20th European Symposium on

LSP

Languages for Special Purposes

Multilingualism in Specialized Communication: Challenges and Opportunities in the Digital Age

Book of Abstracts

Multilingualism in Specialized Communication: Challenges and Opportunities in the Digital Age

Book of Abstracts
of the
20th European Symposium on
Languages for Special Purposes

8–10 July, 2015
Centre for Translation Studies
University of Vienna
Austria

http://lsp2015.univie.ac.at

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Published by:
University of Vienna
Centre for Translation Studies
Vienna, Austria

Publication date: July 2015

ISBN: 978-3-200-04186-8

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Dear Participants,

On behalf of the Organizing and Programme Committees, we are pleased to welcome you to the 20th European Symposium on Languages for Special Purposes. The theme of this three-day Symposium is "Multilingualism in Specialized Communication: Challenges and Opportunities in the Digital Age".

We are very honoured that the Symposium is being held in Vienna for the third time and that 40 years of the Symposium is being celebrated at the venue of the 10th and 19th Symposia.

The programme of the 20th European Symposium on Languages for Special Purposes encompasses eight thematic tracks, five workshops, five colloquia, and one panel. The thematic tracks cover the following themes: corpus-studies for LSP practice and research; domain-specific languages; LSP teaching and training; professional communication; science communication; specialized translation; terminologies in theory and practice; and multilingualism, language policies, and socio-cultural issues of LSPs. In addition, the 2nd Forum for Early-Stage Researchers in LSP provides a valuable opportunity for discussion and exchange of ideas and experiences.

In particular we would like to thank the conveners of the colloquia and the workshops for their time and dedication. We would like to extend our thanks to the members of the editorial board of the journal Fachsprache for their active participation in the Forum for Early-Stage Researchers. Recognition should go to the members of the Organizing Committee who have all worked extremely hard to provide a valuable programme and enjoyable social activities.

We would like to welcome you (again) at the Centre for Translation Studies of the University of Vienna and to thank you for participating. We hope you find this Symposium both interesting and stimulating and that you enjoy meeting up with old friends and making new contacts.

Gerhard Budin and Vesna Lušicky

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Introductory Speech

Some Reflections on the Past, Present and Future of LSP Research

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University of Vienna, AT

The 20th LSP Symposium marks 40 years of the development of an international research community dedicated to investigating phenomena and processes of specialized communication, in different domains, focusing on topics such as terminology, text types and genres, socio-cultural and cognitive aspects, corpus analysis, languages for special purposes for education (English for special purposes, etc.), multilingualism and translation, and many other topics. The paper will review the historical development of this research, results and achievements, recent and not-so-recent trends, as well as desiderata and challenges for future research.

Concepts and Ontology: The End of History?

Ahmad, Khurshid

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A–E

Terminologists have been exhorted to create an archive of a subject domain to build a conceptual structure of the domain. This structure will hopefully help in organising the terminology of the domain. Logic-based analysis has historically placed centre stage and scripts were written to encode terms within the structure first on paper and subsequently as data structures – the term banks historically and currently, and then represented through as knowledge schemata – see the World-Wide Web Consortium's upper level ontology. The linguistic turn in terminology, first through the interest of Chomsky-inspired linguistic with their focus on sentence –level use of terms, and subsequently by the corpus linguistics inspired with their emphasis on text level use of terms, brought attention back to the archives of the domain. In this talk I will look at the developments in terminology and ontology, to see if there is a confluence of the linguistic and (onto) logical approaches to LSP research, teaching and application. I will refer to the spread of glossaries and ontologies available on the web plus frequently referenced resources like Wikipedia. The talk will be illustrated by exemplars of terminology use in single subject domains (sciences, humanities and engineering) and multi-subject domains (high-technology marketing), and the evolving area of disaster communications.

Towards Automatic Terminology Extraction for Norwegian Based on Parallel Corpora

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A–E

Although techniques for automatic term extraction have become commonplace in practical terminology work, little has been done to enhance terminology work by such methods in the Norwegian context. This paper reports on ongoing work carried out in the project CLARINO/Termportalen, which develops a national portal for terminology resources in Norway. The aim of this research is to experiment with different approaches to corpus-based term extraction, evaluating the precision and recall of different methods in comparison with a gold standard of manually extracted terms. The paper reports the results so far and future plans for setting up a production line for parallel corpus-based term extraction.

A corpus of parallel legal texts is used as the empirical basis of this work. These texts are translated from English into Norwegian by professional translators at the Norwegian Maritime Authority (Sjøfartsdirektoratet). The corpus contains official regulations on various aspects of maritime operations, including ship construction, safety, fire protection, etc., i.e. relatively terminology-dense texts. The reason for this priority was that there is an urgent need to develop a term base for the maritime sector, as translators lack access to a common database.

In its current form, the term extraction toolkit utilises existing technology developed for parallel corpus alignment in combination with newly developed tools for term candidate extraction. After text conversion to XML, the tool Text-Corpus Aligner (TCA2) is used for sentence alignment of the source and translated texts (SL/TL). This is used as input for a preliminary term candidate extraction using pattern matching. Next, the inventory of SL/TL n-grams is checked against other relevant resources, such as the existing inventory of terms in other termbases, mono/bilingual dictionaries, etc. Further processing to be implemented include neology extraction based on comparison with a large general language corpus, collocation measures and syntactic parsing techniques.

Tasks as a Vehicle for the Development of Critical Thinking in the ESP Context

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Today new pedagogical approaches are required in the system of higher education, critical thinking being a central concern. This paper explores the role language learning tasks as fundamental teaching concepts and goal-oriented activities can play in enhancing the development of critical thinking skills in the context of English for Specific Purposes (ESP). In the first section, critical thinking is defined and the dimensions of an effective critical thinker are outlined with the aim of getting insights into what cognitive skills need to be trained and what affective dispositions should be fostered in ESP classes. In addition, the learning environment conducive to the educational processes discussed is analysed. The second section examines language learning tasks in terms of their authenticity to the purpose of learning a foreign language on the one hand, and creating educational opportunities for genuine communication, inquiry and critical thinking on the other. In the third section, the challenges these new pedagogical approaches present for learners and ESP practitioners in the classroom context and beyond are identified. Finally, some tasks catering for the development of critical thinking in ESP classes are presented.

Planning the Foreign Language Teaching Process at Non-Philological Faculties Based on Current Didactic and Methodological Principles

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A–E

Although faculties in Serbia are autonomous and independently create their own curriculum, foreign language teaching at non-philological faculties is under the influence of a variety of external factors, such as language policy, standards that need to be achieved, as well as current didactic and methodological principles. This paper addresses the issue of planning the foreign language teaching process at non-philological faculties as affected by these factors. A particularly important role in the planning process is placed on didactic and methodological principles such as: LSP, competences, active teaching/learning, autonomous learning, students' needs, interculturality. Therefore, the aim of this paper is to seek answers to questions such as: Are all principles important? Which indicators help us recognise the application of a certain principle? Can teaching be successful without the application of these principles?

Codeswitching on Ghanaian Radio Talk-Show: “Bilingualism as an Asset”

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Codeswitching (CS) between Akan (the standard vernacular in Ghana) and English in recent times has become an important tool used on Akan radio to disseminate information in Ghana. This study explored the functions CS plays during formal interaction on Akan radio talk-show and listeners’ reaction to it. Data was obtained from political and sports talk-shows from radio stations with wider coverage within the metropolis and which has been in existence for eight years or more. Program Managers (PM) were interviewed and questionnaires were distributed to participants for their responses on the use of CS on air. The transcribed interviews and radio conversations were examined for themes and compared with other published and archival materials including responses from the respondents for corroborative purposes. The transcribed conversation was analyzed based on the Markedness Model (cf. Myers-Scotton 2005) and Conversational Analysis theory (Auer 1995). In the analysis, CS was used: to emphasize on disagreement, as principle of economy, to level inequality, for public preference, for direct quotation and as identity of bilingual persona. The following type of CS was also observed: intersentential, intrasentential and extra-sentential. The data has also shown that Akan-English CS on Ghanaian radio talk-show depicts the first ‘negotiation principle’ –the unmarked choice maxim, propounded by Myers-Scotton (1995). Essentially CS is considered an asset by program managers in order to reach out to a larger audience due to the versatile linguistic milieu. Moreover, the listeners to some extent considered CS acceptable irrespective of their gender, age, educational level and mother tongue. In all, 67.50% of respondents agreed to the use of CS in disseminating information on air. Also, Akan-English CS, from the intrasentential point of view, does not occur arbitrarily. Data has shown that, intrasentential CS at the word level, especially English verbs, is guided by Akan morphology and phonology.

Book Reviews Revisited – Lessons Learned from the Review Editor's Desk

Busch-Lauer, Ines

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Book reviews on fiction and non-fiction books have been studied quite extensively in linguistics in order to investigate and describe the relevant features of this genre. In English, authors are advised to follow explicit guidelines on how to write a book review. Even standards have been compiled by editorial boards of journals, writing labs and publishers. In contrast, German publishers often do not provide such advice to their authors. Thus, little is known about how German book reviewers compose their scholarly review texts in German and in English for publication in international media. Moreover, working as a journal's review editor has revealed some linguistic as well as cultural problems in the English non-native speaker texts that seem to indicate a different approach of authors to evaluate books and to publish these texts.

Therefore, it is the purpose of this paper to present findings derived from a corpus study of a total of 45 English (L1 and L2) and German published book reviews drawn from international journals across three disciplines: applied linguistics (15 texts), biomedicine (15 texts) and physics (15 texts). In a first step, a pilot study was performed to identify mandatory and optional content elements in the disciplinary English book review guidelines. Then the occurrence of such guidelines were traced for German journals. The linguistic manifestation of the mandatory moves were identified in the texts and related to their linguistic representation. Then the corpus was examined for its communicative appropriateness, inert strengths (negative/ positive judgements, hedging etc.) and potential weaknesses. Finally, recommendations are given to novice writers on what to consider and what to avoid when writing scholarly book reviews in English and in German.

SMEs in Historically Bilingual Regions Facing Multilingual Communication: Best Practice Approaches or Unexpected Challenges?

Chiocchetti, Elena

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Research in multilingual business communication and knowledge management so far has mainly focused on large international companies or on SMEs facing globalisation. Our research focuses instead on SMEs in historically multilingual regions currently going international, as we aim to assess whether the long-term habit of communicating in more than one language on the local market gives these SMEs a competitive advantage.

The paper is based on a mixed-method study performed in 2012-2013 in Italian-German bilingual South Tyrol (Alto Adige/Südtirol). The dataset consists of 443 valid responses to an online questionnaire and 23 qualitative interviews with local CEOs. Questions aimed at understanding how the South Tyrolean businesses cope with the challenges of multilingualism, focusing particularly on: multilingual communication, documentation, translation and terminology.

The results sketch a general picture of multilingual habits in South Tyrol and identify common weaknesses. Notwithstanding the availability of bilingual and multilingual staff, the ensuing potential is not fully exploited: companies tend to address same-language markets (i.e. Italian speaking companies target the national market while German speaking companies address neighbouring Austria and Germany). Internal communication is monolingual whenever possible. "DIY in-house translations" offer the illusion of coping with several languages, but quality is poor. Most texts are translated by internal staff with no specific competences. The cooperation with external translators also lacks the necessary insights to optimise the cost-benefit relationship.

Based on our results, we propose a set of simple and practical recommendations for South Tyrolean companies that build on optimising current workflows and better exploiting existing resources, thus helping to master the challenge of multilingual knowledge management and international communication. Most recommendations do not require financial investments and can easily be transferred to other multilingual (border) regions or to SMEs who employ multilingual staff. Therefore, the recommendations can be helpful for a wide range of companies.

A Holistic Approach to LSP Acquisition through International Collaborative Student Projects

Ciobanu, Dragos

University of Leeds, UK

A–E

When and why should “settlement” be used instead of “camp”, “slum” instead of “shanty town”, and “Centre for Social Investigation” instead of “Centre for Social Research” in a translation? How can we efficiently train future translators to improve their translation skills, as well as give and receive meaningful and constructive feedback? Can we make more of available language and translation technologies (such as CAT, Automatic Speech Recognition, Corpus Linguistics, and Machine Translation) to improve LSP acquisition, as well as expose our students to professional best practices? Are there any Computer-Assisted Translation tools with a suitably ergonomic design and sufficient functionality to support sound pedagogic approaches to LSP training?

Some, if not always all of these questions are addressed to various degrees by the majority of translator-training programmes in a combination of separate modules, ranging from practical modules in Specialised Translation to a variety of theoretical and technical modules. While tradition indicates that such an approach is reasonably successful, research into human learning has demonstrated time and again the many advantages of realistic project-based learning.

This presentation will detail how international collaborative student projects can be designed and run within existing training modules in order to foster the acquisition of a wide range of skills. The discussion will focus on the complex, but realistic combination of linguistic, administrative, financial, technical, and self and peer reflective tasks that students need to complete several times during a one-year compulsory module which is part of the MA in Applied Translation Studies programme in the University of Leeds Centre for Translation Studies. The lessons learnt will benefit trainers, students, and professional translators alike and will be supported by a variety of examples and statistics drawn from multilingual projects involving, among many others, large NGOs such as TECHO and the World Fair Trade Organisation (WFTO).

From Style to Language: Interpreted Discourse on Television. A Corpus-Based Study

Dal Fovo, Eugenia

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Television is one of the means of communication which influence society and its development the most, including language, both as reflection and expression of specific socio-cultural settings. Relational aspects and complex participation and organization structures guiding communication on television play a major role in the shaping of a text – i.e. television text – whose features and functions go beyond those of a mere script, as it entails a linguistic activity which is primarily discourse practice (Straniero Sergio 1999). Specific choices and behaviour in terms of discourse and translation attitudes and tendencies – either of television interpreters or those taking up their role (eg. Journalists, hosts, newscasters), together with qualitative evaluation of the interpreting performances outline a use of language specific to the television environment. This generates specific users' expectations and more or less prescriptive norms regarding translation in particular and the profession of television interpreters in general. Expectations and norms may vary in relation to interaction types and discourse models involved in a given broadcast.

On the basis of these assumptions, a pilot study was launched (Dal Fovo 2013) with the aim of studying specific aspects of television interpreters' language regardless of the topic at hand – which is generally closer to the concept of special language. Peculiar aspects were identified through the analysis of comparable corpora made up of homogeneous items – i.e. interpreting performances from various source languages into Italian, sharing interaction types and discourse models, delivered in similar contexts/settings. Such corpora (sub-corpora) are selections of items contained in CorIT (Television Interpreting Corpus) (cf. Straniero Sergio/Falbo 2012). Following the research lines set by corpus-based translation studies (Baker 1993, 1995, 1996, 2004), the objective of the present analysis further develops this initial corpus interrogation, providing for substantial evidence of a language of interpreters on (Italian) television.

Beauty and the Beast: The Terminology of Cosmetics in Romanian Dictionaries

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A–E

The terminology of cosmetics (TC) puts the Romanian specialized cosmetic vocabulary in direct relationship with the common lexis and emphasizes the ability of the Romanian language to get richer through assimilated lexical loans (Frenchisms, Anglicisms, Italianisms) or by stimulating its lexical creativity (calques/loan translations, compounds, derived words etc).

The present paper is based on the finding that the terminology of cosmetics has not yet been studied systematically in Romanian linguistics. Our approach is mainly descriptive and, on the one hand, it tackles the dynamic semantics of the "old" TC terms (mainly Frenchisms) with respect to the meaning of their first "appearance" in Romanian dictionaries. On the other hand, it analyzes the category of "absolute" novelties (concealer, gloss, lipstick, peeling, smokey eyes etc.) which includes Anglicisms still unrecorded in Romanian dictionaries, but whose (frequent) use is certified by the current general discourse of cosmetics and body care techniques. The corpus of the TC terms under investigation is taken from Romanian popular beauty catalogues and glossy magazines (Avon, Bravo Girl, Cool Girl, Cosmopolitan, Glamour) as well as from specialized training courses on cosmetics (Curs de cosmetică profesională, Manual de cosmetică).

Therefore, our study follows the evolution of the terms from their emergence as neologisms in the dictionaries used, the relationship with the already existing synonyms in the language, the extension or reduction of their meaning etc. We consider that the investigation of the terminology of cosmetics in the Romanian language proves rewarding both for lexicology and semantics as well as for terminography and lexicography through highlighting new terms or new meanings, already validated by current usage. It is our hope for this research to be the starting point in the making of a mini-dictionary of cosmetic terms in current Romanian.

LSP Dictionaries of Cultural Terms: A Case of Russian Cultural Terminology

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K Dictionaries, RU

This paper will focus on interaction of terminology and interculturality and will present the preliminary results of the revision project The Dictionary of Russia, 2nd edition, a monolingual dictionary of Russian cultural terms in the English language. A few Russian words have become a part of the general English vocabulary. The majority of these culture-bound items remain rather specific, though may not be considered as full-fledged terms in the traditional notion of a term; however, they should rather be seen as a specific type of terminology which in most cases do not have exact equivalents in the English language. Thus, the Dictionary of Russia, being an LSP dictionary, deals with a specialized vocabulary, which is restricted to a specialized domain of intercultural studies and communication. It is intended for speakers of both English and Russian and is designed to meet the needs of different user types such as translators seeking translation correspondence in a language or specialists interested in the terminology of Russian culture. The updated edition, which will be available in electronic format, contains over 3000 Russian cultural terms. They are mostly nouns, abbreviations and acronyms of various fields, such as history, arts, politics, science, local food and traditions. Dealing with both linguistic and encyclopedic data, the dictionary also includes proper names (personalia, ethnonyms, and geographical names), which are essential for understanding the elements of Russian culture. However, the multitude of transliteration variants of Russian names lacks standardization and causes difficulties in intercultural communication. The dictionary aims at finding the right balance between preferred terms and their transliteration variants, supplying information on their usage and providing the examples from various citation sources.

Balancing Scientific Objectivity and Multimodal Configurations in New Academic Research Genres

Engberg, Jan; Maier, Carmen Daniela
Aarhus University, DK

A–E

The present study belongs to an extensive project in which we investigate challenging aspects of science comunication related to new academic generic structures and publishing formats.

The data of our present research work comprises research video-articles focused on medical research (for example, medical procedures, case reports, clinical trials, translational medicine, etc). The articles have appeared on the homepage of JoVE, the Journal of Visualized Experiments, http://www.jove.com/ , the first and only PubMed/MEDLINE-indexed, peer-reviwed journal devoted to publishing scientific research in a video format.

The focus of our study is on the tension between the scientific objectivity that usually characterizes the medical discourse in traditional research articles, the level of complexity of the knowledge to be conveyed and the affordances of the complex multimodal configurations of the video-articles. In order to deal with the implications of the video format upon the knowledge mediation processes that characterize the medical discourse of these video-articles, we adopt a multimodal approach in our analysis.

The aim of this analytical endeavor is to identify how the meaning-making potentials of several semiotic modes (written text, speech, still and moving images, sound) are integrated in the video-articles, and how this multimodal integration influences the mediation of knowledge in the medical discourse.

The findings of this research work can contribute to a better understanding of the strategies required today and in the future for disseminating scientific knowledge across several semiotic modes and media in academic context.

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The Behaviour and Function of Term Variation in Academic Discourse: Differences Across Disciplines

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Research in term variation has grown considerably over the past years and today it is considered a crucial issue in theoretical proposals as well as in lexicographic and technological applications (Temmerman 2000; Daille 2005; Faber 2012). The challenge of variationist studies in terminology is to describe the behaviour of term variation across socio-professional groups and communicative scenarios in order to understand its role in specialized communication.

In this study we explored the role of term variation in the representation and transfer of specialised knowledge across two disciplines of natural and social sciences: Geology and Psychology. We combined two methods of data collection: corpus-based analysis of intratextual term variation in 40 research articles published in Chilean academic journals in Spanish; and interviews with six experts where they were asked to comment on the causes and functions of this phenomenon in excerpts of texts written by them and others.

Descriptive analysis shows that there are differences in frequency and types of terminological variants between disciplines. Term variation is more frequent in Psychology articles, although both groups manifested a positive attitude towards variation in the interviews. Furthermore, differences regarding the types of variants are related to a different perception on the role of terminology in both disciplines: term variation in Psychology is the result of the process of text construction and adaptation to the communicative situation, whereas in Geology it is the result of the dynamic process of knowledge construction and representation through the instrument of language.

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Academic Words in Context: A Trilingual Corpus Platform for Discipline Specific Academic Technical Writing

Gärtner, Tobias

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Academic writing in a foreign language, sometimes in the mother tongue, is a major problem for students. An increase in the number of writing centres is a remedy to this end. To address the range of challenges of their students, writing centres offer a variety of solutions. One such solution, text corpora, helps students to search for words in context. However, there are hardly any text corpora for specific academic disciplines. As a result, corpus linguistics is an increasingly important research field for scholars and language instructors.

Our presentation will look at the 'Deutsch, English and Russian (DEaR) Corpus of Civil Engineering' and the corresponding corpus tool, which is intended to serve both students and researchers. This corpus tool contains a powerful graphical user interface based query setup. It allows searching for up to five items consisting of words, lexemes and part-of-speech tags without the need to learn any query language. A simple search may produce simple 'Key Words in Context' and verbalised advanced results. This may include an automatic absolute frequency interpretation based on the the Zipf-Mandelbrot law and the position of the searched word or lexeme on the frequency/rank list. On the other hand, an advance search may return raw figures of corpus and computational linguistics such as N-grams and collocations. Recent techniques like latent semantic analysis based associations, descriptive and inferential statistics and graphs can also be produced.

The Use of CAT Tools in Specialized Translation Teaching: Current Situation in Canada and Perspectives

Gardy, Philippe

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The professional practice of specialized translation has undergone drastic changes over the last decades. It evolved from a manual, book-based activity to a highly connected and technology-based process. Since the appearance of the first Translation Memory (TM) systems in the market at the end of the 80s, hundreds of thousands of specialized translation professionals have adopted this technology. According to Lagoudaki (2006), the percentage of specialized translators using a TM system was 82.5% in 2006.

However, according to Echeverri (2008), the pedagogical methods currently used in translation courses in Canada have not significantly evolved compared to those that were prevalent in the middle of the 20th century. From a technological perspective, translation is also often still taught as if the professional reality had not changed. As a matter of fact, Lagoudaki (2006) states that only 7% of TM users were trained on TM systems during an academic course. Furthermore, according to a 2014 survey conducted among the students of ten leading universities in Canada, the use of computer-aided translation (CAT) tools remains non-existent outside the traditional translation technology classes.

This presentation aims at providing a comprehensive picture of the use of CAT tools in Canadian translation curricula. Several sources (Kenny, 2007; Doherty et al., 2013) have discussed the topic of translator training in relation to technology and highlighted many complexities and difficulties of such endeavors. What is the current situation? What are the main hurdles which actually prevent innovation in specialized translation teaching? How do we overcome them? Sharing experiences may lead to the development of an international community of practice aimed at updating teaching approaches from a technological perspective.

The Readers' Comments in Science Popularisation Articles in Digital Newspaper Media

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Newspapers have become a major medium for the popularisation of science. The society has become aware of the impact that some scientific and technological innovations might have in their daily lives, and demands that such information is transferred as unambiguously and efficiently as possible. The adaptation of newspapers to the digital format has led to new popular scientific web genres and the transformation of traditional ones by means of, for example, the addition of comments sections in popular articles, which enable interactions among readers and writers. This forum for discussion offers the possibility to explore how scientific advances are perceived by the society, and how specialised knowledge is appropriated and integrated into the discourse of readers' comments.

In this study, we analysed 10 popular science articles informing about a recent discovery in major online newspapers from Spain and Chile along with the first 40 comments for each article. On one side, we observed which topics treated in the main article triggered reactions from the readers and through which type of speech acts. On the other side, we looked at the linguistic strategies deployed to talk about specialised contents, namely terminological selection and specialised phraseology. Results show that readers who post comments are mostly concerned by the economic and political motivations of scientific research and show a critical position towards the popularisation strategies used by the journalist, namely the metaphor; besides their use of language challenges the boundaries between specialised and non specialised discourse.

Spices, Liquids, Countable Silver and Warning Confidence (Synchronic Metaphors from a Diachronic Perspective)

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In recent linguistic research, scholars have variously emphasized the important and often underestimated role of metaphors in languages for special purposes (LSP), e.g. Kocourek (1991), Assal (1994), Cortès (2003), Richardt (2005) and Oliveira (2009). In the domain of economics, a highly complex and abstract science, metaphorical projections abound as a means to communicate and process information. The paper focuses in this context on the concept of German Bargeld ('cash') and its French equivalents. Metaphorical expressions are, above all, discussed in terms of their etymology, as diachronic meaning is often necessary to identify dead or entrenched metaphors. French has a variety of metaphorical expressions that correspond to Bargeld: argent liquide ((en) liquide), argent comptant (comptant), (en) numéraire, (en) espèces and monnaie fiduciaire. We can identify four source domains: 'cash as liquid' (Flüssigkeitsmetapher), 'cash as countable' (Zählbarkeitsmetapher), 'cash as a spice' (Gewürzmetapher) and 'cash as confidential' (Vertrauensmetapher).The principle objective of the paper is to demonstrate the compatibility of synchronic and diachronic approaches in the field of metaphors. These results strongly underscore the importance of language history and etymology in optimizing the use and comprehension of metaphors in languages for special purposes.

Rhetorical Strategies in the Contemporary Professional Text

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The majority of special or professional texts are organised according to a definite set of conventions that facilitate the communication and interpretation of the information presented. The contemporary special texts are becoming more and more hybrid as apart from their traditional structure, the elements of formal style and the presence of technical terms, they are also characterised by the application of rhetorical strategies typical of other genres.

The changes in the traditional conventions of the genres of professional communication are initiated by the text producers to make the process of knowledge exchange more expressive and, thus, expanding the range of functions performed by special texts.

The article aims at the investigation of the rhetorical elements (metaphors, personifications, metonymy, allusions and other expressive means), which get more and more frequently used in special text production. Numerous examples are analysed to demonstrate how rhetorical elements can be transferred across the languages (English, Latvian, Russian) with the minimal loss of stylistic colouring.

Integrating the approaches of information theory, genre analysis and pragmatic analysis, special texts are analysed to determine how the features characteristic of other genres contribute to meaning representation and meaning extension in the context of professional communication.

The issues addressed in the present research are highly topical considering the changing nature of the special texts, which become more hybrid with respect to style, genre, and register. They are also characterised by the growing complexity of their information structure, information density, reliance on the prior knowledge and, thus, the increased degree of intertextuality. To interpret the information encoded in the contemporary special texts, readers should not only possess certain background knowledge in a particular field, but also be able to decode additional information communicated by various rhetorical strategies, including stylistic devices.

Nature Documentaries -- Information without Terminology?

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The use of terminology in nature documentaries is surprisingly restricted. Even non-fiction books for children covering the same topic feature far more special terms than nature documentaries do. There are, however, instances where terminology is used and / or explained. This gives rise to the following questions:

Is terminology avoidance a good strategy for this film format -- or would the texts profit from a more extensive use of terminology?

Does terminology avoidance really help to popularise information?

Where terminology is introduced: Are there typical strategies and choices of terms?

This paper aims to give an overview of typical structures of terminology use, terminology avoidance and terminology-picture-combinations in TV nature documentaries broadcast in the past ten years in DE and Austria.

The Effect of Language Globalization on Attitudes and Motivation to Learn English – The Implications for Teaching and Learning English in Tertiary Business Education

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The aim of our research study is to investigate the effect of language globalization on attitudes and motivation to learn English for specific purposes and consider the implications for teaching and learning. Our piloted research study included ca. 700 undergraduate students of the Faculty of Economics and Business, University of Zagreb. Approximately 100 students chose to attend one or more professional courses in English, which allowed for a comparison between the two groups. For the purpose of data collection, several existing questionnaires were adapted and combined into a three-part instrument investigating the respondents' attitudes, motivation and learning effort invested. The descriptive and inferential statistical analyses revealed that our sample of business students is characterized by four groups of attitudes toward English as a global language (English as a lingua franca, English is a threat, desirability of a neutral variety and concern for integrity of national language norms), three types of motivation (integrative and two distinct types of instrumental motivation, one based on expected benefits and the other deriving from immediate benefits) and a demotivating influence of context, i.e. the hierarchy of learning goals in a non-philological study programme. In order to facilitate data interpretation, certain statistical findings and implications for ESP learning and teaching were finally discussed in a focus group of 27 students. Our quantitative and qualitative research results suggest a number of interesting considerations, some related to curricular elements and other to business students' attitudes and motivation to learn English as a global (business) lingua franca. For instance, ESP course content and timeframe strongly affect student motivation; development of informed attitudes toward the role and nature of English in the globalizing world might strengthen student motivation; although the pragmatic value of English is widely praised, traditionally conceived "instrumental motivation" makes the smallest contribution to invested effort; etc.

Methodological Challenges of Modeling the Dynamics of Language Use in Bilingual Formal Meetings

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In multilingual societies, the linguistic practices in official forums are generally based on either the use of lingua franca or on interpretation. An alternative solution would be that multilingualism be taken as the starting point and a resource for such encounters. This paper focuses on how two languages can be used in bilingual meetings so that orderly and meaningful communication for all participants irrespective of their own languages is jointly achieved (see e.g. Vasilev 2013). The material of the study consists of approximately 7 hours of recordings from four bilingual (Finnish and Swedish) formal meetings of a public sector organization in Finland (see Koskela & Pilke 2014). The paper discusses the methodological challenges involved in modeling the inherent dynamics of language use in the meetings. A model that would help describe how a balance between the degrees of sameness and difference is sought in interplay between the participants during the meeting would help to recognize how much or how little needs to be said in both languages to enable participation. However, comparing the contents expressed in each language is challenging because the issues discussed are in part highly specialized and the setting is both dynamic and multimodal.

Deutschlands Recht außerhalb Deutschlands. Ausgewählte usuelle Wortverbindungen im BGB und deren Wiedergabe in polnischen Übersetzungen

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Der Beitrag fokussiert auf das deutsche Bürgerliche Gesetzbuch und seine Übersetzungen ins Polnische. Nach seinem Inkrafttreten 1900 war das BGB auch in (den westlichen) Teilen des heutigen Polens in Kraft, bis es nach dem Zweiten Weltkrieg durch ein einheitliches polnisches Zivilgesetzbuch abgeschafft wurde. Untersucht werden ausgewählte im BGB vorkommende Wortverbindungen und zwar im Hinblick darauf, ob deren polnische Entsprechungen bis heute in der polnischen Rechtssprache usuell sind.

Supercomputer Communication Engineering Domain

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Speaking about specialized engineering communication, f.ex., concerning a specialized engineering “supercomputer that can think like a human” language it is necessary to say it’s a language to represent a set of non terminology lexemes with some terminology lexemes disseminations. Every day lexemes are used as well as specialized ones. And such a situation makes miracles. These non terms are considered as specialized ones in a highly professional engineering domain. Even old modal verbs, and traditional irregular ones accept the total atmosphere of this specialized engineering domain, and they are regarded like professional specialized lexemes (“… what Artificial Intelligence Tells Us About Being Alive, puts it: When we read a book, we don’t think the book has the ideas …”). So, non terminology vocabulary to be under the influence of the concrete engineering sphere but functioning together with terminology vocabulary undergoes the process to be transformed into terms. Highly professional atmosphere promotes such terminologizing processes. The experiments show that it’s necessary to examine an every concrete specialized engineering language and even related languages because the process when not specialized lexemes undergo the processes of terminologizing is concerned each time within a concrete specialized language specifically. Such a process depends upon the sphere of its application, the state and development of the corresponding engineering science, the epoch it represents etc. Moreover it’s concerned with new American super professional engineering languages. The supercomputer engineering communication is realized with the help of terminology, and non terminology lexemes, modal and irregular verbs. Non terminology lexemes create the background for the terms to be functioned within the American supercomputer “that can think like a human” language to provide the necessary ratio for both types lexemes to pass the supercomputers innovative information over.

Elements for Expressing Personal Opinions in Italian Business Texts

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This paper presents the findings of an empirical analysis conducted on corpora consisting of business correspondence produced in various communicative situations: authentic Italian texts written by native speakers of Italian and Slovenian nonnative speakers of Italian, prototypical models in seven business Italian textbooks, prototypical models in six Italian business correspondence manuals and numerous texts written by university-level business Italian students. The divergences between single corpora are considerable and can be ascribed to various factors that are closely interrelated.

Considering that the analysis was conducted on texts written for various media (e.g., faxes, letters, e-mails) on the one hand, and on authentic and non-authentic texts on the other, the analysis focused on various and numerous aspects among which also on the use of elements that express a personal opinion about the content. These can function either as part of the main message (i.e., to express [dis]satisfaction with a given situation, such as: Siamo contenti per la sveltezza con cui l'ordine è stato eseguito ((We are satisfied with how quickly the order was carried out) or as a hedge, e.g., Sono felice di informarla che la nuova linea di prodotti ha già avuto notevole successo presso altri rivenditori (We are happy to inform you that the new product range has already been remarkably successful with other vendors). The paper presents the possibilities offered by Italian and their effective use in real-life situations and in teaching texts.

BEtmc: A Tool for Assessing and Developing Business English Teachers' Managerial Competencies

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A vast body of research within the domains of English for Specific Purposes and Content-Based Instruction emphasizes that the work of Business English teachers (and other ESP practitioners) is extremely varied, involving "much more than teaching" (Dudley-Evans and St John 1998:13). One of the roles attributed to BE practitioners is that of a manager, yet the managerial aspect of Business English teaching practice seems to be relegated to the realm of personality and character, rather than actual skills that can be measured and developed.

The paper aims to offer an alternative approach to the managerial aspect of Business English teachers' work. It starts with the assumption that managerial skills are essential for a Business English practitioner wishing to perform their job effectively in varied (corporate and academic) contexts. Following from that, the paper adopts the well established management competency model (Patanakul and Milosevic 2008; Załoga 2013) and the Big Five model of personality (Srivastava 2011), especially its management-related aspects, to compile an inventory of competencies applicable to the Business English teacher. The inventory forms a database which will be used in the procedure based on the Johari window (Luft and Ingham 1955; Luft 1982), aiming to foster self-knowledge and development of effective relationships with others.

The whole procedure will have a number of applications for the Business English teacher and their customers/students. First, it can be used to determine mutual expectations at the beginning, offer reliable feedback throughout, and provide an assessment opportunity at the end of the Business English course. Second, the Business English teacher may learn about working in different contexts by using the tool consistently in their varying working environments. Finally, the tool may have great self-development potential, as it offers the teacher an invaluable insight into their self-image juxtaposed with the opinions held by others.

Word Formation of Noun in German and Dutch Medical Vocabulary Based on Austrian and Dutch Specialist Medical Journals

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Each language for special purposes has its own vocabulary, so does the medical language the vocabulary of which is very extensive. There are hundreds of thousands of medical terms which belong to different disciplines and subjects of medicine. The medical language is rich in words of Greek and Latin origin as well. It also includes words which are a kind of mix of German, Latin, or Greek words. The use of medical terms depends on the level of communication and on the partners: two scientists, two physicians, or a physician and a patient.

The aim of this paper is to present and compare medical vocabulary in two Germanic languages, German and Dutch. This vocabulary is limited to nouns. It was collected from one year issues of the specialist medical Austrian journal Ärztewoche and the Dutch Nederlands Tijdschrift voor Geneeskunde which are addressed to physicians.

The medical vocabulary was analysed from the point of view of morphology. As a result of the analytical work word formation types of nouns, derivates, and various types of compound nouns were specified. The paper presents also less often encountered results of word formation processes as well, such as eponyms and acronyms. The frequency of the specific types of word formation has been compared in both languages.

There are many similarities in word formation processes which result from the common origin of German and Dutch but there are also differences, mainly in compound nouns.

This presentation will be held in German.

Readability and Scientific Texts Quality for the Automatic Summarization

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Automatic summarization is a well known problem in natural language processing with many applications in different areas. Automatic creation of summaries for scientific texts may be useful in bibliographic databases, professional and science communications and education. Summarization systems for scientific texts only sometimes use specific style features and academic writing traditions to increase quality.

In this work we describe a flexible automatic summarization system for scientific papers written in Russian that chooses a strategy based on the “”substyle”” of an input text.

We implemented three main approaches to extraction-based summarization: statistical (n-gram tf-idf), structural (text positions) and semantic (lexical chains). Using simple text characteristics, such as paragraph length, number of sections and number of paragraphs, and integrative features (entropy and readability) system can decide which combination of methods and weights will produce a better summary.

Building Text-Related, Translation-Oriented Projects for IATE

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European Parliament, LU

The presentation will include the following topics:

1. Terminology projects of EP-TermCoord and universities – establishing contacts with a university, choosing a topic, creating and managing the project package, post-processing the students' findings and follow-up;

2. Proactive terminology work at the EP – choice of legislative procedure or text package, term identification and check against IATE, establishing a term list, processing entries in IATE and communicating term list to stakeholders; further communication between TermCoord and terminologists and among terminologists on language level (through EurTerm and language wikis)

3. Terminology workflow with the help of CAT tools – extraction of IATE termbase in a specific domain and language combination (in tbx-format), using a new tool to extract terms from text(s) and adding them to the termbase – a possible new workflow in development.

The Acceptability of the English Element in Croatian ICT Magazines with Undergraduate and Graduate Computer Science Students

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The presentation focuses on the results of a questionnaire distributed first to the group of 77 undergraduate first-year computer science students (average age 19) at a Croatian university who have English in computer science 1 and 2 as mandatory courses. The same questions were presented to 54 second-year graduate computer science students (average age 23) who used to have these English courses in the first year of their undergraduate studies, but who have been, since then, exposed to English only in environment and situations other than educational, and usually less formal. The questionnaire contained a number of questions which reveal how often, in what form and to what purpose the students use English, but the central part focused on the "English element", i.e. Anglicisms, language borrowings at various levels of orthographical, phonological and morphological adaptation to Croatian and unadapted expressions collected from Croatian information and communications technology (ICT) magazines. The main aim was to establish whether the students from both groups found, according to their language intuition, the "English element" acceptable in the standard Croatian language of journalistic style and to what extent. The questions tested acceptability of the "English element" at the level of one word, at the subsentential level where a noun premodifies the head noun following the English syntactic model, and at the sentential level where the exchange of Croatian and English expressions resembles code-switching. The data were processed by statistical analysis software. The comparison of the obtained results should reveal whether and how much they differ in the two age groups with respect to a quantity of Croatian university textbooks and scientific materials the students have had to cover in the course of their studies and to acquired knowledge, but also to less formal sources of information they encounter both in Croatian and English.

Legal Translation as Terminology Challenge in the Croatian and Russian Context

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University of Pula, HR

Purpose: The purpose of this study is to classify, compare and translate legal terminology in the case of the Constitutional law in the Croatian and Russian context. Legal terminology is observed through the prism of legal language that belongs to the language of special purposes (LSP). Object of analysis is Croatian and Russian Constitutional law. The subject is the text of the Constitution in Croatian and Russian two of the Constitution. In the paper the Author compare two legal systems, Constitutions and manage the terminology and meanings, because legal translation includes, besides the knowledge of Language, knowledge of the law. Legal translation is not only a linguistic result, but also involved legal responsibility and, therefore, the translator of legal texts must be well acquainted with the nature of law. In this paper, contrastive analysis of legal terminology is focused on the research of the concepts, because conceptual side reflects the relationships between terms.

Method: Contrastive analysis was used to compare two languages, semantic analysis to analyze the definitions in dictionaries and translation, contextual analysis to explore the functioning of the terms in the language, to identify concepts in the legal language and classification methods, terminology management for the systematization of legal terminology in the field of the Constitutional law.

Results and practical implications: This study gives some translation solutions in the field of the legal terminology because at this time there are no dictionaries or terminological bases for LSP to compare these two legal terminology systems and because of that, complicate the process of translation.

Conclusion: This paper presents an analysis of terminology challenges facing a translator in Croatia or Russia, when translator translates and strives to systematize legal terminology in order to improve the quality of translations. Terminology management helps to overcome doubts and establish a consistent legal terminology.

Strategies to Tackle 'Deceiving Transparency' in the Translation of Economics and Finance

Musacchio, Maria Teresa
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Economics and finance are part of our daily lives. From the coffee we buy in the morning to the performance of the stock exchanges we hear about in the evening news, much of our everyday experience is translated into economic and financial measures. Because we are constantly reminded of economic and financial matters in our daily lives, we think we are conversant in many topics in economics and finance. But is that really the case? Economics and finance – as soft science(s) largely relying on the methods of hard sciences and mathematical formulations – constantly contend with the multiple variables of (ir)rational human behaviour. Despite our sense of familiarity, many economic and financial topics are deceptively transparent. This poses problems to trainee translators in these fields as they can interpret terms as words and words as terms. As English is the international language of economics and finance, all translators face difficulties in translating state-of-the-art documentation into languages where terminology of some economic and financial domains is not sufficiently developed or non-existent. Difficulties, however, go well beyond terms and non-terms, as translating involves the ability of understanding the underlying theories, methods and rhetoric at play in any given text. This paper investigates strategies to tackle problems in translating economics and finance drawing on real examples of trainee translators' productions and contrasting them with published translations of comparable texts. The aim is to highlight the cognitive processes under way and propose guidelines to tackle the complexities of translating economics and finance.

Relaying Causes: A Study of Causal Connectives in Translated Texts Across the Popularisation Continuum

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In this study we propose to analyse the translation of a special category of cohesive devices, i.e. inter- and intra-sentential causal connectives, in a corpus of translated popular science articles at varying degrees of specialisation. Our previous and preliminary work suggests that adding connectives (causal or otherwise) in translation can be an attempt to follow norms typical of text production in the target language. In science communication, however, the translators' risk aversion can counterbalance the desire to comply with target-language norms: in other words, cases when connectives are introduced in translation where none can be found in the source texts seem to be inversely proportional to the degree of specialisation of the source texts. To test this hypothesis, in this study we analyse a newly added component to our corpus of popular science articles translated from English into Italian. While in previous studies we have analysed translations of texts at the two extremes of the popularization continuum (on the one hand, particle physics articles taken from Scientific American; on the other, newspaper texts on financial and economic affairs), our new corpus component includes texts that can be placed towards a more central position of the continuum (for instance, articles taken from magazines such as the Italian edition of the BBC Focus magazine). More specifically, our study compares and contrasts results on the features and frequency of connectives, both across our three corpus components and with respect to data from a comparable corpus of popular science articles written in Italian. In particular, we focus on causal relations – as described in Halliday and Hasan' Cohesion in English (1976: 256-271) – based on the assumption that the description of causation plays a primary role in science communication and that its treatment by translators can shed light on their risk aversion strategies.

Science For All via Digital Learning: The TED-Ed Phenomenon, Animation and Translation

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The TED-Ed phenomenon has revolutionised the approach to arts, sciences and technology, making common and complex topics accessible to a wider audience of specialists and non-specialists. We present an overview of the TED-Ed platform, a learning environment that integrates digital educational content, animation, motion graphics and subtitles. We describe its basic features and functionalities then we proceed to a qualitative visual interpretation of 50 Science and Technology videos selected and filtered by user type "college/university". This topic is divided into five sub-topics, 10 videos each respectively: Earth and Space Science, Life Sciences, Physical Science, Environmental Science, and Nature of Science.

Firstly, we assess the effectiveness of visual appeal and visual metaphor on the perception and conceptualisation of intangible concepts and language for specific purposes (LSP). Secondly, we analyse the French subtitles for the videos selected – mainly in terms of terminology, remembering that translation in TED-Ed is a global volunteer effort (Open Translation Project) that is approved before publication by a language coordinator or TED staff member. We focus in particular on the notion of "equivalence" between the motion graphics and the subtitles besides equivalence between the source language (SL) and the target language (TL). Our findings reveal the extent to which this joint approach (animation and translation) facilitates or inhibits LSP learning. To optimise the language learner's comprehension of the TL, we outline main points of improvement for TED-Ed videos like the integration of interactive content and annotations and audio-subtitles, hence showcasing an "educational paradigm shift".

Case Study Method in Teaching Languages for Specific Purposes - Prospects and Challenges

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Rapid globalization, rise in international trade and global communication prompted a need for an even more efficient and applicable language learning, particularly in the business context. The methods used for the purpose are various. However, most of them tend to focus on the communicative approach. One of the methods supporting the communicative approach is the case study method. It was taken over from the business context and implemented into the language learning process. This paper attempts to give an overview of the types, structure, application and challenges of the use of this method in learning languages for specific purposes (LSP). Special attention shall be paid to the potentials of this method for learning Business English in a university context.

“Witness and Become Part Of History”: The Pragmatic Aspect of Specialized Equestrian Discourse”

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M–P

The worldwide fame of Polish Purebred Arabian Horse bears fruit during the annual Pride of Poland auction at the Janów Podlaski State Stud. Its lavish English-language catalog is aimed at convincing breeders from all over the world into spending high sums on the offered horses. As those intended addressees are experts in this subject field, the discourse has to present the known in a new light. Specialized vocabulary alone would not make a lasting impression, so the horse characterizations are distinguished by pragmatic and stylistic features not immediately associated with specialized discourse: an accumulation of persuasion mechanisms (direct and indirect persuasion) and rhetorical figures (personification, metaphor and reference to horse names and coat colors), beside rich vocabulary (subject field terms plus evaluative descriptors). All these are enclosed in a specific text structure and presented using a well-thought out graphic layout (module distribution, fonts and photographs) to create a powerful image of a perfect Arabian Horse. Hence, one can speak of a rhetorical goal of that discourse (profitable sale) and its rhetorical management (selection of linguistic and graphic means). The text producers also employ the main subject field concepts: equine descent, conformation and breeding/racetrack/show achievements.

The analyzed discourse is horse characterizations from the 2008 Pride of Poland sales catalog, which has been selected due to several reasons. In 2008, the jubilee 30th edition of the Polish National Arabian Horse Show was held before the auction; moreover, the auction featured a historic offer - the multiple champion Kwestura. Thus, the catalog had been prepared with special care, featuring particularly refined and elaborate horse characterizations.

The paper aims to prove that, contrary to popular belief, specialized discourse uses diversified pragmatic and stylistic tools carefully combined with extralinguistic means to achieve the assumed goals.

Persuasive Strategies in Tourist Texts

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This research aims to examine culturally specific rhetorical elements used to achieve persuasion in tourist texts in English and Croatian. Tourist texts are a particularly interesting genre for analysis, since they combine the persuasive and informative function.

However, genre conventions and discourse patterns are not universal, but language-dependent. Translators are often influenced by the source text language in different ways, but it is important for the translator to minimise the errors since it can weaken the persuasive effect. Due to differences in the construction of persuasion in Croatian and English tourist texts, translations from Croatian into English use different strategies for attaining persuasion from those used in original English texts.

The corpus of tourist texts used in this research consists of three sub-corpora:

1) a corpus of tourist brochures written in Croatian,
2) a corpus of tourist brochures written in English,
3) a corpus of tourist brochures translated into English from the Croatian brochures in corpus 1).

All three sub-corpora contain tourist texts, more specifically tourist brochures, which aim at persuading the reader to visit these places and/or perform some activities and which are published by tourist boards or local authorities. They are all characterized by persuasive and argumentative writing and thus contain various persuasive elements. The size of the corpus is about one million tokens.

An analysis of persuasive rhetorical devices, i.e. elements of persuasion, was carried out with the help of both manual discourse analysis and corpus analysis in order to identify the similarities and differences in strategies for attaining persuasion. By combining the two types of analysis, a deeper insight is gained into the material.

Terms as Building Blocks of Conceptual Knowledge

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Similarly to other fields of specialised translation, the expertise of the medical translator – apart from competences in the area of language, culture, technicalities or searching databases – also involves subject knowledge. The knowledge of the subject matter goes beyond terminology (Šarčević 1997) and appears vital for the translator to be a reliable and self-reliant mediator in health service environment. Medical translation trainers should ideally not only teach terminology but also help students perceive the concept systems underlying medical terms. To cater for this need, translation training curricula sometimes provide introductory courses designed to give an overview of basic medical science. However, as Grove-Ditlevsen and Kastberg (2009: 1) observe, it is hard to decide what constitutes the basis of a specialised field and even harder to teach its rudiments in a one-semester course. Not only can it give students a false impression of knowledge which actually is fragmentary and – consequently – deceptive, but also translation students cannot be expected to 'bridge the gap from such abstract or rudimentary basics to implementing them or – what would typically be the case – to implementing content derived from these basics in an actual translation' (ibid.).

Taking into account the fact that – inevitably – terminology is of paramount importance for translation trainees and the time pressure which makes introductory courses teaching thematic content illusory and superficial, the purpose of the presentation is to show a few possible ways of integrating the necessary terminological practice with the development of subject knowledge. The assumption behind the suggested approach to effectively incorporate subject matter into translation classroom is teaching the medical content implicitly rather than explicitly and promoting pattern oriented teaching. The activities presented in the following presentation can form a starting point for translation trainees to build patterns of conceptual knowledge.

Aligning Technical Terms Based on Biblical Allusions: Functional Approach

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The authors of the contemporary scientific and technical texts enjoy a certain freedom of supporting the active use of the terms coined based on metaphors, metonymy, epithets, colour-names and allusions. Nevertheless, the dynamic distribution of such terms does not guarantee solid foundation for their inter-lingual agreement.

The author of the present paper aims at testing the assumption that when aligning terms based on allusions in general and Biblical allusions in particular, the number of functions a term represents differs in both source and target linguistic domains. Moreover, not only the number of functions differs, but even the coinciding functions vary in their role and influence on the overall meaning representation.

There is no much work done focusing on the contrastive analysis of terms created applying Biblical allusions in English and Latvian. Therefore, as a contribution to this question, in the present paper the author aims to investigate the functions of the terms based on Biblical allusions in both languages; pays particular attention to the analysis of the formation mechanisms, outlining varieties of classifications important to enable cross-referencing within one domain and beyond it; studies their application and alignment across the languages (investigating the key factors and analysing their implementation in the given communicative settings).

The author understands that the results might concur with the similar research contrasting terms, which are based on Biblical allusions, in other pair of languages. However she tends to emphasize the interesting possibility of SL term and TL term being different both in structure (formation pattern) and in functions, to be similar (if not identical) in their aim and the desired communicative effect.

Multilingualism in Journals for Philosophy and Humanities in Serbia

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Today, in philosophy and humanities there is a widespread tendency to write in one principal language – English, so we could speak about 'the English turn'.

In Serbian philosophy and humanities periodicals some tensions between the mother tongue and English exist.

The paper presents certain remarks about journals for philosophy and humanities in Serbia in the period from 2002 to 2012. Apart from Serbian, philosophy and humanities journals in Serbia publish articles in main languages of international scientific communication. The paper comments multilingualism of these journals from this period.

One of the criteria for the categorization of scientific journals prescribed by the Ministry of Science in Serbia is the percentage of papers written in foreign languages. This extrinsic reason has its positive side effect: articles published in English are more visible and, as a rule, are more likely to be cited.

English for Environmental Sciences at Tertiary Level: Challenges of a CLIL Approach

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There is a widespread opinion among educators and language instructors that language courses at tertiary level should not be taught as general language courses but as discipline-oriented ones. Language instruction for specific purposes enhances students' linguistic skills and competences indispensable for successful communication in both academic and professional contexts. University students need to get familiar with various stylistic and linguistic features of a foreign language at different levels of linguistic complexity and in diverse professional settings. Therefore, university foreign language curricula should provide opportunities for students to learn and practice specialized foreign languages in the most efficient way.

Research has shown that students who participate in content and language integrated learning (CLIL) often outperform their peers who attend regular foreign language classes in reading, writing and listening because CLIL presents the most natural way of developing foreign language skills and resembles the process of mother tongue acquisition. A foreign language, which functions as a vehicular language, is taught simultaneously with content from another curricular subject. However, foreign language teachers are faced with the dilemma of how to organize their CLIL classes, design and incorporate teaching materials and activities into their regular LSP courses and evaluate students' achievements and progress.

The paper presents challenges of a CLIL approach in teaching English at tertiary level to students of Environmental Sciences at the University of Belgrade, Faculty of Geography. It also explores the issues of selection and integration of teaching materials and design of activities and tasks.

How Changes in Language Policies Affect Linguistic Landscapes: An Example from a Translation University Program in Brittany

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As a result of globalisation, universities are offering programs which include the learning of various languages. In Europe, the Barcelona Objective has set the goal for Europeans to become multilingual. These two facts have helped the development of some languages, leading to the outstanding growth of English (Truchot 2008). Trying to protect the national language, France has issued a law that has an important effect not only on the national linguistic landscape but also on education, as French was the only language allowed in the Education Nationale. However, new changes in French language policies have introduced nuances in the educational system.

The present study is set at one university in the bilingual region of Brittany, where the Breton language has a special status. The purpose was to analyse the linguistic landscape (LLS) of the department of LEA (Applied Foreign Languages), where students are to become translators or international commercial agents. The students of this program have to learn two languages, being English compulsory. Comparing the present LLS with a previous study in 2013, my presentation analyses how changes in language policies affect LLS as it reflects linguistic and identity conflicts (Cenoz and Gorter 2006; Shohamy and Gorter 2009). The results show that the space is divided into three levels: the institutional, the academic and the personal. In this scenario, changes in LLS occur specially at the institutional and the academic level. At the personal level, no changes have been noted and the LLS is full of playful, informative or contesting texts.

R–Z

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Service-Learning in Spanish for Specific Purposes Programs in Higher Education in the United States

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Session will present the findings of a recent study about the current state of service-learning within Spanish for Specific Purposes (Sánchez-López, 2012) programs in American universities. The study aimed at investigating if and to what extent service-learning is integrated in Spanish for Specific Purposes programs (minors, certificates, majors and graduate programs) in higher education in the United States, and if so how. One current and intense national debate in education discusses new trends that incorporate innovate curricular modifications to meet the needs of societal changes and demands (MLA 2007, 2009). Experiential learning (EL), service-learning (SL) and community engagement (CE) have evolved into models of prevailing educational tools in higher education in the Unites States. Due to the integration of a "Community Engagement" category in the Classification of Institutions of Higher Education in the Carnegie Foundation for the Advancement of Teaching in 2006, many universities have included experiential learning credits in their graduation requirements. At the same time and for similar reasons, Spanish for specific purposes (SSP) programs are gaining momentum in the university curriculum. But, what do these new programs look like? Are there any common core components across the board? As is the case with any emerging field and new programs, programmatic best practices do not happen overnight. This particular study intends to contribute to the current debate with a general analysis of the state of service-learning in undergraduate Spanish for specific purposes programs in higher education in the United States. Although this is a small study, our principal objectives are: (1) to present preliminary data that could help SSP scholars and practitioners and their departments understand the composition and direction of SSP programs nationwide better and more accurately, and (2) to revitalize an emerging national dialogue about the complementary and essential role of SL in SSP programs.

Promotional LSP Texts: Marketing for Professionals

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The current economic tendencies characterized by globalization of world manufacturing and consumption have brought about the need for the development of global brands, and have posed new challenges associated with marketing of goods and services on an international scale. Promotion and marketing of technical equipment require expertise of not only copywriters and brand managers, but also terminologists and technical specialists, because terminological precision and content relevance are of utmost importance in ensuring that promotional texts fulfill their primary marketing purpose. Promotional LSP texts belong to a special genre characterized by several distinct features: functional hybridity (being both informative and operative), application of both standard and non-standardized professional vocabulary (terms, professionalisms, jargonisms, nonce words), and application of various rhetorical techniques aimed at manipulating recipient opinion. Promotional LSP texts are a valuable source of new items of professional vocabulary; the items that originate in promotional texts include brand names, eponyms, terms and professionalisms formed on the basis of metaphor, allusion, and metonymy.

Promotional LSP texts are studied in the article taking into consideration their semantic, pragmatic and stylistic features, paying special attention to genre hybridity and creative use of language resources. The analysis is performed considering authentic promotional LSP texts collected at the web-sites of online retailers of technical equipment and home pages of professional associations.

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Metaphrastic Text Analysis as a Tool in Teaching Specialised Translation

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The purpose of the paper is to present the concept of metaphrastic text analysis, that is text analysis from the point of view of the translator of specialised texts.

The first stage of translation is receiving and analysing the source text. In most cases, however, this phase is somewhat neglected in translator training, with more attention devoted to the creation of the target text. This approach ends in many students having no holistic view of their task and omitting to take global decisions in respect of the translation strategy and translation techniques applied. Consequently, they assume no particular strategy and the techniques used vary from one translation problem to another, irrespective of the fact that the said problems have a similar character.

The basis for the analysis is the slightly modified model of translation as proposed by F. Grucza [1981]. The individual elements of the model — the initial author, the source language, the primary receiver (if applicable), the source culture, the translator, the target language, the target culture, the target receiver — as well as relations between these elements constitute subsequent points of the analysis. They lead the translator from understanding the source text, through ascertaining the purpose of translation, to taking a priori decisions about the most suitable translation strategy and techniques. As a result, the decision-making process becomes more conscious and the translation more uniform and professional. The idea of metaphrastic text analysis can be (and has been) used in courses devoted to translation, interpreting and text analysis as well as in everyday translation work.

Multilingual Terminology Work in Theory – and in Practice

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In theory (cf. for example ISO 704:2009), multilingual terminology work is done by creating concept diagrams in each of the languages and comparing them to establish equivalences between concepts in the two languages.

In practice, various terminology management systems (TMS) are used, end these systems hardly ever support the ideal working method. First of all, only very few integrate adequate tools for modelling concept systems. Second, the data structure and the user interface do not support the process of linking entries in two languages.

Concerning the data structure, the understanding of "concept oriented" plays a major role: at which level is the concept located? In many cases the concept is perceived as a unit at the interlingual level, and in the data structure an entry corresponds to one concept with terms from several languages connected (e.g. TBX (see e.g. LISA (2009)) and the LEMON model, http://lemon-model.net/). In other cases, the concept is seen as language-specific, and in the data structure an entry contains equivalent concepts from the languages under consideration.

In the presentation, we will illustrate this clash between theory and practice with several examples, and outline the requirements for an optimal data structure and user interface that would make theory and practice meet.

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Creating an Engineering Academic Formulas List

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As a partial replication of the Academic Formulas List (AFL) project (Ellis, Simpson-Vlach & Maynard, 2008), this study aims to present a corpus derived, pedagogically useful list of formulaic sequences for technical writing in engineering, called the Engineering Academic Formulas List (EAFL). Sequences in the EAFL were identified using the following criteria: (1) highly frequent, recurrent formulas extracted from a 1 million word corpus of published engineering research articles, which (2) occur significantly more often in the engineering corpus than a corpus of 1.5 million words of general academic discourse, and (3) appear in a wide range of engineering subfields and publications. Approximately 1200 formulas fit these criteria (e.g., as shown in figure). A randomly selected subset was rated by engineering instructors on their evaluation of the formulaic as a common expression in technical writing and if it was worth teaching to newcomers to the engineering disciplinary discourse community (Hyland, 2004, 2015). Survey results indicate that formulas ranked as most pedagogically useful were those that were less cohesive (measured by mutual information). The remaining formulas will be evaluated to create a final Engineering Academic Formulas List. These findings contribute to the movement toward Language for Specific Purposes by providing a list of pedagogically useful formulas in English that can be used for engineering-specific writing instruction and learning. We conclude this report with pedagogical recommendations and future research directions.

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Analyzing Diplomatic Messages of Congratulations

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As Schäffner (2012) stated, translation is embedded in institutional practices, which, in turn, are identified by institutional policies/ideologies. This finds expression in use of language for special purposes. The style of official documents, in other words, "officialese" have four varieties, namely, the language of business documents, the language of legal documents, the language of diplomacy, and the language of military documents. This study is focused on the language of diplomacy. It is stating the obvious that it plays a crucial role in our increasingly globalising world, yet, the investigation of translation of diplomatic language is underexplored. In addition, its emergence as part of curriculum of translation and interpreting departments is comparatively new. This study seeks to explore the diplomatic messages of congratulations both at the micro- and macrostructures and discuss the challenges and contributions these may lead to for would-be translators. The findings provide us with considerable output in terms of linguistics as well as translation studies.

Domains Interactions in E-Commerce Terminology: the Development of a New Specialized Language from Other Specialized Languages

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E-commerce is based on a host of domains, which are directly or indirectly interrelated. Consequently, the terminology of e-commerce is mostly marked by the presence of terms used mainly in finance, law, economics and information and communication technologies. This paper deals with the domains' interactions in the specialized language of e-commerce. This study highlights the relations between the domains that led to the creation of the e-commerce language terminology. For this purpose, the key domains that form e-commerce will be identified. Samples of terminology records in English, French and Arabic will be analyzed to check the use of terms borrowed from other disciplines. The ICT contribution to the e-commerce terminology forms an important part of this research, so the processes used in creating e-commerce terms and how they are used in this context will be studied. The evolution of common language words to become terms and be used in e-commerce specialized language will also be analyzed. The results of this study will set the conceptual hierarchy of the domains contributing to the development of the e-commerce terminology.

IITF-Colloquium

Terminology Tools: State of the Art and Future Perspectives

Conveners:

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Well-functioning terminology management systems are a prerequisite for efficient work in terminology for end-users, content providers and developers alike. Recently, there have been several internationally and nationally coordinated efforts to integrate terminological resources on a wide scale. This includes national termbases in several European countries, terminology portals that provide access to existing termbases distributed across various organisations, and cross-national resources such as IATE. Jointly these resources provide better integration, interoperability, unification and federated access to terminological information. Despite significant standardisation in the field of terminology (most notably ISO 704, 1087, 16642, 26162 and 30042), there have been relatively few attempts to coordinate the development of technology needed for terminology management, including underlying data models developed on the basis of the ISO standards to ensure interoperability and federated access to terminology. So far most projects rely on their own in-house technologies.

This workshop aims to provide a meeting ground for scholars, developers and users who take an interest in terminology management systems and will hopefully facilitate better integration between various initiatives. We adopt a wide perspective on terminology management systems, i.e. computer tools used to represent and maintain terminological information. This includes not only database systems for registering, archiving and accessing terminology, but also a wider set of interconnected tools for exploitation of specialised corpora, candidate term extraction and validation of termhood, tools for ontology building and validation, tools for graphic design, presentation and visualisation of terminology data and concept hierarchies, tools for intelligent browsing, tools for user-friendly presentation of content, etc.

Terminology Methods and Tools Developed for the National Terminology Portal Termportalen (Norway)

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CLARINO is a coordinated effort to develop a national infrastructure for language resources, funded by the Research Council of Norway and linked to the Europe-wide CLARIN ERIC infrastructure. A specific work package led by NHH, WP 7 Terminology Integration, is devoted to the development of a national portal for terminology resources in Norway. Through this effort we are taking an important step towards overcoming the fragmentation problem in the terminology field and addressing the need for coordination of terminological efforts at national and international levels.

In our paper we give an overview of the system for terminology management used in our infrastructure Termportalen, including its overall technical architecture and the various computational tools that have been developed/utilised in the project so far. We also report briefly on our experiences in dealing with specific owners of terminology resources and the challenge of integrating a wide array of heterogeneous resources into a common portal.

The most central tasks are the development of a generic data model for interoperable terminology data, the consolidation of domain information into a common classification system, and the development of a relational database and user application. This is tied to systems for authentication and authorisation compliant with the CLARIN infrastructure.

The data model is based on thorough inspection and critical evaluation of the data categories in databases retrieved so far in the project, especially the termbase called NOT, being, by far, the most complex existing terminology database in Norway. We are also concerned that there should be a low threshold for terminology developers to have their resources integrated in the national term portal, and the terminology management application is therefore equipped with a set of predefined interfaces of varying complexity for terminology management.

Presenting Rich Terminological Definitions in Multiple Formats through Federated Distribution

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This paper will discuss the Maes T terminology development and publication system currently in use for Welsh terminology standardization in institutions across Wales. Clients include Welsh Higher Education institutions, the Welsh Government and organizations such as a Welsh society of naturalists.

Maes T is a concept-based and ISO-compliant system which enables teams of geographically dispersed terminologists and subject specialists to collaborate on terminology standardization and publish all resulting terms, or subsets thereof, in federated outlets. Such outlets include pre-existing client websites, a master terminology portal, and Android and iOS apps. The system divides the standardization process into straight-forward stages in order to make it as user-friendly and understandable as possible to subject specialists who have little previous experience of terminology work. This paper will focus particularly on the definition-writing stage and the features that were required by different parties.

Earlier versions of Maes T supported definitions in plain text form only. However, clients, subject specialists and terminologists required the ability to include cross-references to related concepts, photographs, diagrams and mathematical equations. Such features are invaluable in projects such as the Welsh Higher Education terminology project which aims to help students better understand complex concepts at university level. This paper will describe the use of technologies such as HTML, Markdown, MathJax and LaTeX to satisfy the requirement for richer definitions. Furthermore, it will briefly discuss the issue of downloading terminology data to devices with potentially low storage space, as opposed to accessing rich features only while a device is online, and how this was resolved in the case of the Welsh terminology app, Ap Geiriaduron.

A Study on Translation Quality Management and Terminology Management of Automotive Information Based on J2450

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Translation of automotive information assumes special importance considering the current reality of international division of labor and cooperation in automotive industry, as proper translation management, which requires effective measures for translation quality management and a sound understanding of terminology in the field of automobiles, will improve customer satisfaction of quality in automotive products.

J2450, a translation quality metric developed by Society of Automotive Engineers (SAE), proves to be highly successful in translation quality management of automotive information and is acknowledged worldwide. It defines a quality metric which attempts to measure the linguistic quality of the translation in automotive field via a codified way. However, not much research centering on it seems to have been done and limited studies mainly focus on its application. Although quite a research addresses the issue of translation management and terminology management, there are few that adopt J2450 as the object.

In consequence, this research begins with a survey concerning the application of J2450 Translation Quality Metric in translation of automotive information in the branches of major car manufacturers. The second part of the research tries to address translation quality management of automotive information based on J2450 and compares J2450 with other translation quality evaluation standards and tools to show their different measurement on translation quality. The third part of the research analyzes J2450's role in terminology management based on Schmitz (2009)'s theories of functionality of a terminology system. A comparison of J2450 with other terminology management tools will also be done to shed light on terminology management in the automobile industry. The final part proceeds to propose some ways to reshape J2450 by modifying the existing parameters and weights as well as circumscribing a score for an acceptable translation work within a certain range of overall document weighted scores.

Data Categories and Data Models for Terminological Ontologies

Madsen, Bodil Nistrup; Thomsen, Hanne Erdman; Lassen, Tine; Odgaard Ingram, Anna Elisabeth; Hoffmann, Pia Lyngby; Dudici, Radu

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Systematic terminology work includes elaboration of concept systems, c.f. ISO 704:2009. By extending and formalizing information about characteristics and relations between concepts in concept systems, it is possible to develop coherent terminological ontologies and to provide a good foundation for writing consistent definitions.

Currently only few Terminology Management Systems include data categories, data structures and functionalities necessary for supporting work on terminological ontologies.

In order for developers of Terminology Management Systems to understand and choose the relevant data categories, a systematic and unambiguous description of these is needed. In the first standard for terminological data categories, ISO 12620:1999, the terminological data categories were classified in three major groups and ten subgroups. When moving from to the ISO TC 37 Data Category Registry (DCR), this structure was abandoned in favour of an alphabetic ordering, which meant that it became difficult to identify existing and introduce new data categories.

ISO 26162:2012 introduces a basic data model for Terminology Management systems. However, this does not include the data categories necessary for storing information on characteristics and concept relations which is needed in terminological ontologies.

In the presentation we will illustrate the usefulness of a taxonomy of terminological data categories and introduce a basic data model for terminological ontologies.

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Software – Hard for National Termbanks?

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Termcat, ES

The number of national termbank keeps growing; in Sweden, there is one since 2009: Rikstermbanken, and in Catalonia there is Cercaterm, which was launched in 2000. In a series of seminars, TERMINTRA, held in connection to EAFT events, the concept of "national termbank" has been discussed and developed further. This paper will briefly summarize the discussions on the concept of national termbanks and the criteria such termbanks could be expected to meet. Given the wide-scale user group of national termbanks, this paper will reflect upon the features of such termbanks and consequently, what demands should be put on the software to host them. The TERMINTRA seminars showed a great variety as to the technologies used for national termbanks, and other software evaluations have shown that there are still features that are not well developed in existing software (TMS:s), and some of these features would be crucial for a national termbank and its usage and functioning. The paper will deal particularly with features such as handling of terminology doubles (a consequence of gathering a large amount of data in one place), reviews and term voting and other crowd-related features, the result of interaction with users, the role of the targets and the digital networks for reaching consensus as well as a more general discussion on distributed versus non-distributed solutions.

The Definition and Presentation of Concept Relations in a Terminological Database

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Presenting the relations between concepts, and basing definitions on these, is crucially important in terminological databases. The function of short terminological definitions is to distinguish one concept from another, but a detailed description of the intension of a concept is also very important. Particularly when it is a question of scientific concepts, the user of the database benefits from an extensive explanation as well.

My paper introduces the Bank of Finnish Terminology in Arts and Sciences (BFT), a terminological database in the Semantic MediaWiki platform based on the crowdsourcing of specialists from various disciplines. The BFT currently contains over 36 000 concepts from 24 domains, and each discipline has its own, distinctive concept systems. The central conceptional relationship is not necessarily a generic one. Particularly when the definition is based on a superordinate concept from general language (e.g., process, phenomenon, area), or when the part of speech of a term is other than a noun, the other concept relations – the part-whole relation or various associative relations – are more significant. One of the three BFT pilot projects deals with botany, where the property relation has a significant role due to the multiplicity of adjectival terms (Pitkänen-Heikkilä 2015).

Moving the BFT plant morphology data into an ontology is currently in progress. The experiment has shown that converting such terminological material into an ontology is not simple if the concept relations are to be presented as precisely as the specialists have presented them in the BFT's wiki. Moving the desired material fully and accurately into the required format takes effort, but later the ontology will be a useful tool for the terminology work of specialists.

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BFT = Bank of Finnish Terminology in Arts and Sciences. www.tieteentermipankki.fi

Fansubbing in the World Context: Creativity, Conflicts and Controversy

Conveners:

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Fansubbing, ‘translations for fans by fans’ (Díaz-Cintas and Sánchez 2006), has grown into a phenomenon spreading around the globe. The product of fansubbing is no longer limited to a ‘fan-produced, translated, subtitled version of a Japanese anime programme’ (Díaz-Cintas and Sánchez 2006) but extended into other types of media in different languages (O’Hagan 2014). At present, fansubbing has evolved from a slow and tedious task that produces low-quality original material with poor translation (Chaume 2013), to an inexpensive and easy task that produces translations to equal those on the official DVD and Blu-ray releases with high-quality resources (Lee 2011, 1142). The ‘groundbreaking innovations’ (Díaz-Cintas 2009, 11) by fans, such as their crowdsourced subtitling process and explanatory notes, are influencing the field of professional practice. Translation Studies, thus, “can no longer afford to overlook the fan translation phenomenon” (O’Hagan 2008, 179). The global fansubbing phenomenon, as Dwyer (2012, 227-228) suggests, exemplifies the shift from the individual to the group, resulting from the ‘increased networking and interdependence of the world’ (Tymoczko 2009, 401), from which there emerges ‘a decentered process conducted by teams of people linked electronically through technological systems’ (Tymockzo 2005, 1089). In such a process, ‘unstable’ items (Hemungs Wirtén 2013, 133), such as digital audiovisual media are translated and disseminated on the Internet.

Fansubbing may seem to target only a small group of viewers in the multilingual and multicultural societies, such as Europe and Australia; it has drawn avid following in many other countries and regions, challenging the state-control over mainstream media and cultural productions. In any case, fansubbing has introduced new insights into multilingual multicultural issues, language policies, the acquisition of translation expertise, and research in translation and Language for Special Purposes, whilst continuing to push ethical and copyright boundaries.

To bring these insights to light, this colloquium aims to touch upon the global fansubbing phenomenon at the 20th European Symposium on Languages for Special Purposes.

Translating How I Met Your Mother for an Italian Audience: Fansubbers vs. Official Translators

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The fansubbing phenomenon is increasingly attracting the attention of scholars in different fields all over the world. This is also happening in Italy where, in the last few years, we have witnessed a proliferation of fansubbing communities which often compete with each other. Notwithstanding the number of communities existing today, the two main Italian fansubbers' groups remain ItaSa and Subsfactory, which were both created in the 2000s and have the clearly declared mission to offer subtitles for free. Based on a descriptive translational approach, the paper analyses and compares the fansubbers' translations by Itasa and Subsfactory of some episodes of the American sitcom How I Met Your Mother in order to investigate the dominant translation strategies used. The paper also compares the fansubbed versions analysed with the official subtitled and dubbed versions available on DVD. Results show that the subtitled versions analysed are more faithful to the source text than the dubbed version. However, they also show that even though the fansubbers' translations present some mistakes and are sometimes influenced by dubbese, they introduce elements of creativity and breach some established norms of audiovisual translation, for example by introducing translator's notes. Fansubbers want to be, and actually are, more visible than official translators, and are thus changing the concept of translator's visibility.

Lexical and Stylistic Aspects of Nonprofessional Subtitles

Baczkowska, Anna

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The aim of this presentation is to show qualitative and quantitative results of a corpus-driven analysis of nonprofessional subtitles vis á vis professional subtitles. The study centres on two types of nonprofessional subtitles: created by fansubbers and by undergraduate students of languages (would-be-subtitlers). The data illustrating fansubbing come from the Internet while the material exemplifying the students' subtitles is retrieved from a mini-corpus of subtitles written by undergraduate students of Modern Languages. Learner corpus is c. 100,000 tokens in size and fansubs are represented by a comparable database. The subtitles under scrutiny were written for the romantic comedy "Notting Hill", directed by Roger Michell and first released in 1999, starring Julia Roberts and Hugh Grant. The languages analysed in the study are English and Polish.

The investigation revolves around a number of lexical and stylistic problems found in the data. The categories of description used in the study include, inter alia literal rendition, proper names, repetitions, interjections and swearwords. These categories are examined statistically, for example by resorting to type-token ratio results, its standardized version (STTR) and frequency lists; they are also examined qualitatively, for example by juxtaposing the results in the form of concordances. The features of spoken discourse, which a film is supposed to re-present, are considered in the context of spoken but scripted dialogues and compared to a special type of written discourse represented by subtitles. The study reveals some interesting results concerning the differences between the two groups of nonprofessional subtitlers, in particular in terms of lexical density and the imitation of spontaneity so typical of spoken discourse which, however, in filmic discourse is should be at least partially lost.

Fansubbing Versus Dubbing in The Italian Cultural Industry

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Fansubbing is a practice basically aimed at making available a missing product. To the fan, a new episode of his favorite TV show should be available as soon as it is first released, leaning toward the ideal goal of uniform, simultaneous global fruition. Such a goal is unattainable, mainly because of a slow adaptation process and secondly because of translations felt by the fandom as inadequate, inaccurate and sometimes too much target-oriented or dumbed down.

In such a context, fansubbing can be interpreted by turning to three key theoretical tools:

1. Through auteur theory, we can understand the affectionate relationship between the audience and specific audiovisual texts, whose continuity and consistency is vouched for, throughout their whole life span, by the author—usually the showrunner.

2. On the grounds of Marcel Mauss's theory that gift is a social practice spurred from the desire to create social connections, Marco Aime illustrated how the spirit of gift presents a fundamentally consistent pattern up to our post-industrial, high tech society. Fansubbing can thus be seen as a form of gift that, like charity work, involves devoting time and energies and giving non-material, inalienable goods, namely one's knowledge and expertise over specific topics, as shown in the wiki paradigm.

3. The spectacle/performance paradigm asserts that among the many quirks of our performative society there's a distinctive narcissism, a drive to act in front of an audience, thus replicating the media model.

In a recent development, the Italian cultural industry seems to have absorbed some of the demands satisfied by the grassroots activities of fansubbers. Italy, traditionally a dubbing country, is starting to offer subtitled versions of many cult TV shows, and satellite channel Sky Atlantic started airing the most pirated TV show of all time, Game of Thrones, simultaneously to the American airing.

Crisis in the Community - How the Korean Fansubbing Community has Reacted to Legal Actions against Fansubbers

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South Korea is also one of the highly wired countries in the world, where more than 90 percent of urban households are connected to high-speed broadband services. Savvy internet users have passionately congregated on various online sites to take part in discussions about American TV dramas that have became “”another cultural code in Korean society” (Lee 2009). These fans, armed with social and cultural mobility, have been empowered to create and share fansubs that allow them to better understand the foreign contents. These fansubs were translated by non-professionals who uploaded their work without any expectations of monetary rewards and users could download them freely and easily.

However, in June 2014, representatives of U.S. media corporations took legal action against 15 Korean fansubbers who created and uploaded subtitles for popular American TV dramas. According to the U.S. producers who pressed charges, the violators circulated their illegal subtitles causing the original producers to experience “negative fallout on their earnings.” This legal action temporarily stalled the distribution of fansubs by amateur translators and sparked heated discussion on whether this crackdown was justified or not. The fansubbers have stopped uploading their translation on open sites and have since gone “underground.”

This study aims to examine how the consumption practices within the online communities in Korea have changed after the US studios pressed charges against the fabsubbers and how they have reacted to the restrictions following the crackdown on the “illegal subtitle makers.” This study will also analyze the distribution and translation of American drama through legitimate channels such as cable broadcasting and subscription-based online sites and examine how these legitimate translated versions compare with the fansubbed versions.

The Implementation of Venutian Scale in the Realm of Fansubbing: The Case of Turkey

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Allied with ongoing researches, audio-visual translation (AVT) has come to the core through the technological break-throughs. The "assumed to be developed" status of AVT has made the subtitling no longer a novelty in our day. In time, subtitling has begun to be off the professionals' hands and non-professional subtitling has declared its independence thanks to non-professional translators "toiling and moiling" in this process. Initially emerging as a leisure activity, fansubbing has become concerned with the (re)presentation of cultural differences and funsubbers have started actively engaging in "domesticating" and "foreignizing" duality. Keeping these points in mind, this study attempts to dig out an overall situation of Turkish fansubbers most particularly underlining the agents of funsubbing (e.g., translators). Additionally, following the (re)evaluation of wide ranging subtitling translation strategies for professional subtitling and fansubbing, these strategies are reduced to the Venutian scale -i.e., from the most foreignizing to the most domesticating strategies- by deeply scrutinizing the notion of (in)visibility. Ultimately, it has been set forth that fansubbing differs substantially from professional subtitling in that while fansubbers have the right of deploying strategies that would be non-acceptable in a professional subtitled product, professional subtitlers are obliged to pursue the norms imposed by the industry (e.g. The Radio and Television Supreme Council in Turkey). This means that fansubbers in Turkey often judged by their peers rather than fixed standards are inclined to deploy more creative translation strategies resulting in a more source-oriented or, what Nornes (2004) calls, abusive translation. Herewith, this study sets light to "Turkish fansubbing environment" from a widest angle and makes a comparison between professionally-produced and fanproduced Turkish subtitles of an animated sitcom Family Guy by concluding that the differences between the target texts stem from different contexts with the diversifying needs and expectations of the audiences of professional and fan subtitling.

The Reception of Fansubbing txt Spelling Techniques and the Acceptability of Their Integration in Professional Settings

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The social translation sphere has steadily grown in popularity, with millions of users involved in online translation activities, both as content producers and consumers. Research into social translation practices (O'Hagan, 2008, Perrino, 2009), as well as studies in fields as diverse as patent reviews and computing (Howe, 2008) have investigated differences in practice between professional and non-traditional settings, and observed the richness of techniques and approaches used in the latter. Nevertheless, the provision of professional subtitling has, in general, attracted only minimal amendments, remaining very traditional in essence.

I contend that market transformations need to be reflected in the way audiovisual translation in general, and subtitling in particular is conducted, requiring a variety of methods to cater for a corresponding variety of users and platforms. In this presentation I will investigate the use of a technique frequently used in fansubbing, namely non-standard txt language spellings, arguing that they can be advantageously used in the professional subtitling practice for a specific medium. Txt lingo allows a certain liberation from formal audiovisual translation constraints such as the maximum number of characters allowed per line and it offers means to simulate spoken language. Its features include omission of vowels (gd–>good), letter and number homophones (r–>are), consonant reduction (imedtly–>immediately), accent simulation (goin–>going) and reduplication for emphasis (Soooooooo) (Shortis, 1997).

The results of an eye-tracking experiment and questionnaire set to elicit data on the reception of subtitling containing txt language by typical consumers will be presented. Typical indicators such average fixation duration, number of back and forth shifts (between image and subtitle) and regressive eye movements will be statistically investigated. This study is designed to motivate comments on the validity of integration of this specific fansubbing technique in specific professional environments as well as on the readability of textisms in subtitling.

The Fansubs Utilising a Regional Language in China for Special Purposes – a Butterfly Effect of Fansubbing Beyond Audiovisual Marketplace

Wang, Dingkun

The Australian National University, AU

This paper seeks to delve into a specific case of fansubbing in light of Languages for Special Purposes (LSP) in order to demonstrate the "butterfly effect" of fansubbing beyond the audiovisual marketplace, in comparison with that observed by Pérez González (2007). Although it has subtitled only two films (V for Vendetta (2005) and Iron Sky (2012)), the fansubbing group Hui Xiang Dou (fennel beans) does not primarily aims to enhance the audience's authentic understanding of originals. Affiliating with an online organization seeking to popularise the studies in Wu Language, a regional variation of Standard Mandarin, the group dedicates to spread Wu Langauge and its culture by subtitling popular foreign films for viewers who are Wu-speakers and, probably academics in linguistics and translation studies. Like other regional variation of Standard Mandarin, Wu Language is considered as a dialect by the authorities, despite its self-contained phonetic features and grammar. Since the phonetic studies done by Bernhard Karlgren (1915), Wu Language has been the focus of research in linguistics and other academic domains for nearly a century. By analysing the fansubs produced by Hui Xiang Dou, this paper argues that Wu Language functions as a language for special purposes for at least the following reasons. It is a language to be taught through subtitling. In translation, the language is put into contact with languages outside China and thereby changes in its own right outside the influence of Standard Mandarin. By drawing scholarly attention, the fansubs are used for subject-oriented communication in which scholars may explore how Wu Language may adapt to the globalising world. Finally, this paper appraises the potential of Hui Xiang Dou in inspiring speakers of other regional variations of Standard Mandarin to revive the linguistic and cultural independence of their languages.

Bringing a Popular Korean TV Show to Thai Audiences: Thai Fansubbing Analysed according to Bourdieu's Habitus

Wongseree, Thandao; O'Hagan, Minako

Dublin City University, IR

Fansubbing originally emerged from media fans' strong devotion to particular audiovisual entertainment, which continues to be shaped by increasingly technologised media environments (O'Hagan 2013, Pérez-González 2013). This paper presents a case study on Thai fansubbing of the popular Korean TV show Running Man. It aims to elicit from a sociological perspective the characteristics of Thai practices with a focus on fansubbers as key agents. The popularity and visibility of fansubbed programmes in Thailand is demonstrated by the presence of nearly 100,000 followers on a social networking site of a fansubbing community of Korean TV programmes. In order to shed light on this significant yet little discussed translation practice developing in Thailand, we draw on Bourdieu's (1977) concept of habitus defined as the dispositions of individuals acquired by the interplay between the individuals' experiences and their wider social milieu. Simeoni (1998) in turn explored the translator's habitus as his/her mindset or cultural mind. As such the concept allows specific Thai contexts instilled in Thai fansubbers to be brought forth to characterise Thai fansubbing practices in comparison to other similar practices elsewhere (c.f. Orrego-Carmona 2011; Massidda 2012; Zhang and Mao 2013). Based on an ethnographical approach centred on the concept of habitus, this study used online surveys and interviews to elicit the making of the Thai fansubber. The initial results suggest that local online environments, including the associated media industry make-up, have a significant bearing on production and circulation of Thai fansubs, affecting, among other factors, the perception of fansubbing activities themselves and the interactions between fansubbers and non-translating supporters. The paper concludes by addressing the colloquium theme of creativity, conflicts and controversy in the case of Thai fansubbing.

Pirates(!) Strike Back: Turkish Fansubbers Standing Up for Fansubbing

Yildiz, Mehmet

Canakkale Onsekiz Mart University, TR

This study is primarily intended to describe fansubbing in Turkey and draft a fansubber profile on the basis of a corpus mainly consisting of interviews with "famous" Turkish fansubbers who are seemingly invited for an interview to defend themselves against explicit and implict allegations and attacks. The corpus is comprised of two types of data source, namely print and online media. Drawing on the views of the interviewees, the corpus analysis has revealed that the present study can be built on such matters as legality/ethics, professional recognition, visibility, motives of fansubbing, remunaration, popularity, genre preference, linguistic proficiency, translation process, and demographics. Together with the literature review, the analyses have shown that the most serious accusation brought against fansubbers is copyright infringement (Hatcher, 2005), i.e. "pirating", whereas the mildest would be mistranslation. Although legal concerns are generally thought to stand out as the severest matter, it is interesting that almost no confrontation exists between fansubbers and copyright holders (Díaz-Cintas and Sánchez, 2006) but with colleagues and subtitling critics (viewers, columnists or scholars). Thus, it can be speculated that professional recognition is the primary concern of fansubbers although their undertaking is a non-profit voluntary work. From this viewpoint, this study focuses, as its secondary concern, on Turkish fansubbers' endeavour to exist as professionals rather than incompetent amateurs.

Game Localization: Translating Fun in the Digital Age

Conveners:

Mangiron, Carme
Universitat Autònoma de Barcelona, ES

Zhang, Xiaochun
University of Vienna, AT

Over the last four decades the digital software entertainment industry, also known as the video game industry, has become a multimillion-dollar worldwide phenomenon. Games are no longer considered a pastime limited to children and teenagers and are increasingly entering different areas of our everyday life due to the rise in popularity of casual games and serious games, designed with a purpose that goes beyond merely providing entertainment, as well as their availability in different platforms, i.e., mobile phones, tablets, PC and consoles. The video game industry owes part of its global success to GILT processes, in particular localization, which makes games available to players everywhere in the world while allowing developers and publishers to maximize their return on investment. As demand for game localization grows, the need for qualified translators to work in this emerging type of translation has become more evident.

Mahoney Who? Transcreative Masterminds behind Game Character Names: Professor Layton vs. Phoenix Wright: Ace Attorney.

Hollenthoner, Alina
University of Vienna, AT

Localisation of videogames is a more creative process than one would expect from a technical profession. Humour, puns and creativity are vital in games, thus requiring localisers to have a playful mind. To create a locale that works it takes more than proficiency in programming: It is necessary to know not only the code strings, the styleguide, the producer's terminology white and black list, but also, and actually most importantly, the game as a whole and its humour (O'Hagan/Mangiron 2006).

Playing the game, localisers get to know it and can easily immerse into its world as intended by its developers and transcreate the gaming experience for their target culture. Names of characters, places, and other game elements, such as magic spells, items, puzzles, etc., play a critical role in this experience. It is common to give them names that describe them. They have to fit into the target world and contain allusions to in-game happenings without giving them away too obviously. Additionally, they must comply with space and/or time limitations and align textual with visual content.

All of the above mentioned had to be taken into account when pondering about how to call the characters, knowing their behaviour and speech register, and what happens to them during the game. So how did the German "Sophie de Narrateur" evolve from Mahoney Katarucia and does the storyteller have anything to do with it (spoiler alert: (so)"fille" de narrateur)? The answer will be revealed in this presentation, which embraces the difficulties that localisers face when transcreating a whole world for players: A case study of character names in the Nintendo puzzle game "Professor Layton vs. Phoenix Wright: Ace Attorney".

Colloquia

Reference

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Translating Literature into Playability: The Case of Dante's Inferno

Pettini, Silvia

Roma Tre University, IT

Literature and other arts interrelate in a continuous and reciprocal exchange. In the 21st century, video games often turn literary stories, themes and characters into interactive gameplay and go beyond transmedia storytelling.

Dante's Inferno (Electronic Arts 2010) is a third-person action title, which is loosely based on the first part of the famous medieval poem, as its action premise, its beat'em up subgenre and the evident poetic licence demonstrate. Players assume the role of Dante whose avatar becomes a hyper-masculine and bellicose crusader-knight, who descends into the nine circles of Hell to save his beloved Beatrice.

From the perspective of Game Localisation (Mangiron & O'Hagan 2013), this paper examines its full localisation from English into Italian. Parallel excerpts from in-game dialogues have been selected and compared by drawing on both Electronic Arts' authentic localisation database, and online resources such as walkthroughs and longplays. While analysing the relationship between the source and the target game texts, this study explores the influence Dante's original lines exert on the Italian transfer. The aim is to show that, when a game is based on the target culture literature, the latter inevitably affects and constraints translation in order to ensure a more successful local impact and deliver a "deep or enhanced localisation" (Bernal-Merino 2014: 189). As first findings suggest, by means of integral or partial quotations together with lexical, syntactic and stylistic choices, the Italian game turns out to be more literarily expressive than its English source, thus providing its audience with a digital imitative Dantesque experience.

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“Hello!? Hello!?” Strategies for Translating Interjections in Alice in Wonderland, the Cyber Gameplay

Rusu, Olivia

“Alexandru Ioan Cuza” University of Iaşi, RO

The common opinion of active gamers in Romania is that translating cyber games in Romanian would significantly decrease games value and use. The lack of successful reference models is another solid argument that confirms this perspective. The numinous guideline of this paper is that a proper linguistic and pragmatic approach – from both macro and macro perspectives - of gaming language and discourse would radically adjust the above premise.

Among the most important aspects of cyber game textuality, the deictic features of gaming texts and stories stand out through the use of pragmatic markers, including interjections. Therefore, the first focus in this research is a functional grammatical incursion into the taxonomies of this debatable part of speech. Bearing in mind the traditional standpoints, I propose a new classification of the source texts interjections based on Jakobson’s functions of language.

Thereupon I argue that in translating cyber games in general and interjections in particular, at least the language function is to be transferred in the target text. Qualitative and quantitative constraints and challenges may arise. Therefore, a set of pre-established semantic, syntactic and / or pragmatic strategies for translating interjections is a valuable prerequisite for this endeavor. The study is complemented with an analysis of interjectional examples from two Alice’s virtual Wonderlands and a number of personal translation suggestions.

What Makes You Like to Play a Game?

Sacher-Toporek, Paul

SpielWERT® Unternehmensberatung, AT

Gamification is a new concept of implementing and using elements of game thinking and game mechanics in none-game contexts. The purpose is to gain more engagement and involvement from the users. The approach can work in many non-game contexts. Prominent at this stage are internal, external and behaviour change. Experience in companies and surveys show that in some cases gamification works very well, while in other cases it does not work at all. That means that the success of gamification depends on more than just a well-designed user interface. A similar challenge is to translate a game into a different language. In one language it may be successful. However, it may fail in another language, although the translation itself might be accurate. It is thus obvious that success depends on other factors as well.

This presentation aims to introduce those factors. It presents gamification and games from another point of view for game translators: from the perspective of educational science – the pedagogy of play. It is about play, playfulness and play value. The play value of a game determines its success. The higher a person senses the play value of a game, the more this person will like to play it. The question is: what makes people like to PLAY a game? There are six determinants which are necessary for play to evolve and keep it going. In addition, all six of them have to be uninterruptedly present at the same time. If only one is missing, no play will even begin, and if one gets lost, play will cease. To understand the "psychology of play" and bearing in mind those six determinants, makes it much easier to choose and find the right words, when translating a game.

French Gamer-Speak: Non-standard Language Use and its Significance for a French Gaming Subculture

Strong, Samuel
University College London, UK

Gamers are known for re-appropriating and modifying any aspect of a video game to satisfy their own ludic desires. This behaviour extends to language use. French gamers operate in an intriguing microcosm that encourages production of non-standard language to better serve their gameplay experience. In this presentation I examine some examples of this non-standard language, which I call ‘gamer-speak’. Analysis includes exposition of several elements of spoken and written gamer-speak, identification of some of their salient characteristics, and a descriptive analysis of the gamer subculture. In addition I speculate on some of the motivations that drive and the sociolinguistic implications that result from the existence of French gamer-speak.

The data for this presentation are derived from a multidisciplinary study that forms the basis of my PhD research at University College London. This study includes a sampling and analysis of speech acts performed by French (and English) players of Massively Multiplayer Online Role-Playing Games (MMORPGs). Speech acts are sampled during play of two popular MMORPGs: World of Warcraft and Wildstar. A randomised sample of writing is taken at regular intervals from the public chat channels embedded in these games, and voice chat is sampled via a third party programme to record groups of players during play. These data provide the foundation for my analysis of gamer speak.

MMORPGs offer a unique opportunity for researching videogames, since playing an MMORPG is tantamount to existing in a virtual world; within the confines of these virtual worlds large corpora of language data may be collected during gameplay. In this presentation I make the case that MMORPGs provide an ideal environment for sociological and linguistic research of gamers, not only because of the size of the data sets, but also because of the restricted context of the interactions taking place within the virtual world.

Dubbing Voiceover: Origins and Requirements of Post-Synchronisation in a Cross-Media Perspective

Tarquini, Gianna
Alma Mater Studiorum Università di Bologna, IT

The gaming industry has gone a long way since the appearance of early "talking" games and pre-rendered movie sequences in the '90s. In particular, as sound quality and 3D animation have become increasingly realistic, audio production and localisation has had to take up the challenges of lip-sync, isochrony, kinesic synchrony and character synchrony (Chaume Varela, 2004). However, as in the case of game subtitling, best practices have not been standardised and are largely bound to internationalisation strategies and technical enabling. This paper adopts a diachronic and comparative approach in investigating historical, aesthetic and technical factors that have shaped dubbing techniques in cinema and games. To this purpose, we will firstly chart early adaptation strategies at the times of the sound revolution sparked by the Jazz Singer (1929), pointing to the practice of multiple language versions (MLVs) as a pioneering example of "transcreation" in the movie industry and to live narration as an ahead-of-time attempt to "localise" foreign productions. This will be followed by brief considerations on the normative – i.e. nationalistic measures - and technical factors that have contributed to the establishment of film dubbing as we know it today (Cornu, 2014). Secondly, we will retrace the main development stages of game cinematic techniques, from Ninja Ryukenden (1988) and Ninja Gaiden (1989), across the first pre-rendered FMV in Final Fantasy VII (1996), to sophisticated facial performance capture technology and seamless integration with game engine sequences (Blanchet, 2010). We will focus, more specifically, on the narrative and aesthetic functions of game cut-scenes and on the technical constraints they pose in relation to cinema. This historical excursus on game cinematics will provide insights into the history of game translations, an area of Game Studies that has been under-researched to date, despite the substantial amount of literature on the evolution of games under a wide range of perspectives.

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Colloquia

When a Robot Understands Brazilian Portuguese

Vidal, Cristiane; Pozzebon, Eliane
UFSC, BR

This paper is part of an ongoing postdoctoral research that is being pursued at the Universidade Federal de Santa Catarina, in Araranguá, Brazil. The main aim of this paper is to highlight the complexities of the game localization process, with a special focus on educational games. In order to achieve that aim, we are going to report the results of a case study carried out with the educational game Ludwig. The game is set in the year 2098 and the players control Ludwig, a research robot from the planet Unitron, that challenges them to discover alternative energy resources on Earth in order to prevent energy collapse in his planet. Ludwig was developed by the Austrian game developer OVOS and it is available in English, German, Chinese and Brazilian Portuguese. The case study will focus on the localization of the language pair English-Brazilian/Portuguese.

Models of Knowledge in Professional Discourse Studies

Convener:

Manerko, Larissa
Lomonosov Moscow State University, RU

The colloquium follows the tendency of presenting the ideas of Russian linguists mostly clarifying the theoretical foundations of Terminology science as well as showing the achievements of the Cognitive-communicative perspective in studies of LSP and professional communication. The aim of this colloquium is to offer the opportunity to present the results of our basic research in terminology and to show the common ground of research principles both in Western and Russian terminological schools.

Modeling of Special Knowledge in Scientific Translation

Alekseeva, Larissa; Mishlanova, Svetlana; Suvorova, Maria
Perm State National Research University, RU

This research is an attempt to study the role of metaphor analysis in the modeling of scientific knowledge during translation process. Translation of metaphor in itself is an important part of cognitive translation studies. In this research we do not try to answer the question of translatability, rather we study the translation process in its connection with conceptual structures of source and target texts on the whole which can be revealed by means of analyzing metaphor. The crucial role that translators have in many types of communication, including translation of special knowledge, allows us to regard a translator as an anthropocentric factor of the translation process itself [Alekseeva 2013: 8]. Thus this research is based on the principle of anthropocentrism.

To translate the conceptual structure of the source scientific text appropriately is crucial to knowledge communication, at the same time it constitutes the main difficulty of scientific translation. It takes a lot of effort on the part of a translator to move from linguistic to conceptual structure of a scientific text during the comprehension phase of the translation process because the language of science reflects the creative nature of scientific cognition [Op. cit.: 5]. Since scientific cognition is highly metaphorical [Alekseeva 1998], we suppose that it is the analysis of metaphor that can help us model special knowledge during the process of translation. So we suggest that to move from the linguistic level to the conceptual level during the comprehension phase a translator can use the Five Step Analysis, which involves identification of metaphor-related words, identification of propositions, identification of open comparison, identification of analogical structure and identification of cross-domain mapping [Steen 2009].

In this research using the Five Step Analysis we model conceptual structures of source and target scientific texts in English and Russian to study the differences between these structures and reveal changes that translators make to them. These changes are categorized according to whether some parts are changed in, omitted from or added to the conceptual structure of the target text in comparison to the source text with a perspective of studying how these changes influence perception of scientific concepts represented in the texts under analysis. In doing this we imitate the verification phase of the translation process, suggesting that the modeling of conceptual structures of texts on the basis of the Five Step Analysis can help minimize translators' misinterpretations related to understanding metaphor during the comprehension phase of the translation process as well.

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The research is funded by the Russian Humanitarian Foundation (projects № 14-13-59007, №14-16-59007); by the Basic part of the State order, Project 303.

Cognitive-Discursive Modeling of Medical Terminology

Ananyeva, Yulia

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The study is devoted to analyzing a definition of the term as the means of studying and modeling medical terminology on the sample of term “sepsis”. The empirical material units included in the presentation are the term definitions of the concept considered on different cognitive professional epochs. While investigating sets of semantic-cognitive models of definitions of the term “sepsis” were constructed which have reflected the development of medical knowledge about sepsis; peculiarities of term fields have been revealed depending on each cognitive professional epoch.

The proposed definitional interpretation of simulation as a method of representation of different stages of the conceptualization in medical discourse is of great scientific interest. In addition, a comprehensive methodology of cognitive-discursive analysis, including the proper method of modeling, the methods of structural-semantic and semantic-cognitive analysis, has been developed in the study of term definition modeling.

Four stages in development of the theory of sepsis (antique, bacteriological, antimicrobial, inflammatory) have been identified in the study. All definitions of the term sepsis were analyzed by the following procedure: 1) the identification of the unit of analysis (definitions of the term “sepsis”), 2) structural and semantic analysis and distribution of the definitions in the 4 groups according to the stages of theory of sepsis, 3) component analysis and construction of semantic-cognitive definition models. 400 definitions of the term sepsis were analyzed, each of which was correlated with a particular concept. The smallest number of definitions of the term sepsis has been attributed to the sub-frame of the first or antique stage. The greatest number of definitions has been found in the bacteriological stage of the theory of sepsis. The antimicrobial stage and that of systemic inflammation are less representative.

At the second phase of the study semantic-cognitive models of definitions of the term “sepsis” were constructed explicated by 60 semantic-cognitive models. Components of the semantic-cognitive models relate to concepts of ‘patient’, ‘causative agent’, ‘conditions’, ‘mechanism of the disease’, ‘symptoms’, ‘localization’, ‘therapeutic treatment’, ‘surgical treatment’ and present slots of sub-frames that comprise the concept of sepsis.

Thus, the semantic-cognitive models of term definitions in medical discourse have been constructed and described in the study, a comparative analysis of micro-fields in the terminological field sepsis has been carried out, which extended the idea of the possibility of language modeling in the terminology issues and allowed to extend the existing knowledge on conceptualization and categorization in a particular type of discourse.

Knowledge Transfer Modeling in Heath Communication

Bogatikova, Eugenia; Mishlanova, Svetlana
Perm State National Research University, RU

This study is aimed to reveal the mechanisms of knowledge transfer in online health communication. Health communication is a process of knowledge transfer and knowledge acquisition between status- and competence-unequal participants who verbalize their knowledge in a different way. Within health communication context it is highly important to know that the processes of knowledge transfer and knowledge acquisition are successful.

Since we can learn what a person thinks by studying the way he talks about his experience, language models reflect an individual's knowledge about the world and his place in it, his attitudes, and perception. Hence, it can be assumed that the participants with asymmetric levels of knowledge represent information about the same event by using different language means. Studying the way a patient's narrative is decoding by a doctor and interpreting from an expert point of view seems to be of a great interest to us. This presupposes analyzing health communication discourse as a combination and/or interplay of two discourse subtypes: expert and non-expert, with paying special attention to the way a non-expert discourse is modified in an expert one, i.e. non-expert knowledge is transferred into expert.

This knowledge transfer modeling helps to optimize communication between experts and non-experts, learn more about the mechanisms of conceptualization and categorization, prevent occurrence of ambiguity, or knowledge disagreement.

The research is funded by the Russian Humanitarian Foundation (projects № 14-13-59007, №14-16-59007).

Modeling of Pharmaceutical Term Variation

Burdina, Olga; Mishlanova, Svetlana
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The study is aimed to reveal specific features of pharmaceutical term variation modeling and to describe alternative models of drugs nominations in various types of pharmaceutical discourse. The study is carried out on the base of prescribing information texts extracted from VIDAL.

Pharmaceutical discourse is regarded as a mixed communication, because it consists of three different types of discourse (those of pharmacists, doctors, patients). Knowledge about peculiarities of pharmatheutical discourse helps in the understanding of pharmatheutical terminology modeling.

In the discourse of the patient there are 662 contexts of the usage of terminological variants, most frequently these are contexts which contain the trade name of a drug or general concepts replacing it, represented as the nomination drug and its features: the dosage form (tablets, capsules, pills, gel), composition (combination product , quantity (package - the amount of the drug on the course, the tablet - as the amount of drug per dose), the therapeutic effect (contraceptive).

The discourse of the pharmacist is represented with 868 contexts; there are all kinds of terminological nomination. Trade names of drugs are a small group, general concepts represent about a quarter of the total number of variants and represent the same groups as in the discourse of the patient, but they often provide additional specification (for example, variants of the term dosage form are coated tablets, hard gelatin capsules, gel for external use transparent). Terminological variation in the pharmaceutical discourse is structural in nature; it allows selecting the models of term variants and building their taxonomic model.

The authors proposed modeling parameters of pharmaceutical term, followed by the construction of the cognitive model.

The research is funded by the Russian Humanitarian Foundation (projects № 14-13-59007, №14-16-59007).

Colloquia

Automatization of Special Knowledge Modelling by Means of Graph Semantic Based Thesaurus Development

Isaeva, Ekaterina

Perm State National Research University, RU

We study ways of terminology regulation, particularly thesaurus modelling of computer virology terminology. We have chosen this subject field due to the fact that computer virology is a new rapidly developing professional discourse with unregulated terminology. In addition computer virology is a paramount issue for computer security, involved in professional communication in various fields of economy. Our aim is to find optimized ways of thesaurus modelling in response to continuous terminology replenishment.

We suggest a graph semantic based thesaurus development. This method allows us to take the advantage of cognitive approach to term study for automation of thesaurus modelling as means of terminology regulation. This interdisciplinary project comprises efforts of researches in the fields of Linguistics and Information Technologies to employ artificial intelligent techniques for thesaurus development.

The project is developed on the platform of 'semograph' (http://semograph.com), an open source electronic information system for structural simulation of discourse events. 'Semograph' provides automated generation of a cognitive diagram and a graph semantic model of the field, represented in a three dimensional format.

The results obtained include a theoretical database for computer virology thesaurus modelling (i.e. semantic frame and metaphor models) and a computer program for automatic term identification and categorization. We believe that project execution will contribute to professional communication enhancement as far as regularly updated term system essential for adequate special knowledge transfer.

The research is funded by the Russian Foundation for Basic Research (project number 14-06-31143).

Multimodality of Professional Discourse Study

Manerko, Larissa
Lomonosov Moscow State University, RU

The author will reveal the peculiarities of constructing specialized communication influenced by the multimodality of presenting information. It is very interesting how professional discourse nowadays is changing due to new dimensions and techniques of the digital age.

Methods of conceptual integration, cognitive metaphor, profiling, proposition and cognitive maps will be presented on concrete discourse examples serving the better understanding of mechanisms of conceptualization and categorization as well as spatial, social and cultural experience as reflecting linguistic individuality.

Metaphorical Modeling of Expert and Non-Expert Knowledge

Mishlanova, Svetlana; Beresneva, Natalia; Suvorova, Maria
Perm State National Research University, RU

Philosophical, sociological, psychological and linguistic studies deal with two levels of cognition, i.e. ordinary and scientific ones. The need for differentiation of ordinary and scientific forms of consciousness in Russian philosophy has been realised since 1960-70's (Kuznetsov, 1961, V.V. Lobas 1973, K.L. Pleshkova 1969, E.I. Starikov 1974, etc). Ordinary and scientific forms of consciousness are studied as a particular type of rationality (I.G. Kasavin, A.A. Novikov 1995, Z.A. Sokuler 1989); as an element of the spiritual culture of the society (N.S. Avtonomova 1987, B.V. Markov 1994), as one of the semantic subcultures (V.V. Nalimov 1993). The emphasis is placed on the language representation of ordinary and scientific consciousness through the description of specificity of its knowledge (O.J. Medvedeva 1984). The postnonclassical paradigm of science and philosophy takes into account not only and not so much the scientific knowledge, but knowledge in general, derived in various ways. The relation of ordinary and scientific consciousness becomes the most important issue in cognitive science and cognitive linguistics (organization and structuring of knowledge). In this regard, studies are carried out taking into account the main tenets of the conceptual integration theory. The central concept of the conceptual integration theory is the mental space. Mental spaces are not represented in memory as ready to use patterns, although they are based on the background knowledge, i.e. cognitive models. Metaphor as a universal mechanism of thinking is the resolution of the dialectical contradiction between the known and the unknown, which ultimately appears in the formation of the concepts used to describe the facts of reality. The structural elements of the world are similar in various aspects, fragments of reality. Universal structures emerge in metaphor and facilitate the transition from the known to the unknown. However, it should be noted that despite the evidence of the fact that ordinary and scientific consciousness have many differences, there are no special studies on the comparative analysis of the categories and processes of ordinary and scientific consciousness. There are many descriptive studies that deal with metaphorical representation of the individual fragments of reality, but there are no unified criteria for categorization of denotative and significative descriptors, and as a result, it becomes impossible to compare the obtained results. In order to overcome these phenomena, systematizing studies of metaphor are needed. As a basic methodological principle of such studies the principle of modeling should be recognized.

The research is aimed at the metaphorical modeling of the domain-specific knowledge. The conceptual metaphorical modeling is supposed to set the ratio of the quantitative parameters of the metaphorical model in a particular type of discourse. The aim of the study is to compare the metaphorical models depending on the type of knowledge (expert and non-expert knowledge) and discourse (medicine, psychology, philosophy).

The research is funded by the Russian Humanitarian Foundation (projects № 14-13-59007, №14-16-59007).

Colloquia

Methodological Basis of Business Discourse Research

Shiryaeva, Tatiana
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One of linguistic interest areas nowadays is business communication in general and business discourse as one of its main constituents. Comprehensive analysis of the theoretical and methodological bases of modern business discourse cognitive modeling and the detection of cognitive basis representations of the business community and its verbalization in various types of business texts is one of the most urgent problems of modern linguistics. This article is devoted to the structural peculiarities of business discourse cognitive model.

Popularization and Knowledge Mediation in the Legal Field

Conveners:

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The field of studying communication in law may be subsumed under the name of Legal Linguistics. Traditionally, this type of study of specialized communication has had its focus upon performative legal texts like contracts, statutes and judgments (Engberg, 2013a). Studies of legal texts have thus often been focused upon communicative acts that may be termed internal to the legal institutions (cf. Busse, 2000), i.e., such communicative acts that fulfil the core purposes of the legal institutions. In many fields of specialized communication, this is also the case, but especially in the field of science and technology beside the expert-expert communication also the communication of specialized topics between experts and non-experts has been a frequent object of study, especially under the headline of popularization (Calsamiglia & van Dijk, 2003), both in traditional genres and, more recently, in new and Web 2.0 genres and modes. This has hardly been the case in the field of Legal Linguistics. The special thing about the legal field compared to other fields of specialized communication is that even the institution-internal communication has direct impact upon the lives of citizens outside the institutions, too: Statutes and contracts establish a legal framework that the citizens have to comply with, even if they do not understand these texts fully.

Most studies of the intelligibility of legal texts have focused upon this aspect and thus on the aspect of achieving institution-internal communicative purposes. However, in a modern Western society also this type of state institutions have to think of other asymmetrical communicative purposes like informing citizens about the law and influencing their behavior (Engberg & Luttermann, 2014), but also the purpose of mitigating the skeptical attitude of citizens towards the law and the legal institutions (Preite, 2013). We expect these functions and purposes to be the central ones to be investigated in the colloquium. The conveners of this colloquium all have published studies on instructional and popularized texts used in asymmetrical communication and on different aspects of textual intelligibility in the field of law or in other fields (Cacchiani, 2013; Engberg, 2013b; Engberg & Luttermann, 2014; Luttermann, 2010; Preite, 2012; Preite, 2013), and have investigated texts in a number of different languages and lingua-cultures. With this experience, we will be able to sketch some relevant lines of development of this new branch of study in the field of legal linguistics in our own presentations and guarantee a high degree of multilingualism in the work of the colloquium.

In the colloquium, we have brought together empirical studies of non-expert genres from different (European) countries. We are interested in studies of texts and genres from one country as well as contrastive studies, with a view to promoting interdisciplinary and intercultural dialogue and to enhancing the study of the knowledge and communicative dimensions of popularization and knowledge transfer (Ciapuscio, 2003; Calsamiglia & van Dijk, 2004) intended at effective recontextualization and intra-cultural translation of 'shared', uncontroversial core meanings in the legal field. More specifically, we provide reflection on the representation, construction and communication of knowledge intended for specific addressees (Kastberg, 2010; Ditlevsen, 2011) in traditional and 'new' non-expert genres, and different language and textual levels (from complex constructs and phraseology to patterns of textual and visual organization). Working within Legal Linguistics, we shall thus bring together diverse theoretical and methodological perspectives so as to focus on issues such as participant goals, roles and relationships, authority, dialogic/monologic orientation of the text and identity construction, (inter-)subjectivity and reconceptualization. This shall enable us to concentrate on intelligibility, diverse recontextualization strategies, and mechanisms of knowledge mediation that are specifically intented to attract and inform citizens, and thus ultimately influence their behaviour.

On Informative and Interactive Concerns in www.justice.gouv.fr and www.justice.gov.uk: Making Sense of Rights and the Law

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Knowledge Communication (Ditlevsen 2011) involves the overlay of construction, representation, and communication of knowledge and a parallel focus on the individual, the text and the communicative setting at large. When it comes to the right to knowledge of the lay citizen, institutions such as the Ministry of Justice or the Ministère de la Justice have the social responsibility to inform citizens about the law and influencing their behavior (Engberg/Luttermann 2014). In the age of digital communication, www.justice.gouv.fr and www.justice.gov.uk/www.direct.gov.uk have thus taken on the challenge of respectively helping French and British citizens make sense of justice and the legal system.

In this context, we provide a qualitative investigation into the rights pages of the Droits et Démarches site of the Ministère de la Justice (www.vos-droits.justice.gouv.fr) and the Your rights and the law pages maintained by the UK Ministry of Justice (www.gov.uk/browse/justice/rights). More specifically, we move from preliminary discussion of communicative setting down to selected A-Z articles on rights and procedures. As a first step, we address hypertexual (and hypermodal) communication on online platforms that struggle to comply with usability principles (e.g. NN/g). We then discuss knowledge dissemination strategies against the background of research on interdiscursive and interlocutive dialogism (Bres et al. 2005). This shall enable us to place the main emphasis on the interplay of interactional and informative concerns in the text.

As will be seen, whereas both sites cover how-to information and propositional/encyclopaedic knowledge via an A-Z list of links to sections that resemble dictionary macro- and micro-structure, promoting user engagement and involvement are primarily the job of second person pronouns in the UK text. Conversely, a number of devices is available to the French text, e.g. headings in the form of questions in online brochures that contribute to knowledge expansion on the topic addressed within the corresponding article.

Broadcasting Legal Discourse: The Popularization of Family Law through Youtube

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New media and web 2.0 are having a significant impact on science and technology for the communication of specialized topics between experts and non-experts (Garzone 2007). However, only few studies have focused on the popularization of legal discourse (Anesa 2012, Williams 2013) and even fewer on the impact of web genres on its dissemination (Chierichetti 2006, Garzone 2014, Engberg & Luttermann 2014). Moreover, to the best of our knowledge, no empirical research has been conducted on the use of broadcast platforms, i.e. Youtube, to popularize legal topics. The purpose of this paper is thus to analyze the strategies employed for the popularization of legal discourse (i.e. definitions, denominations, reformulations, exemplifications [Calsamiglia & Van Dijk 2004]) on Youtube focusing in particular on the specific branch of Family Law, i.e. one of the most interesting for and close to lay-people.

The analysis is carried out on a corpus of videos gathered from the Youtube Channel of the well-known British lawyer Marilyn Stowe, i.e. the "Stowe Family Law" Youtube Channel. Each video deals with a different topic on Family Law. Textual data are retrieved from the broadcast. From a methodological perspective, the study relies on corpus linguistics and discourse analytical tools in the investigation of the popularizing strategies involved (Calsamiglia & Van Dijk 2004, Garzone 2006) and of the metadiscourse (Hyland 2005) used to guide the non-expert receivers of the video (i.e. textual metadiscourse) through legal issues and to make the audience participate to the construction of knowledge (i.e. interpersonal metadiscourse). To analyse para-textual features, a multimodal approach is employed (Kress & Van Leeuwen 1996).

Results will consist in a classification of the popularizing strategies found when broadcasting legal discourse and in a description of the role of metadiscourse in the expert-non-expert relation.

Reel Justice in the Context of Teaching Legal English as A Foreign Language

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The presentation will tackle the issue of reel justice in the context of teaching Legal English as a foreign language. Based on a few empirical studies investigating an influence of reel justice on law students and legal practitioners, a teaching approach will be presented that incorporates various TV legal genres (courtroom shows, legal dramas, legal series) into the syllabi of English courses for both academic legal purposes and lawyers. The core of the presentation will focus on different language tasks that exploit reel justice as an invaluable source of subject-specific knowledge, which despite its entertaining character involving many simplifications and distortions of the real justice, plays a pivotal role in teaching English for legal purposes.

Transferring Legal Concepts to Children: A Cross-linguistic Analysis

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Popularization is a process consisting in a set of discursive-semiotic practices in which specialised knowledge is mediated for the layman (Calsamiglia and van Dijk 2004). This process takes place along "an expository continuum" where categories of texts are not completely separated from one another (Cloître and Shinn 1985: 58), but vary in accordance to their purpose and referent. The recontextualization of expert knowledge to various lay audiences necessarily affects several aspects of communication which range from lexico-syntactic patterns to different discourse strategies. This is particularly evident in children as addressees of knowledge transmission, where knowledge dissemination strategies are expected to be emphasized. If knowledge dissemination is actually a "mediation" between expert and lay audience, children's texts represent a multi-layered mediation, the intended lay audience being limited in cognitive abilities and encyclopedic knowledge. The aim of the present paper is to examine the main strategies adopted at different textual levels for successful transfer and effective dissemination of legal concepts to children in English and Italian newspaper articles for children aged between 6 to 12. Looking at this topic from a cross-linguistic perspective will contribute to identify the main (dis-)similarities in the knowledge dissemination strategies adopted to promote a better understanding of legal terms and basic legal concepts while translating adult knowledge and expertise into comprehensible knowledge aimed at children. A comparative dimension of the analysis seems important, one which would allow for the study of the language processes involved in knowledge dissemination across cultures.

Colloquia

References

Calsamiglia, H. and van Dijk, T. 2004. Popularization Discourse and Knowledge about the Genome. Discourse and Society, 15(4), 369-389.

Cloître, M. and Shinn, T. 1985. Expository Practice. Social, Cognitive and Epistemological Linkages. In Shinn, T. and Whitley, R. (eds), Expository Science. Dordrecht: Reidel, 31-60.

Legal Knowledge Dissemination for Children and Teenagers

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It is a central task for public legal institutions like the German Bundesministerium der Justiz (Ministry of Justice) to disseminate legal knowledge in order to enable the citizens to cope with different types of legal situations. Citizens must be aware of their rights and duties as citizens in the (German) society. This not only applies for adult citizens, but also for children and teenagers that are growing into their role as citizens. In our talk, we will focus upon the analysis of the dissemination of legal knowledge to this last-mentioned target group.

The communicative product to be analysed is a section of a website addressed to children and teenagers that have experienced violence. The presentation will contain two types of analysis: The first part presents the results of an analysis of the conceptual legal knowledge at the website, concentrating upon knowledge about criminal procedure. We apply textlinguistic-semantic and knowledge oriented analytical approaches to the study of multimodal meaning construction (cf., e.g., Engberg 2009, Luttermann 2010, Engberg & Luttermann 2014). The analysis results in insights into the type of knowledge that the authors want to convey. In the second part, we will investigate what knowledge is actually constructed by relevant receivers through presenting the results of an empirical study of reception processes. Finally, we will compare both perspectives (authors and receivers) by the mean of the Comprehensibility Model of Legal Language to find out where the website can be optimized.

Colloquia

References

Engberg, Jan (2009): Methodological aspects of the dynamic character of legal terms. In: Fachsprache 31 (3-4); 126-138.

Luttermann, Karin (2010): Verständliche Semantik in schriftlichen Kommunikationsformen. In: Fachsprache 32 (3-4); 145-162.

Engberg, Jan/Luttermann, Karin (2014): Informationen auf Webseiten als Input für Wissenskonstruktion im Recht. In: Zeitschrift für Angewandte Linguistik 59 (1); 63-87.

The presentation will be held in German.

Audiences of the Law

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The purpose of this paper is to discuss the audience concept from legal theory against the background of the corresponding concepts of performance and community derived from cultural studies. This issue is relevant for the problems met in today's multi-level and polycentric legal environment, where both legal norms and legal interpretation take place in multicultural settings. Thus, legal texts have not only to be interpreted concerning legal aspects, but concerning cultural ones, too, since cultural knowledge is conceived of as a prerequisite for an understanding of the law, especially with respect to foreign legal systems.

Within legal theory, new rhetoric is concerned with communicating legal interpretations and, particularly, legal decisions to its addressee. Here, the rhetorical concept of the audience is pivotal to theorizing the legal argumentation of decisions. Since the lack of unchangeable truth based on evidence also applies to the law, the rationality of legal reasoning is instead, gained by the assent of the audience. This adherence of the audience is conceived to be the justification for legal argumentation. Therefore, legal argumentation aims at convincing the audience, the addressee of legal decisions.

The concept of the audience could be seen as having similarities to the community concept applied in the cultural approach to law that examines legal texts within their respective cultural dimensions. Differing from new rhetoric within legal theory, the notion of the audience is enlarged by the cultural concepts of performance and community to interpret law in its social and cultural diversities. This approach aims at facilitating the understanding of foreign law by supplying systematically gained cultural knowledge. Further, this cultural understanding allows successful communication within and across different legal systems. Thus, the question arises of whether the cultural approach can be successfully integrated into legal methodology in order to meet the multicultural diversity of audiences.

La divulgation juridique en tant que stratégie argumentative contre l'euro

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La proposition que nous présentons est liée à un événement économico-politique de taille pour l'Union Européenne : le choix du nom de la monnaie unique, euro. En 1995, le Conseil de Madrid avait tranché sur la question de l'appellation de la monnaie. Mais ce Conseil n'avait pas modifié le traité de Maastricht de 1992. Au contraire, il avait changé le nom de la monnaie (de écu à euro) sans avoir consulté les citoyens européens auparavant. La primauté du nom « euro » sera ensuite confirmée par l'adoption de propositions de règlement définissant le statut de l'euro et par le pacte de stabilité garantissant la cohérence des politiques économiques par la Commission européenne (16 octobre 1996). Enfin, le nom euro est codifié par le règlement du 17 juin 1997 fixant certaines dispositions relatives à l'introduction de l'euro.

Diverses personnalités politiques dénoncèrent ce changement, d'autres firent recours, comme Charles Pasqua. Ce dernier affirmait que « le traité de Maastricht a fixé le nom de la monnaie unique: l'« écu ». Cette dénomination a été modifiée ultérieurement, par un simple règlement communautaire, selon une procédure qui viole la hiérarchie des normes juridiques, le droit des traités et la Constitution française. »

Ce détracteur de l'euro, en collaboration avec d'autres opposants à la monnaie unique, avait demandé la suspension des décrets qui validaient la nouvelle appellation de la monnaie unique européenne. Cette façon de divulguer le discours juridique peut donc être étudié comme une stratégie argumentative basée sur la volonté de rendre accessible les catégories juridiques. Même si les décisions judiciaires du Conseil d'Etat avaient rejeté les recours de ces hommes politiques, la réappropriation des actes et termes juridiques menée par ces locuteurs non-experts relève de la divulgation juridique à but argumentatif.

Structure et paratexte de deux documents sur l'UE à visée vulgarisatrice : le cas des illustrations

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Le site officiel de l'Union européenne, tout comme des sites grand public, visent à faire part les citoyens du fonctionnement de cette institution, des actions qu'elle mène et des services pour le citoyen européen. Au sein de la version française du portail Europe Direct, le « Service d'information sur l'UE » (http://europa.eu/europedirect/index_fr.htm), nous avons identifié, dans la section « À propos de l'Union européenne », deux publications grand public sur les activités de l'UE. La première, « Comment fonctionne l'Union européenne » (19610 mots), est un guide informatif, alors que la seconde, « 12 leçons sur l'Europe » (21842 mots), est une brève monographie réalisée par Pascal Fontaine, consacrée aux institutions et aux actions menées par l'UE. Nous examinerons la manière dont les auteurs de ces documents ont essayé d'approcher ces contenus spécialisés du citoyen par le biais d'outils paratextuels. C'est le cas de synthèses, de schémas, d'images avec leurs légendes, de graphes, qui apparaissent à chaque page des publications susmentionnées. Une attention particulière sera consacrée aux illustrations. Celles-ci, à l'instar d'une approche peircienne (Fisette 2009 ; La Thene-Dacunha 2013), peuvent être réparties en images, diagrammes et métaphores (La Thene-Dacunha 2013). Nous montrerons que la complexité du discours juridique (Legault 1979) est réduite par la présence de ces éléments paratextuels, qui aident le lecteur à comprendre les phénomènes traités et contribuent ainsi à renforcer la dimension scripto-visuelle (Jacobi 1987). Plus en détail, nous comparerons les deux publications quant aux stratégies de vulgarisation adoptées par les auteurs au niveau paratextuel et à leur impact auprès du citoyen européen, leur cible privilégiée.

Communicating and Reconceptualizing Legal Advice Online

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This study will examine the transfer of legal knowledge from expert to non-expert in British institutional websites, blogs and forums. The abundance of information of every kind now available on the net has encouraged people to adopt a do-it-yourself approach, instead of seeking immediate expert advice. However, in any specialized field, there is a strong knowledge asymmetry between expert and layman and in the case of the law the syntactic complexity, highly specific vocabulary and specialized register of its language, as well as the technical content and procedural knowledge of the discipline, accentuate this gap.

Although websites can provide texts that circulate expertise to masses, the inherent rigidity of written discourse and the need to simplify often leads to a superficial reduction of complex situations to schematic factsheets or sequential units of simple actions, as in the case of divorce procedures (Turnbull 2014*). This means that the advice given can be very general, at times very impersonal, and as a consequence fails to cater for the very specific situations of readers. In contrast, blogs, and especially forums, provide opportunities to 'deal' with more personal situations raised in readers' questions.

The study will make a comparative analysis of the different genres when discussing the same legal issues in order to identify the strategies adopted to re-conceptualize the information and communicate effectively with the reader(s), paying particular attention to the dialogic/monologic balance in the texts and the construction of authority. It will follow an eclectic, qualitative approach, drawing on critical discourse analysis (Fairclough 1994), genre analysis (Miller/ Shepherd 2004, Askehave/Nielsen 2005) and knowledge transfer strategies (Ciapuscio 2003, Calsamiglia/van Dijk 2004).

*Turnbull, J. 2014. "Expert to Lay Communication: Legal Information and Advice on the Internet", in Language and Law in Professional Discourse: Issues and Perspectives, eds. V.K. Bhatia et al., Cambridge Scholars.

The 2nd Forum for Early-Stage Researchers in LSP

Conveners:

Busch-Lauer, Ines
Westsächsische Hochschule Zwickau, DE
Editorial Board of FACHSPRACHE - International Journal of Specialized Communication

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The 2nd Forum for Early-Stage Researchers is designed for graduate students, junior researchers as well as post-docs to provide a platform to introduce and discuss their research plans, address their methodology or other relevant issues of their research. A panel of senior researchers will comment on the five-minute statement presentations of the researchers and share their experiences and views. The Forum aims at providing a supportive international setting, where doctoral students can meet their peers and academics from other countries and exchange their research ideas and network.

Technology and Teaching Translation & Interpreting Online and in the Virtual Classroom: Quantum Leap Forward or Two Steps Back?

Panelists:

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University of Illinois at Urbana-Champaign, USA

Bilic, Viktorija
University of Wisconsin, USA

As the translation and interpreting professional landscape changes, and as technologies for the profession multiply, academic programs must train students to learn and work in virtual environments. In the translation and interpreting field, the process of developing online courses and designing virtual classrooms, while attempting to replicate key aspects of traditional training programs, comes with a unique set of as yet largely unexplored challenges. In this presentation, we will discuss the advantages, challenges, and intricacies of the virtual classroom for translation and interpreting by comparing them with more traditional training models and by drawing upon our own experiences.

Analysing the Spanish, German and English Languages of Marketing: A Corpus-Based Approach

Conveners:

Ruiz Yepes, Guadalupe
Hochschule Heilbronn, DE

Konovalova, Anastasia
Hochschule Heilbronn, DE

The importance of languages for special purposes in multinational companies grows with each passing day. Multinationals are becoming conscious of the importance of communication in the field of global coordination. In this respect the knowledge of foreign languages is considered a source of competitive advantage and business schools all around the globe are starting to offer courses in Languages for Special Purposes (LSP) in the field of business (business German, business Spanish, and so on). Since the field of business would be to broad to be pursued within the scope of a workshop we are going to focus on the language of marketing. Therefore, the main goal of this workshop is the contrastive analysis of certain aspects of the terminology and phraseology of the language of marketing in Spanish, German and English.

The genres represented in the corpus are mainly scientific papers and articles published in specialised journals.

For the analysis of the terminology we will apply the software TERMINUS developed at the University Pompeu Fabra in Barcelona by the research group IULATERM. For the analysis of the phraseology we will apply the software ConcGram 1.0. It is not the purpose of this workshop to make an extensive introduction to phraseology in general. We are just going to focus on „collocations“ which we consider to be phraseological units.

First slot

1. The language of marketing
    1.1. Marketing as subdiscipline of economic sciences
    1.2. Presentation of the corpus
    1.3. Morphological, lexical and syntactical characteristics of the marketing language in Spanish, German and English
    1.4. Terminology of marketing
    1.5. The Software Terminus
    1.6. Presentation of analysis results
2. Your turn!: Terminology exercises
    2.1. Compounds in German and Russian and their equivalents in Spanish and English
    2.2. Loanwords from the English to the Spanish, German and Russian languages of marketing
    2.3. Passive constructions
3. Discussion

Second slot

1. Collocations in the language of marketing
    1.1. What is a „collocation“?
        1.1.1. Definitions
    1.2. Can collocations be considered phraseological units?
    1.3. How to extract collocations from corpora
        1.3.1. Based on word cooccurrences
        1.3.2. Based on collocation patterns
    1.4. Brief description of the corpus
    1.5. The software ConcGram
    1.6. Presentation of analysis results
2. Your turn!: Exercises with collocations
    2.1. Fill-in-the blank exercises
    2.2. Search concordances lines
3. Discussion

Corpus Approaches to Legal Phraseology

Conveners:

Goźdź-Roszkowski, Stanislaw
University of Łódź, PL

Pontrandolfo, Gianluca
University of Trieste, IT

Corpus linguistics has given fresh impetus to the study of phraseology. In addition to the approaches which have emerged since the introduction of specialised computerised resources (see, among others, Evert 2004; Nesselhauf 2004), the notion of phraseology has expanded to denote "the co-occurrence of a form or a lemma of a lexical item and one more or additional linguistic elements of various kinds which functions as one semantic unit in a clause or sentence and whose frequency of co-occurrence is larger than expected on the basis of chance" (Gries 2008:6). Despite the growing interest in phraseology and its recognised pervasiveness in language (e.g. Granger & Meunier, 2008; Römer & Schulze, 2009), research into phraseological items and patterns in legal discourse remains relatively underexplored (Biel 2014). This perceived gap in legal phraseology research is particularly serious in respect of multilingual, contrastive studies.

From a theoretical perspective, few attempts have been made so far to define the conceptual borders of legal phraseological patterns, with the remarkable exception of Kjær (1990a, 1990b, 2007). From an applied/textual perspective, the existence of recurrent combinations of words in legal language has never been questioned since the very preliminary studies on legal language (see, for example, the early studies on binomial and multinomial expressions: Mellinkoff 1963, 1982; Crystal & Davy 1969; Gustafsson 1975, 1984; Thorntorn 1987; Maley 1987, 1994; Child 1992; Bhatia 1984, 1993; Wagner 2002).However, apart from these preliminary – exclusively monolingual/intralingual (English) – studies, there are few systematic and multilingual investigations focusing on phraseology in legal language. The existing research in legal phraseology can be classified into four main groups (see Pontrandolfo 2013: 151-166):

1. Traditional studies that focus on the lexico-syntactic combinations of words in legal discourse, especially on specialised collocations (see, among others, Berdychowska 1999, Nardon Schmid 2002, Lombardi 2004, Rovere 1999, Nystedt 2000, Cruz Martínez 2002, Giráldez 2007, Anderson 2006, Montenegro Assunção 2007, Biel 2011, Bhatia et al. 2004) .

2. Studies that deal with the formulaic nature of legal language by means of routine formulae used in legal communication (see, among others, Rega 2000, Monzó 2001, Carvalho Fonseca 2007, Giurizzato 2008, Bukovčan 2009)

3. Lexicographic investigations aimed at compiling legal dictionaries or glossaries/terminological databases (see, among others, De Groot 1999, François &Grass 1997, Grass 1999, Valero Gisbert 2008, Fernández Bello 2008, Gómez Royo 2010)

4. Studies that adopt a less rigid notion of phraseology and rely on large collections of legal corpora, used as tools to retrieve co-occurrence patterns, following a distributional approach (see, for example, Mazzi 2009, 2010; Kopaczyk 2013; Goźdź-Roszkowski 2006; 2011; Goźdź-Roszkowski & Pontrandolfo 2013, 2014.)

This workshop will present innovative studies addressing empirical/data-driven investigations on phraseological patterns in legal discourse/institutional settings, especially from a corpus-based or -driven perspective. Special emphasis will be placed on contrastive, cross-linguistic perspectives, especially the translation-oriented ones.

Extending Binomial Expressions in Legal Agreements

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A binomial expression is "a sequence of two words which belong to the same form-class, and which are syntactically co-ordinated and semantically related" (Gustafsson 1984:123). They were treated many times in research on legal language and phraseology (Melinkoff 1963; Danet 1980; Gustafsson 1984; Bhatia 1993; Carvalho 2008; Bukovčan 2009). They are said to be one of the style markers of legal language in general and the language of legal agreements in particular. These expressions, however, have usually been treated not taking the wider context into account, which can reveal a lot about their "distinctive meaning" (Sinclair 2004). For instance, if we extend the binomial expression repair and condition we discover that the pattern is dominated by the modifier good and preposition in. If we further extend it, we discover that the expression favors verbs of 'preservation' (e.g. to keep/maintain in good repair and condition). Sometimes the wider context can even reveal another binomial expression that serves as a modifier or a collocator (e.g. to become wholly or partly void or voidable; to assign and transfer all rights and obligations). This paper will, therefore, first investigate the semantic relationship between the items within the binomial expression and then the wider context of binomial expressions found in British English and Croatian corpora of legal agreements. Corpora will be searched by means of WordSmith Tools 6.0 (Scott 2011) and its utilities WordList, Concordance and ConcGram. The research will depart from the English corpus, since these expressions are far more frequent in legal English than in other legal languages. Using the list of extracted extended binomial expressions the Croatian corpus will be queried to look for similar constructions and to see whether they reveal the same pattern in Croatian, or whether some elements thereof are in Croatian considered as "worthless doubling" (Melinkoff 1963).

Stance, Status and Semantic Sequences. Towards a New Type of Phraseological Description of Legal Genres

Goźdź-Roszkowski, Stanislaw
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This paper will focus on semantic sequences (Hunston 2008) in two different legal genres: journal articles (as an instance of an academic legal genre) and judicial opinions (representing a highly specialized and professional genre). The concept of 'semantic sequence', refers to "recurring sequences of words and phrases that may be diverse in form and which are therefore characterized as sequences of meaning elements rather than as formal sequences" (2008: 271).

This chapter will focus on semantic sequences centred around the pattern 'N + that' (i.e. followed by an appositive that-clause) to express authorial stance towards the epistemic status of propositions. Evaluation of status is particularly important to academic genres (e.g. Hunston 2011) since in academic writing, the status of propositions comprises an essential aspect of the discipline concerned.

Consider the following sentence:

"Justice Scalia 's assumption that state courts must apply the restrictive Salerno test is incorrect as a matter of law".

The status of the proposition expressed as 'state courts must apply the restrictive Salerno test' is indicated as an assumption, that is something which is not readily verifiable. The proposition attributed to the Supreme Court judge, Antonin Scalia is then negatively evaluated though a value-laden word choice – incorrect. Importantly, this discursive function is realized by means of different parts of speech (naturally, adjectives being one of them).

Based on a corpus of academic legal journals (552,487 words) and US Supreme Court opinions (1,219,116), this presentation will document selected results of analyzing co-occurrence patterns for a range of most frequent and key nouns in the academic and professional genres (e.g. argument, fact, hypothesis, idea, suggestion). It is argued that semantic sequences could provide a useful and effective way of describing how legal genres can differ in respect of signaling authorial stance towards the status of legal propositions.

Extracting Norms for Ontology Population using Legal Phrases and Semantic Role Labelling

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Legal ontologies such as Eunomos present norms in a structured, searchable and intuitive format to help organisations ensure regulatory compliance. We investigate automated extraction of norms from a corpus of European Directives. The idiosyncratic nature of legislative text poses particular challenges and advantages for natural language processing. A key advantage is the prevalence of standard phrases that are indicative of different norm types, such as 'shall mean' (definition), 'shall not' (prohibition), 'may require' (power), and 'is subject to' (hierarchical relation between norms). Such patterns are used in our information extraction system to extract arguments from the Mate Tools Semantic Role Labeler that can be mapped to fields in the ontology. For instance, for definitions we can extract the definiendum and definiens; for obligations, prohibitions, permissions and power, we can extract the active role (who has responsibility for adhering to the norm), rationale (reasons and precedents behind the norm), timeframe, condition, and exception to any element of the norm.

Time is of The Essence: Temporal Expressions in Legal Czech and English

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It is a well-established fact that ordinary words acquiring precise legal meaning pose more problems to translators than pure legal terminology (e.g. Chromá, 2011: 37). As time is an important element of legal transactions, temporal expressions play an important role within any legal text and an incorrect translation of a time specification may have serious legal consequences. The Czech Civil Code has recently introduced differentiation between two terms denoting a period of time: lhůta and doba. Both of these terms, possibly falling in the category of Czech plesionyms or near-synonyms, are used, often interchangeably, in everyday language and are thus susceptible to failure by translators to be recognized as terms. It is believed that the definitions provided by the draftsmen of the said code do not describe the difference in meaning sufficiently for LSP users (cf. Góźdź-Roszkowksi, 2013: 100). Therefore, this paper aims at describing the difference in meaning of these terms on the basis of a qualitative analysis of their collocational patterns and collocational profile, as used in the wording of the said law. The second part of the paper consists of an analysis of potential English equivalents (time limit, period, deadline) and their collocates as used in legislation drafted in English. The analysis is based on a comparable corpus of Czech civil legislation and English civil legislation. In line with Bhatia (2004: 207), it is assumed, that in the case of legislation a small-scale corpus is sufficient for the analysis due to high number of formulaic expressions. The findings of the analysis may provide possible solutions to translators dealing with temporal expressions at the Czech-English interface.

Phraseological Variation in "Legal-Lay discourse": Phrasal Verbs in Late Modern English

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The aim of the present research is to investigate phraseological variation in "legal-lay discourse" (Williams 2013:353) and specifically to analyse the use of Phrasal Verbs (hereafter PVs) in Late Modern English (LModE) in the century that goes from 1750 to 1850.

Many diachronic studies have been conducted on n-gram units and on the phraseological variation also with specific reference to PVs (Claridge 2000; Elenbaas 2007; Thim 2012), but the study of multi-word units in legal texts from past times remains still almost unexplored. This is particularly evident when the spoken dimension is involved due to the lack of audiorecording technology. Therefore, the study of "indirect evidence using speech-based texts" (Biber 1998:252) of written records of real speech events becomes of great interest. For this purpose, a diachronic corpus covering the century 1750-1850 (the Late Modern English-Old Bailey Corpus - LModE-OBC) has been compiled by selecting texts from the Proceedings of the Old Bailey and then annotated with the Visual Interactive Syntax Learning parser (VISL).

In order to provide evidence for the "phraseological tendency" (Sinclair 1991) of language in "legal-lay discourse" dating back to the Late Modern period, the present research aims: 1. to gain insights into the phraselogical profile of court records in the century 1750-1850; 2. to describe aspectual PVs as well as their semantic preference and prosody 3. to match the use of PVs with the informational purpose of criminal trials as specific textual genre.

How to Make Romanian Legal Texts easier to understand?

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A democratic society is governed by laws, and the people of a state, as citizens with rights and obligations, must know and respect them. However, the legislative terminology enabling the expression of the rule of law is a highly specialized language which may pose problems in understanding for those who do not have knowledge of judicial field.

Aiming to facilitate access to the legislative texts for all citizens, we conducted a study based on Romanian legal language, which involved a semi-automatic method for extracting several features from legislative texts: (1) interpretable structures (which can have different meanings, depending on the reader's interpretation), (2) mistakes (spelling mistakes, punctuation mistakes and grammar mistakes), (3) contradictions, (4) long phrases (leading to disruption of the message to be sent) and (5) definitions (both positive and negative definitions) used to identify undefined concepts in laws.

To get to understand the message of a law that underlies a good organization and functioning of the state, the language used throughout those laws must be understood by every citizen. The possible existence of ambiguities can lead to misunderstandings of the law message. For example, words like special or satisfactory used in expressions such as special law or satisfactory conditions can have different meanings depending on the person reading them.

Structural ambiguity may arise due to the lack of punctuation or because of very long phrases. Paraphrasing long sequences in order to obtain a simple structure can be a first step in avoiding ambiguities or the disruption of reader's attention.

Examples found in various law articles represent a starting point for this analysis: it is a proof that these structures appear in a legislative text and may lead to ambiguities, contradictions and different interpretations. Therefore, both the state and its citizens will have something to lose.

Facing the Facts in English and German

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We investigate German counterparts of 'the fact that' in the 'Acquis Communautaire' legislative corpus. Building on Goźdź-Roszkowski and Pontrandolfo (2014) on Italian equivalents, and Zelenakova (2014: 257ff.) on French, it emerged that the direct German equivalent 'die Tatsache dass' was rarely used. A central function of 'the fact that' is simultaneously to present a situation as factual and to evaluate it. German presented various ways of doing this, notably nominalisation (2), and prepositional constructions (4):

(1) According to the case law of the Court of Justice, [...] the fact that [private] investors are prepared to intervene [...] is no longer relevant.

(2) Nach der Rechtsprechung des Gerichtshofs sei die Bereitschaft privater Investoren, [...] aktiv zu werden, nicht mehr relevant.

('... the readiness of private investors, to become active ...')

(3) It is necessary to draw attention to the fact that the value of s is specific to the situation calculated.

(4) Es ist darauf hinzuweisen, dass s den spezifischen Wert nur in dem betrachteten Berechnungsfall aufweist.

('It is thereon to be pointed out, that ...)

Expressions such 'in view of the fact that' were often translated by the single word 'da' (as), in line with the DGT document 'Fight the Fog':

(5) In view of the fact that [...] the investor is the State, the study of domestic law also included administrative law.

(6) Da […] der Staat der Investor ist, wurde auch das Verwaltungsrecht in diese Untersuchung des innerstaatlichen Rechts einbezogen.

We examine the implications for the analysis of legal discourse, and for the study of plain language in the legal context.

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Textual Patterning, Lexical and Semantic Repetition in Legal Cases

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It is no secret that legal texts are formulaic (e.g. Mattila, 2006; Gotti, 2012) but the studies that investigate this issue empirically or focus on functions of repetitive expressions are still few in number (e.g. Gozdz-Roszkowski, 2012; Biel, 2014). Similarly, the question to what extent translation contributes to repetitiveness in legal texts has been scarcely touched upon in the literature (e.g. Mccarthy and Spottl, 2003; Kjaer, 2004). Finally, as yet there has been no empirical studies that compare the use of repetitive linguistic units in legal texts that belong to different legal systems. The purpose of the present paper is to contribute to the study of legal phraseology by addressing these issues and exploring textual patterning, lexical and semantic repetition in judgments of the Court of Justice of the European Union. Three kinds of results that derive from the research conducted within the ERC-funded project 'Law and Language at the CJEU' will be presented in my talk at the LSP2015.

First, the results from our comparative analysis of repetition in CJEU and non-CJEU legal cases will be discussed. This analysis is based on a corpus-driven investigation of recurrent intertextual multi-word units in French, German, English and Italian judgments. After that, I will focus on the textual colligation in CJEU judgments and describe the main metadiscursive functions (Hyland, 2005) of the most frequent recurrent multi-word units. Here, I will also demonstrate how these units signal typical textual patterns (Hoey, 2001) in CJEU judgments. Finally, in the third part of my presentation I will illustrate how translation gives rise to semantic repetition by discussing the use of several English items and their French correspondences.

DISONTOLOGY: DISaster ONtology and TerminOLOGY

Conveners:

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Much of the work in LSP is concerned with concepts, ontology and terminology in a single domain. The super-specialisation seen in the 20th century, for instance from Biology to Molecular Biology and onwards to Molecular Genetics and then Genetic engineering, has not challenged much in LSP methods and techniques. The super-specialisations in a whole range of natural, engineering and social sciences has followed the same rationalist trajectory as that of Wűster and post-Wüster LSP. The challenges of the 21st century, some real like hurricanes, floods and earthquakes, impact catastrophically on urban settlements. The fragile eco-system of these settlements means that post-disaster the recovery takes now even longer than when much of the humanity was in rural areas. The impact of these disasters involves engagement, conflict and collaboration, between a range of stakeholders – people in different strata of the society, civil protection agencies, government agencies and private enterprises. Disaster communication, thus, involves communications across LSP of diverse social, economic and scientific groups, with different ontological basis and varied terminologies.Furthermore, the specialist have to come together to broadcast disaster mitigation and recovery messages to multi-lingual and multi-cultural communities that are a signature of 21st century urban settlements.Disaster ontology and terminology are the key themes of this workshop and we hope LSP specialists, communications experts, and civil protection agencies will participate in this workshop to explore issues in 21st century LSP.

Standardization of Croatian Crisis and Disaster Management Terminology: Issues and Opportunities

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Bearing in mind that crisis management as a field is a relatively new arrival on the Croatian technical and scientific scene, so much so that even its very name has not been firmly established, but several parallel versions are in use (krizno upravljanje, upravljanje u kriznim uvjetima and krizni menadžment),it should come as no surprise that its subfields, such as critical infrastructure protection or disaster management, likewise suffer from the limited and inconsistent use of uniform terminology. This causes serious problems in a whole range of areas, due to the fact that a standardized terminology both enhances and facilitates the workflow in various companies and organizations, limiting the amount of time spent on the harmonization of documents, making translation processes easier, thus increasing the productivity of those companies and organizations. The same applies to legal documents, as demonstrates the Act on Critical Infrastructures and its subordinate legislation in comparison to the ISO 31000 standard, which the author intends to use as a case study for this paper. The ISO 31000 standard has not been officially translated into Croatian, but has rather been adopted as the HRN EN ISO 31000, which posed a problem with regard to the usage and definition of several key terms, such as analiza rizika (risk analysis) and procjena rizika (risk assessment) in the legal documents, with a special emphasis on several ordinances and bylaws addressing critical infrastructure protection. We aim to examine those and other issues related to the lack of a proper normative framework in the form of dictionaries, glossaries or termbases, as well as identify key points in the strategy for their development, based upon the principles outlined in the UNESCO's Guidelines for terminology policies and using the aforementioned corpus of legal texts on specific crisis management subfields as a domain-specific body of evidence.

Terminological Variation between Flood-related News and Social Media

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Digitalization of media content is leading to new channels and distribution routes of information and new types of media, most prominently social media. At the same time it is converging all different and so-far disparate branches of media into one multi-modal and multi-medial digital room which consequently is going to contain an overwhelming amount of information of great diversity and makes the different types of media competing. From the point of view of emergency management the rise of social media has opened up the possibility to leave the province of official channels and get more in touch with the people.

In order to handle this flood of information in a productive way and to embark to unknown medial territories computer-based tools have become indispensable. One great challenge for Natural Language Processing (NLP) though is the fact that effectiveness of software can only be achieved by adaptation of methods to the peculiarities of different genres and domains of data as well as to different needs of certain user groups.

The paper is going to make a twofold contribution in this field, first, by giving statistically-based knowledge of the special character and new potential of social media information for emergency management; second, by promoting adaptation of NLP methods to the peculiarities of social media data.

We have statistically analyzed register variation on the level of terminology among news and Facebook documents concerned with the 2013 flood event in Germany. On the basis of log-likelihood measure we extracted terms that characterize flood-related documents in news and Facebook, respectively, and showed their co-occurrence pattern. Furthermore, we have done comparative analysis, i.e. by extracting lists of terms which represent the terminological difference between the flood documents in both registers or by measuring semantic distance between them.

Towards Harmonisation of Macroeconomic and Financial Terminology in Norway. A Comparison of Terminological Variation in Norwegian Central Banking Communication and News Discourse.

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As stated by the European Central Bank (ECB), efficient communication is a prerequisite for the accountability and predictability of central banks (https://www.ecb.europa.eu/). Given the severe repercussions of the latest financial crisis (2007-2011), economic developments and market expectations have been discussed not only by specialists, but also by society at large. The crisis has been covered at length in Norwegian newspapers, and a number of term variants, including neologisms, have been introduced to denote concepts such as subprime, recession, hedge fund, shorting, fiscal cliff, quantitative easing etc. (Kristiansen 2012). The question is which term of all the variants should be the preferred one to denote the various concepts. Frequency of usage cannot in itself be taken as the only indicator (Kristiansen and Andersen 2012).

In the present paper I will present a comparison of macroeconomic and financial term variants used in the Norwegian newspaper corpus (NNC, http://avis.uib.no/avis), with data extracted from a parallel corpus consisting of official documents published by Norges Bank, the Norwegian central bank, including financial stability reports, monetary policy reports, annual reports and memos. Norges Bank has the authority to carry out measures relating to monetary and fiscal policies. In line with this, the institution should also be the standard-setting body when it comes to what kind of terminology should be used to communicate its policies efficiently. The findings from the comparison will be used as a basis to establish a recommended macroeconomic and financial terminology together with Norges Bank.

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Kristiansen, M. and G. Andersen. 2012. Corpus approaches to neology and their relevance for dynamic domains. In Neologica 6/2012, 43-62.

Disaster Terminology Creation and Maintenance: A multi-lingual case study

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When disaster strikes, emergency management operators are compelled to respond with timely and adequate measures. In this scenario, the management of incoming and outgoing information as well as communication from/to citizens and within agencies is paramount. Our EU project Slándáil (Security System for Language and Image Analysis) attempts to support emergency management agencies and the civil society at large by providing an automated text and image analytics system that can be used before, during and after disasters to enhance dissemination of public and inter-agency information. To this end, a trilingual (English, Italian and German) disaster lexicon was created by extracting terminology from corpora of texts - such as agencies' technical reports, public information material, news outlets and social media - identified as central to natural disasters, disaster relief, disaster recovery and disaster resilience.

Both term extraction and knowledge representation have been informed by the need to cater simultaneously for the interests and requirements of multiple audiences ranging from emergency management agencies through voluntary organisations to lay people. To this end, a number of publicly available termbases and termwikis have been explored with a view to identifying best practices.

All the terms collected are now displayed on the Slándáil Terminology Wiki. Each entry is designed according to international principles of terminology management, with special reference to ISO Standards. Accordingly, our wiki provides main terms, their synonyms, variants, abbreviations and acronyms as well as linguistic, conceptual and encyclopaedic information. In this paper we investigate issues of term extraction and knowledge representation in termwikis as well as initial responses and challenges to our work so far.

Disaster Terminology – The Underlying Data Model

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Disaster communication involves communication across various LSPs and across various languages and cultures. In a disaster, such as the recent earthquake in Nepal, there is communication between experts from different fields (LSP1 – LSP2), within one language community (L1 LSP1 – L1 LSP2) and across languages (L1 LSP1 – L2 LSP1 or even L1 LSP1 – L2 LSP2), and there is communication from experts to decision makers (politicians), journalists and, directly or indirectly, the public, which may represent a wide range of nationalities and therefore demands multi-lingual and multi-cultural adaptation (L1 LSP1 – L1-n GL).

Traditional term bases, or Terminology Management Systems (TMS), are adapted for the situation where experts within the same field and with the same ontological understanding of the field have to communicate across languages (L1 LSP1 – L2 LSP1).

We will illustrate that such Terminology Management Systems are not able to handle more complex situations, where the underlying ontological commitments differ, in a proper way. Furthermore, various data categories and data structures needed to handle this complex situation will be discussed.

Ontology, Conceptual Systems and Terminology - A Disaster Case Study

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Thorough understanding of the knowledge structures involved in emergency situations is crucial to the effective and efficient dissemination of public information during disaster events. Such understanding has traditionally been encoded manually by knowledge engineers in the form of ontologies from the insights supplied by domain experts. Despite the superior quality of the ontologies produced, however, the high costs associated with the human labours in this method limits its applicability on a larger scale. In this work, we present an alternative computer-assisted workflow which is capable of producing terminologies and ontologies for the disaster management domain utilising lexical information extracted from large quantities of disaster-themed texts gathered from both authoritative and social media sources. The proposed workflow has been put to test in the Slandail project where algorithms first extract from a corpus comprising messages disseminated to the public by agencies such as FEMA (US), EMA (Australian), NCDEM (New Zealand) and Public Safety Canada (Canada) candidate terminologies and ontologies for disaster management, which are then revised and enhanced by knowledge engineers. The resulting terminology and ontology is presented as in the Slandail Terminology Wiki.

Learning LSP by Collaborating: How to Link Student Writers and Journalists, Usability Testers, and Translators Internationally, Interlingually, and Interculturally through Learning-By-Doing Projects

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With a view to training LSP trainers in the value of arranging student collaborations and the ease with which it can be done, this workshop is designed to offer two 90-minute sessions at which participants can learn how to set up and run their own international, interlinguistic, and/or intercultural collaborations by forming students from their courses into cross-cultural virtual teams (CCVTs). Each session will begin with an overview of the variations in the particular type of collaboration

(Session 1: writing-translation, Session 2: translation-editing) and its typical procedures before moving on to questions from the audience and recommendations from the workshop organizers.

At the XVII. Symposium, in Aarhus in 2009, participants were introduced to the Trans-Atlantic Project (TAP), which then connected technical writing classes in the US with translation classes in Austria, Belgium, Denmark, France, and Italy (Humbley et al., 2005; Maylath, Vandepitte, & Mousten, 2008; Mousten, Vandepitte, & Maylath, 2008). All projects at that time were limited to bilateral collaborations: one class of technical writing students would write instructions, then work with partners in a single class abroad to render the text accurately in a single target language. At the XIX. Symposium, in Vienna in 2013, participants were introduced to TAP's multilateral projects, connecting co-authoring technical writing classes, usability testing classes, and translation classes in as many as seven countries with seven languages at one time (Mousten et al., 2010a; Mousten et al., 2010b; Mousten, Humbley, Maylath, & Vandepitte, 2012; Maylath, King, & Arnó Macià, 2013; Arnó Macià et al. 2014). By now, in 2015, the TAP has connected thousands of students at 19 universities in 12 countries on four continents and has been redubbed the Trans-Atlantic & Pacific Project (TAPP) (Verzella & Tommaso, 2014; Vandepitte et al., 2015; Sorensen, Hammer, & Maylath, [in press]). For the XX. Symposium, the TAPP network extends an invitation for an exchange of ideas and methods to anyone who wishes to learn how to conduct learning-by-doing projects in LSP education, particularly in international, interlingual, or intercultural settings, with a view to what TAPP instructors have learned and thereby been able to improve over the past 15 years.

Session 1

The first 90-minute session will focus on collaborative projects that begin with writers and then move on to translators, sometimes with co-authors and/or usability testers involved. Such projects have included the production of technical documentation, replicating an authentic professional situation, which requires the interaction between subject-matter experts and linguists in a global context. The implementation of those projects poses several challenges related to organizational, linguistic, and cultural issues. Since 2013, TAPP collaborations have experimented with new pairings between scientific writing and scientific translation courses and between creative writing and literary translation courses. Another experiment has been conducted between a 1st-year undergraduate writing course (freshman English) and an introductory translation course. These new collaborations are in addition longer-running collaborations between students in technical writing, health writing, design writing, and humanities and social sciences writing working in CCVTs with students in various translation courses. New since 2013 is the pairing of classes in the US studying creative writing with literary translation classes in Portugal and Denmark. The workshop will demonstrate how to overcome the challenges of translating creative writing, with obvious but also subtle cultural roots in the source text, into a target language.

Session 2

The second 90-minute session will focus on collaborative projects that begin with translators and then move on to reviewers/editors. Most often these projects have started with news articles, written in the translators' native language. Translation students have translated them, typically into British English, then sent them to writing students in America for review and recommendations, along with editing for idiomatic American English. New since 2013 is an experiment in which students in an ESP course in journalism at Aristotle University's School of Journalism and Mass Communications, in Thessaloniki, Greece, partnered with students in an International Technical Writing course at the North Dakota State University (NDSU), USA.

A sample illustration of what's new, to be incorporated in Session 2: Press-translation research has exploited linguistic/social, journalistic and ideological facets of message construction (Baker, 2006; Bielsa & Bassnett, 2009; van Leeuwen, 2011), which journalists-translators follow in order to produce a text that would show awareness of the text producer's intentions. The journalist-translators' decision as to what is to be included or left out of a text, in the limited space provided by newspapers, is highly dependent on background knowledge considerations, which reveal understanding of generic constraints, narrative priorities and language-specific preferences. This is what Munday (2008) calls "a dynamic shifting interaction between relevant elements of the linguistic toolkit and cultural analysis" (p. 190). These aspects of meaning expose the intention of the media to exert power and to construct identities. Translational norms and established institutional processes interact to adjust news stories to the taste of the public or maintain an indented power balance.

However, this practice often produces awkward results, such as ambiguity, opacity, misunderstandings or misinformation (Valdeón, 2005). Such results could be minimized through international collaboration of students involved in ESP and translation studies, across countries and through learning-by doing projects. Session 2 will report on the new TAPP sub-project that involved the collaboration between students in Aristotle University's ESP course in Journalism and NDSU's International Technical Writing course. The Greek students selected and translated news stories from Greek into English, which were then reviewed and edited by their American partners in America with an American English audience in mind. Many questions were asked by both parties, until final consensus as to the final product was reached. Preliminary analysis of the findings revealed that three types of comments are found in the students' correspondence: translation decisions affecting the English used (e.g., tense, nominalization, vocabulary and idiom), translation decisions affecting the journalistic style (e.g., accuracy, attribution, use of abbreviations) and translation decisions affecting cultural references in the source texts.

Overall, the results suggest that international collaborative projects, such as the TAPP, provide an opportunity for students to improve their LSP skills in enhancing their language and trans-cultural awareness and also to produce real-life pieces of work that the professional community expects. Such findings align with the European language policy on the promotion and implementation of multilingualism and the successful employability of higher education graduates in an increasingly globalized world.

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1st International Workshop on the Use of Multilingual Language Resources in Knowledge Representation Systems

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Nowadays the Web is fundamental to any type of professional communication. More and more specialized content is provided in languages other than English. Professional and specialized communication relies on knowledge management systems and language resources, that is, collections of natural language data, such as terminologies, lexicons, corpora, NLP resources, annotation schemes and standards. To meet the challenges of inter- and intra-organizational processes and demands of internationalization, knowledge representation needs to be multilingual and accessible across systems and platforms. The language industry has successfully developed and deployed tools and resources for multilingual content, such as localization and translation management resources, but its support to knowledge engineering has not yet been sufficiently explored. Multilingual knowledge representation based on web technologies using the Resource Description Framework (RDF) and the Web Ontology Language (OWL) is an open research area calling for interdisciplinary approaches for creating, managing, and using information on the Web. The goal of this workshop is to bring together researchers and practitioners from various disciplines interested in multilingual knowledge representation and discuss possibilities of leveraging mutual benefits of language and knowledge representation resources. This includes but is not limited to knowledge engineering, terminology engineering, ontology-based systems, lexicographic approaches, computational linguistics, natural language processing and any other context that supports multilingual knowledge representation methods.

Workshop Keynote

Driving Global Revenue through Multilingual Knowledge Systems

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Lexicons, glossaries, dictionaries, terminologies here – taxonomies, classifications, nomenclatures, thesauri, ontologies, encyclopedias and wikis there: language resources and knowledge systems – we come across them every day. Young children learning another language early touch a dictionary, we navigate web sites systematically through their menu structure, a taxonomy of sub-pages, and Question- and-Answering systems operate through advanced ontologies. All those resources capture either language or knowledge to a varying degree. Now, Multilingual Knowledge Systems (MKS) capture both: language and knowledge. Where is the value in such a fusion of – historically – rather separated worlds? What pain points are resolved, what gains are in reach? We will answer these questions from two points of view:

1) How do data maintainers – linguists, terminologists respectively subject matter experts and ontologists – benefit from a holistic language-knowledge inventory?
2) What is the tangible business value of an MKS? Which actual applications use an MKS? Where do users in an organisation become more efficient and effective by using MKS-enabled applications?

Today's businesses are driven by knowledge workers. Today's businesses operate on a global scale. We illustrate through several examples how representing knowledge multilingually drives global revenues and how it facilitates cross-border operations.

Representing Multilingual Information in DBpedia

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DBpedia, a large-scale knowledge base reflecting content and structure of 125 Wikipedia language editions, Wikimedia Commons and Wikidata, mirrors the multilingual traits of its sources in many respects. While becoming the primary focal point of the linked data cloud, this project also became a good example of applied Linked Data, localisation and successful cooperation of international communities.

This talk will present the different manners in which language alternatives and conceptual counterparts of DBpedia resources in various languages can be found, traversed and harnessed. Since DBpedia is linked extensively to other encyclopaedic Linked Data resources like YAGO and other special purpose dataset, possibilities to incorporate information from such resources to cater information need across language borders will also be touched upon. Additionally the presentation will indicate application of DBpedia facts in multilingual versions of NLP use cases like Entity Disambiguation, Question Answering and Knowledge Extraction.

In addition, an overview about upcoming refinements and current developments of revision 3.0 of the NLP Interchange Format (NIF) will be given, as it is closely related to DBpedia efforts in several aspects and also applied in other knowledge representation projects to further multilingualism.

Representation of Multilingual Terminologies for a Cross-border Business Reporting System

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Business Reporting is a key information in the context of Business Intelligence and for decision takers. In the broader European context it is of high importance to provide for standardized reporting mechanisms, so that a business report of a company operating in a country can be easily understood and processed by financial analysts in all other European countries, but also by governmental institutions. XBRL (eXtensible Business Reporting Language) is a standard for representing and exchanging business information. A working group of the association XBRL-Europe is working on an instantiation of this standard towards a cross-lingual and cross-legislative harmonization. The extension of the original XBRL taxonomy deals mainly with the modular addition of RDF-based vocabularies, mainly by the use of SKOS. We will describe the advantages of such an approach.

Workshops

Sharing Multilingual Terminologies with a Semantic-based Model

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Terminological resources provide rich multilingual descriptions of knowledge needed for various applications, such as machine translation or information extraction. They frequently comprise large sets of manually curated well-designed entries. Examples of such resources are biomedical terminologies, such as the formalized and semantic-based GALEN, SKOS-based controlled vocabularies, such as GEMET, and TBX-based term bases, such as the InterActive Terminology for Europe (IATE). This multiplicity of formats and data models challenges the interchange of their data. Semantic Web technologies and, in particular, ontologies provide effective solutions for this issue as they specialize in data re-use and interoperability. By interlinking terminologies and ontologies with the semantic-based Terminology Interchange Model (T-Mint), rich natural language descriptions are grounded in formal semantics. The model utilizes a domain ontology as a common point of reference for terminological data from different resources. T-Mint is based on standards and best practices of the terminology as well as ontology community. We will present the interchange of terminological data from three existing resources by means of an existing domain ontology in the financial sector.

Sustainable Language Resources in Multilingual Medical Text Analysis and Search

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Multilingual domain-specific language resources are an important component of medical text analysis and search, needed, amongst others, for annotation, semantic search, search log analysis, and machine translation. In general, in the medical domain, languages other than English have sparse language resources available, so developers of tools also often need to create the necessary language resources. To do this, a language engineering skill set is needed, which is often not available in smaller companies. The talk will begin with a brief introduction to the medical text analysis and search components being developed in the KConnect project. This will be followed by a discussion of some of the challenges in creating multilingual languages resources for the medical domain, and in ensuring that these language resources are sustainable, both in terms of remaining available and usable, but also being commercially viable to maintain. Finally, the approaches being considered and developed in the KConnect project to simplify the creation of medicine-specific language resources in multiple languages, and for ensuring the sustainability and commercial viability of creating such language resources, will be presented and discussed.

A Framework for Constructing Multilingual Inference Problem Sets: Highlighting Similarities and Differences in Semantic Phenomena between English and Japanese

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Explaining the existence or absence of inference relations between sentences is one of the main objectives of formal semantics, and recently the recognition of such relations has been a core semantic processing task. Inference problem sets are the basis for such tasks, and multilingualization of problem sets is desirable not only for developing semantic processing models for multiple languages but also for aggregating facts and knowledge from comparative linguistics. However, it is not easy to multilingualize inference problems because of semantic gaps among languages that cause a direct translation to not work in many cases. This paper introduces a framework for constructing multilingual inference test sets that can highlight similarities and differences in semantic phenomena among languages. Based on that framework, we have constructed a Japanese counterpart of the FraCaS test suite (Cooper et al. 1996), an English problem set featuring various linguistic phenomena that are subject to formal semantic studies. Our test suite is currently available online.

Approaches and Application Scenarios for Integrating Multilingual Knowledge Resources and Web Content.

Sasaki, Felix

DFKI, DE

This presentation will discuss current approaches for enriching Web content with multilingual information. We will touch upon the following challenges: 1) models for the representation of enrichment information like NIF or the Web Annotation Data Model; 2) aspects of content extraction and annotation merging, to be solved for establishing roundtripping scenarios involving existing Web content; and 3) integration of automatic annotation output with external multilingual knowledge sources. Solutions for these challenges are developed within the FREME project, a Horizon 2020 innovation action. FREME is providing a set of software and graphical interfaces for multilingual and semantic enrichment of digital content. We will present the first prototypes of the FREME APIs and demonstrate how they can help to address the challenges being discussed. We will also introduce the four FREME business cases: authoring and publishing multilingually and semantically enriched eBooks; integrating semantic enrichment into multilingual content in translation and localisation; enhancing the cross-language sharing and access to open agricultural and food data; and FREME empowered personalised content recommendations. In all business cases multilingual knowledge sources and Web content play a role as input and / or output for multilingual and semantic enrichment workflows.

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