teutonic’ academic writing style[3] applied in several chapters may seem at odds with the very spirit of the book.

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[3] An academic writing style mentioned in the paragraph on intercultural scientific communication in Chapter 14

Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

PUBLICATIONS RECEIVED:

COPENHAGEN STUDIES IN LANGUAGE

No. 29. "Language and Culture" edited by Irène Baron.
Series editor: Niels Davidsen-Nielsen. Editing board: Gyde Hansen, Michael Herslund, Henrik Høeg Müller. Published by Samfundslitteratur, Rosenørns Allé 9, DK-1970 Frederiksberg C, Denmark. Tel.:+45 3815 3880 Fax: +45 3535 7822. ISSN 0905-9857 / ISBN 87-593-1117-7.

CULTURA Y NEGOCIOS – EL ESPAÑOL DE LA ECONOMÍA ESPAÑOLA Y LATINOAMERICANA

Edited by Ángel Felices, M.ª Ángeles Calderón, Emilio Iriarte, Emilia Núñez. Manual dirigo a aquellos que desean aprender tanto el lenguaje de la economía como las claves de las diferencias culturales y de protocolo para hacer negocios con iberoamericanos y españoles, aunque no se tengan conocimientos previos de estas materias. Publication: 2003, 231 pages. Published by Editorial Edinumen, Madrid.Web: www.edinumen.es ISBN: 84-85986-10-8 (**NB: c.f. Book review on page 86**)

ODENSE WORKING PAPERS IN LANGUAGE & COMMUNICATION

No.25, September 2004. "Erhvervssproglige studier – 25 år på universitetet" edited by Søren Schneider & Simon Top (red.). Published by Institute of Language and Communication, University of Southern Denmark, Main Campus: Odense University, Campusvej 55, DK-5230 Odense M.. E-mail: lfn@language.sdu.dk . ISBN 0906-7612

SPRACHREPORT

Heft 2/2004 20. Jahrgang & 3/2004 20. Jahrgang. Informationen und Meinungen zur deutschen Sprache. Herausg.: Institut für Deutsche Sprache, Postfach 10 16 21, D-68016 Mannheim.
Web: http://www.ids-mannheim.de/pub/sprachreport/ (D 14288)

SPROGFORUM

Februar 2004, Nr.29 “Nordens sprog i Norden”. Tidsskriftet udgives af Informations- og Dokumentations-centret for Fremmedsprogspædagogik (INFORDOK) ved Danmarks Pædagogiske Bibliotek i samarbejde med Foreningen for anvendt Sprogvidenskab i Danmark (ADLA). Sprogforum redigeres af: Leni Dam, Annegret Friedrichsen (ansv.), Karen Lund, Karen Risager, Michael Svendsen Pedersen. Redaktionens adresse: Sprogforum, Danmarks Pædagogiske Bibliotek, Emdrupvej 101, Postboks 840, DK-2400 København NV. Tlf. +45 88 88 93 28 / +45 88 88 93 11, fax: +45 88 88 93 91
e-mail: sprogforum@dpb.dpu.dk
Web: http://www.dpb.dpu.dk/infodok/Sprogforum . ISSN 0909-9328

SPROG PÅ ARBEJDE – KOMMUNIKATION I FAGLIGE TEKSTER

Sprog på arbejde giver det overblik og de redskaber, der skal til for at hjælpe med at højne kvaliteten i kommunikationen. Og det uanset om det drejer sig om den tekniske systemdokumentation, forhandlerkontrakten, årsrapporten eller personalebladet, uanset om det er mundtligt eller skriftligt, og uanset om kommunikationen foregår på dansk eller på fremmedsprog. Forfattere: Marianne Ditlevsen, Jan Engberg, Peter Kastberg, Martin Nielsen. Forlag: Samfundslitteratur, Rosenørns Allé 9, DK-1970 Frederiksberg C. www.samfundslitteratur.dk . ISBN: 87-593-0966-0. (**NB: c.f. Book review on page 92**)

SYNAPS – FAGSPRÅK, KOMMUNIKASJON, KULTUKUNNSKAP

Nr 15 (2004). Content: Kai Innselset & Magnar Brekke: *KB-N (KunnskapsBank for Norsk økonomisk-administrativt domene): presentasjon av et korpusbaseret terminologiprosjekt*; Martin Nielsen: *Interkulturell kommunikation som forskningsområde på handelshøjskoler – overvejelser omkring genstandfelt og paradigmeskift*; Martin Nielsen: *Hoffentlich Allianz versichert… Unetrnehmenskommunikation auf Deutsch*. Published by the Department of languages, Norwegian School of Economics and Business Administration (NHH), Helleveien 30, N-5045 Bergen. Editorial board: Trine Dahl, Willy Rasmussen, Jan Roald, Ingrid Simonnæs.
(http://www.nhh.no/spr/Synaps.htm)

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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

CONFERENCE CALENDAR:

- 2004 -

November 24-26 (2004) – Almeria (Spain)

3rd International Conference on “Translation, Text, Transfer: Translation, culture and immigration”. Main subjects: Mediating between cultures towards understanding; Subordinate and Audiovisual Translation; Community or Social Interpretation for administrative, health or legal purposes; Legal, Sworn and Court translation; Literary Translation.
Information: Departamento de Filología Inglesa y Alemana, Facultad de Humanidades, Edificio C - 1ª planta, despacho 1.10, Universidad de Almería, Spain.
Tel.: +34 950-015220 Fax: +34 950 0154765
Web: http://www.ual.es/congresos/IIISimpTraduccion/en/

November 25-28 (2004) – Magdeburg (Germany)

VII International Forum on "Interpreting and Translating - Contributing Factors to a Fair Trial". Organised by the FIT Regional Centre Europe and the FIT Committee for Court Interpreting and Legal Translation in co-operation with BDÜ and TEPIS. Theme: Interpreting and Translating at Court and for Public Authorities. Topics: Translating and interpreting for the courts and the public authorities, including the social and health system • Statutory basis, professional and legal status • Intercultural communication • Sign languages and the languages of the new EU Member States, as well as their different legal proceedings • Terminology • Applying new technologies • Basic and further training • Ethics of the profession.
Information: Prof. Dr. Christiane J. Driesen, Kanalstrasse 16, D-22085 Hamburg, Germany. Tel.: +(49) 40 229 84 73 Fax +(49) 40 229 91 83 E-mail: cjdriesen@msn.com
Web: http://www.fit-ift.org/magdeburg/details.html

November 26-27 (2004) – Barcelona (Spain)

2nd Terminology Summit. The First Terminology Summit was organised in Brussels in June 2002 and resulted in the "Brussels Declaration" for an international terminology co-operation. The EAFT co-ordinates the organisation of the Second Summit which will take place in Barcelona during the Forum of Cultures all in the aim of developing new axes of co-operation between the terminology entities from all over the world. Objectives of the summit: To encourage the creation of government policies and intergovernmental policies in the field of terminology • To serve as an exchange forum of experience in the field of terminology and as a meeting point for terminology specialists from all over the world • To present the results of the proposed actions of the Brussels Declaration and to develop new actions • To encourage terminological co-operation activities and propose new joint actions common for terminological development • To promote the visibility of terminological co-operation activities and the professions linked to these activities.
Information: E-mail: eaft_aet@unilat.org
Web: http://www.eaft-aet.net/en/1aetce.htm

November 29 – December 2 (2004) – Barcelona (Spain)

RITERM2004 - IX Simposi Iberoamericà de Terminologia. La terminologia al segle XXI: contribució a la cultura de la pau, la diversitat i la sostenibilitat. Aquest Simposi coincideix amb la celebració a Barcelona, durant l'any 2004, del *Fòrum de les Cultures Barcelona 2004*, primera edició d'un nou esdeveniment internacional i multitudinari que es proposa promoure el diàleg entre les diferents cultures del món per tal d'articular una cultura de la pau, la diversitat i la sostenibilitat, amb l'objectiu d'impulsar un procés de globalització basat en criteris ètics compartits. LLENGÜES DEL SIMPOSI: català, l'espanyol i portuguès. Hi haurà traducció simultània, cap a totes les llengües del simposi, de les conferències plenàries i de les taules rodones.
Information: Secretaria del simposi: Institut Universitari de Lingüística Aplicada, Universitat Pompeu Fabra, La Rambla 30-32, E-08002 Barcelona, Spain. Tel.: +34 93 542 2322 Fax: +34 93 542 2321 E-mail: riterm04@upf.edu
Web: http://www.iula.upf.es/riterm04/rit04ca.htm

December 1-3 (2004) – (Singapore)

ClaSIC 2004: Current Perspectives and New Directions in Foreign Language Teaching and Learning. The conference, aims to bring together academics, researchers and professionals from Asia and beyond for a productive and rewarding exchange of insights, experiences, views and perspectives on current and future developments in foreign language teaching and learning.
Information: The Secretary, CLaSIC 2004 Organising Committee, Centre for Language Studies, Faculty of Arts and Social Sciences, National University of Singapore, 9 Arts Link, AS4/02-52, Singapore 117570. Tel. : +65 68746715 Fax : +65 67777736
E-mail: clasic@nus.edu.sg Web: http://www.fas.nus.edu.sg/cls/clasic2004/

December 7-8 (2004) – La Habana (Cuba)

Vº Simposio sobre la traducción, la terminología y la interpretación en Cuba y Canadá: "Política lingüística y las profesiones de la lengua". En diversos países o regiones en los que se habla más de una lengua o dialecto, los poderes públicos han visto la necesidad de crear instrumentos para dar cuenta de esta realidad: políticas lingüísticas, servicios bilingües (o multilingües) en la administración pública, medidas de protección del idioma, reglamentaciones, programas de incentivo, etc.
Information: Gaston Jordan, g.jordan@aiic.net, Tel.: +1 (450) 669-5819 (en Canadá)
Fax.: +1 (450) 663-7671
Luis Alberto González Moreno, Ludwig_albert2000@yahoo.com
Web: http://www.traductores.org.ar/dici2003_febr2004/Convocatoria-VSimposioenLaHabana.doc

December 13-15 (2004) - Brisbane (Australia)

22nd Law and Society Conference. Re-Collections: Official Knowledge and the Memory of Unofficial Practices. The theme of the conference is Re-Collections: Official Knowledge and the Memory of Unofficial Practices to address issues surrounding the constitution of law, legal knowledge and the subordination of other/alternative conceptualizations of ordering, law and justice and their articulation in specific legal discourses.
Information: E-mail: law-lawandsocietyconf@griffith.edu.au
Web: http://www.griffith.edu.au/centre/slrc/lawandsocietyconf/home.html

- 2005 -

January 19-22 (2005) – San Antonio, TX (USA)

NABE 2005 - Annual International Bilingual/Multicultural Education Conference. Join thousands of educators, policy-makers, community members, and business and government representatives for the world's largest conference on the education of linguistically and culturally diverse students.
Information: Web: http://www.nabe.org/conferences.asp

January 21-24 (2005) – Jackson Hole, Wyoming (USA)

16th Annual Winter Conference on Discourse, Text and Cognition. The meeting typically attracts cognitive scientists interested in various aspects of language and text and the roles they play in various types of cognitive activities.
Information: Susan Goldman, Department of Psychology, 1007 West Harrison Street, (MC285), University of Illinois, Chicago, IL 60607, USA. E-mail: sgoldman@uic.edu
Web: http://litd.psch.uic.edu/assoc/wintertext/

February 13-19 (2005) – Mexico City (Mexico)

CICLing 2005 - Sixth International Conference on Intelligent Text Processing and Computational Linguistics. The conference covers nearly all topics related to computational linguistics. This makes it attractive for people from different areas and leads to vivid and interesting discussions and exchange of opinions.
Information: Prof. Alexander Gelbukh (CICLing conference), Av. Juan Dios Batiz s/n esq. Av. M. Othon Mendizabal, Col. Zacatenco, C.P. 07738, Mexico D.F., MEXICO.
E-mail: gelbukh@cicling.org Web: http://www.cicling.org/2005/

February 17-19 (2005) – Zürich (Switzerland)

International Conference on Current developments in research into the language of young people. The conference is offering a platform for an exchange of ideas on the latest developments in research into the in-group languages of young people. The main focus will be on theoretical considerations, new empirical results, but also on needs and requirements and plans for forthcoming projects.
Information: Jürgen Spitzmüller, e-mail: spitzmueller@access.unizh.ch
Web: http://www.ds.unizh.ch/lehrstuhlduerscheid/jugendsprache05-en.html

March 10-13 (2005) – Moncton, New Brunswick (Canada)

International Conference: "Translating Canada en traduction: The Margins Talk Back/Les marges répondent". Aim: to give Canadian and international researchers as well as graduate students a forum in which to examine what lies on the margins of Canada's official linguistic and cultural dualism in order to nuance and to paint a more complete portrait of contemporary Canadian literature, and by extension culture, in and through translation.
Information: Denise Merkle, Département de traduction et des langues, Université de Moncton, FASS, Casier 30, Moncton (Nouveau-Brunswick), E1A 3E9, Canada. Tel.: +1 (506) 854-3259 Fax: +1 (506) 858-4166 E-mail: merkled@umoncton.ca
Web: http://www.uottawa.ca/associations/act-cats/Eng/margins.htm

March 10-12 (2005) – Palma de Mallorca (Spain)

23rd AESLA Conference: Learning and Using Foreign Languages in the Information and Communication Society. Topics: Language Acquisition and Language Learning • Language Teaching and Syllabus Design • Language for Specific Purposes • Psychology of Language, Child Language and Psycholinguistics • Sociolinguistics • Pragmatics • Discourse Analysis • Corpus Linguistics, Computational Linguistics and Linguistic Engineering • Lexicology and Lexicography • Translation and Interpreting.
Information: Secretaría de AESLA, Universitat Jaume I, Facultat de Ciències Humanes i Socials, Campus de Riu Sec, Apartat 8029 AP, E-12080 Castelló de la Plana, Spain Tel.: +34 964 729 188 (martes y jueves de 12 a 14 horas) Fax: +34 964 729 261 E-mail: aesla@uji.es Web: http://www.aesla.uji.es/Congreso/balears.htm

March 20-23 (2005) – Barcelona (Spain)

ISB5 - 5th International Symposium on Bilinguisme. The ISB Conference seeks to provide a forum that brings together researchers working in a wide variety of topics that include psycholinguistics, code-switching, bilingual education, power and ideology, language change, child and adult bilingual language acquisition, language planning and policy, research methods and theory, among others.
Information: Melissa G. Moyer or Marga Marí Klose, ISB5, Dept. de Filologia Anglesa Edifici B, Universitat Autònoma de Barcelona, E-08193 Bellaterra (Barcelona), Spain. E-mail: isb5@uab.es Web: http://isb5.uab.es/eng/index.html

March 24-26 (2005) – Compiègne (France)

UNTELE 2005 – 6th Conference on the Use of New Technologies in Foreign Language Teaching: "Input, Interaction, Feedback, Evaluation: Second Language Acquisition and Multimedia Environements". Main theme: Do computer environments provide a rich context for foreign / second language acquisition?
Information: Web: http://www.utc.fr/~untele/

April 15-17 (2005) – Madison, WI (USA)

NCOLCTL 2005 - 8th National Conference of the National Council of Less Commonly Taught Languages. Theme: The Year of Languages Expanding the Presence of Less Commonly Taught Languages.
Information: NCOLCTL, 4231 Humanities Building, 455 N. Park Street, Madison, WI 53706, USA. Tel: +1 608-265-7903 Fax: +1 608-265-7904
E-mail: ncolctl@mailplus.wisc.edu
Web: http://www.councilnet.org/conf/conf2005/2005-announce.htm

April 28-29 (2005) – Madrid (Spain)

6th International Conference on Translation & 2nd International Conference on Public Service Translation and Interpretation: " Translation as Mediation or How to Bridge the Linguistics and Cultural Gaps". Topics: National and international policies related to Public Service Translation and Interpreting • Public Service Translator/Interpreter role and status • Power and gender issues in PSTI contexts • Linguistic and cultural minorities.
Information: VI Encuentros Internacionales de Traducción, Universidad de Alcalá Departamento de Filología Moderna, C/ Trinidad, 5, E-28801 Alcalá de Henares (Madrid), Spain. E-mail: traduccion.sspp@uah.es

April 28-30 (2005) – Bordeaux (France)

LACL 2005 – 5th International Conference on Logical Aspects of Computational Linguistics. LACL-2005 is the 5th edition of a series of international conferences on logical and formal methods in computational linguistics. It addresses in particular the use of proof theoretic and model theoretic methods for describing natural language syntax and semantics, as well as the implementation of natural language processing software.
Information: Practical inquiries : Joan Busquets: busquet@u-bordeaux-3.fr or Richard Moot: moot@labri.fr. Web: http://lacl.labri.fr/

May 5-7 (2005) – Graz (Austria)

International conference: "Translating and Interpreting as a Social Practice". In translation studies, the discussion of social contexts conditioning the production and use of translations has been largely neglected so far. If the process of translation, including selection, production, distribution and reception, is viewed as a socially regulated activity, the social agents involved can be identified as constructing and constructed subjects in society. Such a view of translation as a social practice opens up a broad field of research, which first of all makes it necessary to identify the social factors conditioning the translation process. The conference aims to contribute to the conceptualisation of a general translation sociology.
Information: Michaela Wolf: michaela.wolf@uni-graz.at
or Alexandra Fukari: alexandra.fukari@utanet.at
Web: http://www-gewi.uni-graz.at/uedo/events/trans-soc/call_1.en.html

May 18-21 (2005) – Maastricht (The Netherlands)

The Maastricht Session of the 4th International Maastricht-Lódz Duo Colloquium on "Translation and Meaning". The International Maastricht-Lódz Duo Colloquiums are organised every 5 years and consist of two parts in one and the same year: one in Maastricht, the so-called Maastricht Session, and one in Lódz, the so-called Lódz Session (23-25 September 2005). The overall aim of the International Maastricht-Lódz Duo Colloquiums is to provide an international forum for discussion between translation/ interpreting theorists and practitioners on issues of meaning in translation and interpreting.
Information: Drs Marcel Thelen, Department of Translation and Interpreting, Maastricht School of International Communication, Hogeschool Zuyd, P.O. Box 634, NL-6200 AP Maastricht, The Netherlands. Tel.: + 31 43 346 6471 Fax: + 31 43 346 6649
E-mail: m.m.g.j.thelen@hszuyd.nl
Web: http://www.hszuyd.msti.translation-and-meaning.nedweb.com/

May 20-21 (2005) – Joensuu (Finland)

NoDaLiDa2005 – 15th Nordic Coference of Coputational Linguistics. The conference is open for all branches of computational linguistics and all linguistically relevant topics in language and speech technology.
Information: Stefan Werner, Language Technology, University of Joensuu, P.O. Box 111, FI-80101 Joensuu, Finland. Tel. +358-2514334 Fax +358-2514211
E-mail: nodalida2005@joensuu.fi (or stefan.werner@joensuu.fi)
Web: http://phon.joensuu.fi/nodalida2005/

May 20-22 (2005) – Turku (Finland)

Perspectives inter-culturelles et inter-linguistiques sur le discours académique. La plupart des travaux sur le DA portent sur le recours à l'anglais comme *lingua franca* ou sur l'anglais comparé à des langues moins répandues. La recherche est par contre plus rare en ce qui concerne les langues romanes, tout particulièrement l'italien, le portugais et dans une moindre mesure l'espagnol, pour ne rien dire d'autres langues moins pratiquées. En outre, peu de chercheurs se sont interrogés sur la variabilité des traditions et pratiques du DA à travers les disciplines et les langues. Un autre thème amplement débattu est l'impact de l'émergence de l'espace de recherche européen sur la structuration linguistique et rhétorique de l'argumentation de ce discours ainsi que certains aspects de la politique linguistique. L'objectif de la conférence est de proposer un forum pluridisciplinaire pour aborder des perspectives théoriques et démarches méthodologiques différentes.
Information: E-mail : eisusa@utu.fi
Web : http://www.hum.utu.fi/ranskakk/perspectives_interculturelles.htm

May 26-28 (2005) – Copenhagen (Denmark)

7th European Convention of the Association for Business Communication (ABC) : "Business Communication: Making an Impact". Topics: Intercultural and international aspects of business communication • Communication in languages other than English • Corporate communication • Organizational communication • Interpersonal communication • Meetings and negotiations • Written business communication • Teaching business communication • New technologies in business communication. -- Special themes: Influence and Power in communication • Communication about design and fashion.
Information: Anne Marie Bülow-Møller, Copenhagen Business School:amb.kom@cbs.dk or Gina Poncini, Universitá degli Studi di Milano: gina.poncini@unimi.it Web: http://www.businesscommunication.org/conventions/2005/2005_Copenhagenconference.html

May 26-30 (2005) – New York, NY (USA)

55th Annual Conference of the International Communication Association (ICA): "Communication: Questioning the Dialogue".
Information: Michael L. Haley, Executive Director, International Communication Association, 1730 Rhode Island Ave. NW, Suite 300, Washington, DC 20036, USA.
Tel.: +1 (202) 530-9855 Fax: +1 (202) 530-9851 E-mail: mhaley@icahdq.org
Web: http://www.icahdq.org/publicPDF/CFP2005NY.pdf

June 9-12 (2005) – Stockholm (Sweden)

Colloque International: "Le Français parlé des medias". Le programme de recherches suédois Le Français parlé des médias (FPM), conçu en collaboration entre les universités de Stockholm et d'Uppsala, se focalisera sur *les médias oraux* - radio, télévision, cinéma, théâtre -, représentant une vaste gamme de pratiques ou de genres différents de la langue parlée. Thèmes du colloque: organisation et traitement de corpus oraux des médias • langue et communication de la télévision et de la radio : analyse structurale, argumentative et interactionnelle • registres (variations diaphasiques), genres • langue parlée du théâtre et du film • analyse sociocritique du champ médiatique.
Information: E-mail: fpmsymp@congrex.se
Web: http://www.paultenhave.nl/Stockhom2005.htm

June 16-17 (2005) – Nancy (France)

1er Colloque International: "Langues et relations de service: identités, interactions, formations". Ce colloque permettra d'actualiser les connaissances sur la communication interculturelle et plus particulièrement sur cette catégorie d'interaction primordiale : les relations de service. En s'appuyant sur les recherches et les expériences en sociolinguistique et linguistique, en interaction sociale, analyse conversationnelle et didactique des langues étrangères, les participants aborderont un large éventail de thèmes et de problèmes tels que : les pratiques et les stratégies de communication • la compétence socioculturelle et plurilingue • l'échec pragmatique • la communication non-verbale • les rôles, les représentations, et attitudes dans les relations de service • les approches pédagogiques des métiers d'accueil et les formations institutionnelles.
Information: CRAPEL, Université Nancy 2, 3 place Godefroi de Bouillon, F-54015 Nancy Cedex, France. E-mail: crapel@univ-nancy2.fr
Web: http://www.univ-nancy2.fr/recherche/actualites/crapel_juin05.html

June 23-25 (2005) – Amsterdam (The Netherlands)

ICLaVE 2005 – 3rd International Conference on Language Variation in Europe. A biannual meeting addressing any aspect of linguistic variation observed in languages spoken in present-day Europe. The conference is intended to provide a platform for every scholar interested in issues related to this topic, be it as a historical linguist, a sociolinguist, a specialist in grammatical theory, a dialectologist, a psycholinguist or from any other point of view. Conference language: English.
Information: ICLaVE 3, Amsterdam 2005, Meertens Instituut (KNAW), Postbus 94264, NL-090 GG Amsterdam, Netherlands. Tel.: +31 (0)20 462 8500 Fax: +31 (0)20 462 8555
E-mail: iclave3@meertens.knaw.nl Web: http://www.iclave.org/

July 1-4 (2005) – Cardiff (UK)

7th Biennial IAFL Conference on Forensic Linguistics/Language and Law. Topics: forensic linguistics/language and law, in both civil and criminal contexts, including: • courtroom discourse/police interviews • courtroom interpreting and translating • the readability/ comprehensibility of legal documents • the analysis/interpretation of legal texts • the comprehensibility of the police caution issued to suspects • interviews with children in the legal system • the communicative challenges of 'vulnerable' witnesses • the use of linguistic evidence in court • authorship/speaker identification • the teaching/testing of forensic linguistics/language and law.
Information: Dr Janet Cotterill, Centre for Language and Communication, Cardiff University, PO Box 94 Cardiff, CF10 3XB United Kingdom. Tel: +44 (0)2920 876393
Fax: +44 (0)2920 874242 E-mail: cotterillj@cf.ac.uk
Web: http://www.cardiff.ac.uk/encap/clcr/iaflconference/index.htm

July 1-4 (2005) - Cardiff (UK)

Thematic Symposium: Semiotic Analyses of the Language of the Law (related to the above IAFL Conference). For the 2005 International Association of Forensic Linguists conference, we will propose a thematic symposium on semiotic analyses of the language of the law. Topics: semiotic analyses of the language of statutes • semiotic analyses of the language of interpretation techniques/processes • semiotic analyses of the language of the courtroom • semiotic analyses of the language of police interviews • semiotic analyses of the language of translation/interpretation.
Information: Anne Wagner: valwagnerfr@yahoo.com

July 5-9 (2005) - Boulogne-sur-Mer (France)

International conference: Clarity and Obscurity in Legal Language. This international conference will explore how the various linguistic disciplines can help us understand the nature of legal language - both oral and written - and how it might be improved and clarified. The conference will present and examine the latest research and theories, along with practical guidance on how to avoid obscurity. It will also review international efforts and projects to make legal language more understandable.
Information: Conference secretariat: Catherine Wadoux et Monique Random, 17, rue du Puits d'Amour, B.P. 751, F-62321 Boulogne-sur-Mer Cédex, France. Tel.: +33 (0)3.21.99.43.00 Fax : +33 (0)3.21.99.43.91
E-mail: clarity2005@univ-littoral.fr Web: http://www.univ-littoral.fr/confinter2.htm

July 7-9 (2005) – Cardiff (UK)

Language and Global Communication (LGC) Conference 2005. The conference will bring together scholars working with language and global communication across all fields of enquiry. Anticipating innovative, challenging contributions, we welcome proposals from sociolinguistics, linguistics, communication, journalism, semiotics, cultural theory and the social sciences. This is an interdisciplinary conference covering, but not limited to, such areas as: Global media • Shifting flows of communication • Global and minority languages • Policy and practices of global institutions and organisations • Diaspora • Global tourism • Multimodality and global communication • Colonisation and appropriation of communicative forms • Global health • Global governance .
Information: E-mail: lgc2005@cf.ac.uk
Web: http://www.global.cf.ac.uk/lgc2005/

July 14-16 (2005) – Castellón (Spain)

ICIL 2005 – 2nd International Conference on Internet and Language. ICIL is intended as a forum of discussion for linguists and researchers in areas such as Linguistics, Applied Linguistics, Literary Studies or Translation, among other disciplines, who are involved in the use or study of Internet, either as a research or teaching resource or as a linguistic phenomenon in itself. Topics: Internet and Literary Studies • Internet and Translation • Internet and Language Use / Linguistics and digital genres • Internet and Languages for Specific Purposes • Internet and Foreign Language Teaching / Second Language Acquisition. Conference languages: English, Spanish and Catalan.
Information: Mª José Esteve Ramos, Dept. d´ Estudis Anglesos, Campus Riu Sec, Universitat Jaume I, E-12071 Castellón, Spain. E-mail: resteve@ang.uji.es

July 24-29 (2005) – Madison, Wisconsin (USA)

AILA 2005 – 14th World Congress of Applied Linguistics: "The Future is Now".
Presentations at the World Congress will bring together applied linguists from diverse communities and from varied intellectual traditions to explore the future. The theme of the conference is "The Future is Now" – a future where language is a means to express ideas that were unthinkable, to cross boundaries that seemed to be unbridgeable, and to share our local realities with people who live continents away.
Information: Robert Ranieri, American Association for Applied Linguistics, 3416 Primm Lane, Birmingham, Alabama 35216, USA. Tel.: +1 205-824-7700
E-mail: robert1@primemanagement.net Web: http://www.aila2005.org

<u>July 24-29 (2005) – Madison, Wisconsin (USA)</u>

Symposium (at AILA 2005): Language, Ecological Harmony and the Earth Charter. This symposium will be held by the Language and Ecology Scientific Commission at the AILA World Congress of Applied Linguistics. The aim of the symposium is to find genuinely alternative discourses which can contribute to ecological harmony, and to examine critically whether the discourses woven into the Earth Charter can provide such alternatives.
Information: Arran Stibbe, Founder, Centre for Language and Ecology, 1 Sciennes House place #2F3, Edinburgh EH9 1NN, UK. E-mail: admin@ecoling.net
Web: http://www.ecoling.net/aila2005.html

<u>August 2-7 (2005) – Tampere (Finland)</u>

FIT 2005 - XVII World Congress of the International Federation of Translators: "Rights on!". Rights on! reminds us of translators' right to be seen and recognized as key players in the multilingual communication environment of today's globally converging world. Gathering translators and interpreters from all continents, the FIT 2005 Congress offers a palette of topical issues and themes, opportunities for sharing and networking with colleagues, as well as memorable social events and experiences.
Information: FIT 2005 Congress, Tampere Conference Service Ltd, Hämeenkatu 13 B, FI-33100 Tampere, Finland. Tel. +358-3-366 4400 Fax: +358-3-222 6440
E-mail: fit2005@tampereconference.fi Web: http://www.fit2005.org/

<u>August 8-19 (2005) – Edinburgh, Scotland (UK)</u>

ESSLLI 2005 – 17th European Summer School in Logic, Language and Information. The main focus of ESSLLI is on the interface between linguistics, logic and computation. The school has developed into an important meeting place and forum for discussion for students, researchers and IT professionals interested in the interdisciplinary study of Logic, Language and Information.
Information: E-mail: esslli@macs.hw.ac.uk
Web: http://www.macs.hw.ac.uk/esslli05/

<u>August 24-27 (2005) – Cracow (Poland)</u>

EUROCALL 2005 - CALL, WELL and TELL: fostering autonomy. EUROCALL is a professional organisation for the promulgation of innovative research, development and practice in the area of Computer Assisted Language Learning (CALL) and Technology Enhanced Language Learning (TELL) in education and training. EUROCALL conferences bring together educators, researchers, administrators, materials developers, government representatives, vendors of hardware and software, and others interested in the field of CALL and TELL. EUROCALL 2005 special focus: learner autonomy and new technologies in language learning.
Information: E-mail: info@eurocall-lanugages.org.pl
Web: http://www.eurocall-languages.org.pl/

Our conference calendar may also be consulted on our web-site:

http://www.dsff-lsp.dk/LSP/calend.htm

29th August - 2nd September 2005

The 15th European Symposium on Language for Special Purposes

New Trends in Specialized Discourse

University of Bergamo (Italy)

In co-operation with the AILA Scientific Commission on Language for Special Purposes
Convenor: Professor Christer Laurén , University of Vaasa

Organising & Scientific Committee
Prof. Maurizio Gotti
Prof. Maria Vittoria Calvi
Ass. Prof. Marina Dossena
Ass. Prof. Dorothee Heller
Dr. Ulisse Belotti
Dr. Davide Giannoni

Co-opted Scientific Committee
Prof. Vijay Bhatia
Prof. Ken Hyland
Prof. Christer Laurén
Prof. John Sinclair
Prof. Marcello Soffritti
Prof. John Swales
Ass. Prof. Jan Engberg

Keynote Speakers:

- Christopher N. Candlin *(Macquarie University*, Sydney*)*
- Konrad Ehlich *(Ludwig-Maximilians-Universität*, München*)*
- Francesco Sabatini (*Accademia della Crusca*, Firenze; Università Roma3)
- Françoise Salager-Meyer (*Universidad de Los Andes*, Mérida)

Themes of the Conference

1. Linguistic features of specialized discourse
2. Textual and genre analysis of specialized discourse
3. Multilingualism and cultural aspects of specialized communication
4. Cognitive aspects of specialized languages
5. Pedagogical aspects of LSP
6. The translation of specialized discourse
7. LSP and multimedia communication
8. Terminology and terminography
9. Diachronic perspectives on LSP

Submission of Abstracts

Not later than 30th November 2004
Participants may choose their language of presentation.

Contact

LSP2005, CFP, Università di Bergamo, Via Salvecchio 19, I–24129 Bergamo, Italy
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Published in LSP & Professional Communication Volume 4, Number 2, October 2004 - ISSN 1601-1929

LSP and Professional Communication is an international refereed journal aimed at those interested in language for special purposes and professional communication. The aim of the journal is to build bridges between theoretical and applied research within these areas along with the practical applications of both types of research. The articles published in the journal will be targeted towards researchers as well as practitioners.

The Editors especially wish to encourage papers on: recent research within the field of LSP and new comments or reports on particular problems or on situations special to certain countries or regions. Papers should be written in an accessible though rigorous style, which also communicates to non-specialists.