

# Language for Specific Purposes



# Language for Specific Purposes:

*Research and Translation  
across Cultures and Media*

Edited by

Giuliana Elena Garzone, Dermot Heaney  
and Giorgia Riboni

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## INTRODUCTION

# LSP RESEARCH AND TRANSLATION ACROSS LANGUAGES AND MEDIA: DEVELOPMENTS AND TRENDS

GIULIANA GARZONE, DERMOT HEANEY,  
GIORGIA RIBONI

### **Introductory remarks**

This volume is one of the end products of the project “Languages for special purposes: research, teaching and translation” financed by the University of Milan in 2014, and conceived within the activities of the CLAVIER Research Centre, of which the English Linguistics researchers of the Department of Studies in Language Mediation and Intercultural Communication are members.<sup>1</sup> The project focused on Languages for Specific Purposes and set out to explore three different but related aspects: research, translation and teaching. The essays collected in this volume, all of which have undergone double blind peer reviewing, concentrate on research in the areas of LSP research and LSP translation, exploring them under various perspectives and in different media and modes, while ESP pedagogy is tackled in another edited volume (Garzone, Heaney and Riboni, 2016). Thus, the studies collected in this book focus prevalently on language analysis and on translation issues, leaving needs analysis and pedagogical applications in the background.

The study of LSP research and translation is all the more topical as, with the rapid spread of globalisation, multilingual and multicultural encounters have become the norm in a growing number of academic and professional settings. As communities of practice become ever more

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<sup>1</sup> Participants in the project: Giuliana Garzone (coordinator), Paola Catenaccio, Liana Goletiani, Kim Grego, Dermot Heaney, Giovanna Mapelli, Bettina Mottura, Maria Cristina Paganoni, Giorgia Riboni.

international and de-localised, the role, function and status of languages for special purposes in professional, institutional, scientific and academic communication has become ever more closely intertwined with attendant issues of meaning negotiation in L1/L2 and/or lingua franca encounters, as well as with aspects of specialised translation.

Research on LSP as a field of applied linguistics is now a well-established disciplinary area, over five decades after the publication of Barber's article "Some measurable characteristics of modern scientific prose" (1962) which Swales, in the absence of a "clear and indisputable beginning" (1985, X), presents as the first expression of LSP research (cf. Upton 2012).

Over this long span of time, LSP research has changed in various respects. It has become increasingly internationalised, with scholarly communities working in many different countries and on every continent (North America, Latin America, Asia, Australia, Europe), organising conferences and publishing extensively. As Johns observes (2013, 5), this has brought about a situation characterised by an extreme wealth of contributions and initiatives so that it is not easy to keep track of *all* the research work conducted in this area.

Research perspectives have also evolved in time. Growing interest in the distinctive features of scientific language across genres has evolved from a merely descriptive approach, however useful it might be for the sake of establishing LSP learners' needs, to broader research perspectives investigating the rhetorical implications of the deployment of certain linguistic features. Interest has also extended to the essentially pragmatic factors that go beyond mere text constitution and rhetorical structuring, i.e. metadiscursive devices that include "textual voices" through which authors' stance and evaluation (Hunston and Thompson 2000; Bondi and Mauranen 2003) are expressed, and interactivity and interaction in communication are realised (Hyland 2005). These trends are amply reflected in the studies collected in this volume.

Other fundamental recurrent notions relied on in the volume, both in chapters on specialised discourse and in those focusing on technical translation, are drawn from genre analysis, the introduction of which in the late 1980s/early 1990s contributed to adding a socio-rhetorical dimension to LSP research (cf. Swales 1990; Bhatia 1993) subsequently heavily influenced by genre analysis' agenda of highlighting the specificities and regularities in social practices, text construction, and language use that characterise discourse production in recurrent situations and make communicative events promptly recognisable and susceptible to being categorised into genres. In time this methodology has expanded towards

an ever more comprehensive and complex approach that considers a number of social, contextual and pragmatic variables, focusing on both academic and professional discursive practices (Swales 2004; Bhatia 2004), often seeking triangulation by means of ethnographic investigations that may rely on practitioners' experience and observation of real discursive practices to confirm research findings (cf. Dressen-Hammouda 2013; Starfield 2011). In many of the studies collected in this volume, the analysis based on genre-related notions is supplemented by recourse to corpus linguistics, with a prevalently corpus-based, rather than corpus-driven, approach (Tognini Bonelli 2001). Thus corpus linguistics is used to investigate hypotheses formed on the basis of qualitative analysis, or to support findings obtained through it. In the studies in this volume corpus linguistics is mainly used to provide hard evidence for hypotheses and considerations grounded in 'manual' analysis, and therefore in combination with other analytical frameworks, first and foremost genre analysis, but also CDA (Hardt-Mautner 1995; Garzone and Santulli 2004; Kandil and Belcher 2011). The volume also records a more recent development in LSP research originating from the communications revolution that has taken place in the last few decades (and that we are still living through), which has had a profound impact on the way specialised discourse communities communicate and operate. The adaptation of existing genres to web-mediated communication and the introduction of new web-native genres has generated a spate of new studies exploring them – websites, blogs, social networking sites, forums, chatrooms, tweets, etc. Among the issue tackled in these studies, first and foremost has been the problem of the suitability of traditional analytical tools (Askehave and Swales 2001; Askehave and Ellerup Nielsen 2004; Garzone 2007) for the analysis of new media and new genres.

Underlying all the aspects discussed so far is the growing awareness of the complexity of specialised communication and the ever-wider implications of the communicative situations in which it is embedded; hence the increasing attention to social practices associated with discourse production and to their ideological implications (cf. e.g. Garzone and Sarangi 2007).

The evolution of research on specialised translation has kept pace with that of LSP research. Leaving aside the discussion of overall translation approaches, which goes beyond the scope of this analysis, originally works on domain-specific translation focused mainly on the distinctive linguistic traits of specialised texts and their rendering across languages (e.g. Gerzymisch-Arbogast 1993; Wright and Wright 1993; Malmkjær 2003), with pride of place given to distinctive syntactic traits and

terminological aspects (e.g. Sager 1993). In time this view of specialised translation gradually broadened, as the idea became widely accepted that also knowledge of the discursive practices of the relevant discourse communities is essential for the production of an appropriate translation (cf. e.g. Scarpa 2008). In this respect, genre-analysis informed studies have been especially useful, connecting linguistic communication and social practices. Increasing attention has been given to contextual and intercultural factors, and ideological implications, with ensuing changes in the way the role of the specialised translator is conceived. It is this view that is at the core of the studies of specialised translation published in this volume. If one were to propose a selection of key words to indicate significant common ground between them, we would certainly choose *agent*, *holistic*, *multidisciplinarity*, *creativity*, *awareness*, all placing a slightly different accent on the need for research to define the evolving status, emerging responsibilities and necessary resources of the contemporary specialised translator and interpreter faced with specialised languages that can no longer be considered in isolation from politics, identity, power and ideology, especially when such specialisations have clear repercussions on human lives at both an individual and social level. This development is characterised by a more pronounced and nuanced conception of the translator's responsibilities and remit, which go well beyond the narrower dictates of the objective approach and even those of the functional approach (Vermeer 1986, Nord 1989), where it is the translator's responsibility to select among available strategies those that will achieve the purpose to which the text is aimed in the target language. The knowledge communication-mediation approach to translation (Engberg 2007), with its emphasis on the translator as a highly aware text producer and knowledge mediator, sifting and gauging the appropriateness of content, registers, and genres, already constitutes an important advance in the development of a more holistic figure of the agent-translator, whose training is envisaged as increasingly the result of multidisciplinary collaborative work across professional boundaries, between, for example, linguists and jurists, practitioners of medical specialisations, or representatives of political institutions or organisations.

A further refinement and social onus derives from the post-structuralist perspective (Martín Ruano 2012) and the attendant conception of the translator as a socially responsible agent empowered to make acknowledged subjective decisions, particularly when translation is conceived as a socially situated practice, involving issues such as ideologies underlying political and non-political discourse, identity, and

power positions, increasingly under the spotlight in sensitive LSP fields like the law, politics, and medicine.

These profiles of the contemporary LSP scenario here lead to a series of reflections on the new responsibilities and choices facing the specialised translator within each of the domains in question and prompt descriptions of current knowledge-mediation projects, consideration of fruitful new avenues of interdisciplinary research, and assessment of complementary methodologies and approaches that empower translators not just intellectually and culturally, but also socially and ideologically.

Of course, if specialised translators are to become agents, it is important that they do not labour under outdated, not to say fossilised misapprehensions about the intrinsic nature of LSP discourse itself; they must start by freeing themselves from enduring, but nonetheless influential, misconceptions. A useful ground note to the entire section is supplied by the call for LSP translation educators to abandon simplistic preconceptions of a rigid dichotomy between expressive and technical-scientific text types, which only blinds translation educators to the fact that LSPs are frequently characterised by expressive micro-dominants (more marked in some genres than others) and that LSP texts as a whole are far from being monolithically denotative and inexpressive.

This initial overview is of necessity general in nature, providing a theoretical vantage point from which to view the action of the current debate on LSP research unfold. The following section will offer a more detailed description of the contents of each chapter, drawing an overall picture of current lines of investigation and prevailing trends in research on LSP, be they monolingual, interlingual or intercultural, and specialised translation, also providing pointers as to future directions and developments.

## **Contents of the book**

In light of the above observations, the volume is divided into three parts and is opened by a section focusing on specialised translation, followed by one focusing on LSP research, while the closing section regards web-mediated genres in specialised communication. But it is important to note that the themes emerging in each of these sections often overlap or are interrelated so that together they contribute to drawing an all-round picture of topical notions and trends in this area of scholarly endeavour.

Undoubtedly the keynote of Part I of the volume, devoted to specialised translation, is the role of the translator as an agent with necessarily varying degrees of responsibility and autonomy as a text

producer, above and beyond mere mastery of a binary set of languages. This keynote is taken up and held in the first three chapters by three of the most influential and authoritative authors in the field.

In the opening chapter of this Part, **James Archibald** addresses a number of dilemmas confronting translators of politically sensitive material for multilingual audiences. Among the issues he considers there are the very nature of politically sensitive texts, that is their specific textuality, the relationship between text and terminology, the intertextuality of the material in question, and the role played by politically charged terms, referred to as *politemes* by Grégory Corroyer (2006). In Archibald's view, the figure of the "translator analyst" must increasingly take into account not only distinct language systems, but also the characteristics of textuality and intertextuality in cases involving sociopolitical alterities that may not be entirely compatible in terms of potential equivalencies. He stresses the need to move beyond Newmark's (1991, 146-148) proposal for a distinct methodological approach to the translation of "value-laden" political language, pointing out that this position takes for granted advances toward democracy which are by no means accomplished or even pursued universally. In such a scenario, the political translator-analyst is, in fact, to be viewed as a special category of reader who must know how to decode texts with a view to allowing the eventual target text recipient to read the translated text and arrive at an equivalent understanding of the message embedded in the source text. Such decoding entails understanding of how *politemes* like 'democracy', for example, are subject to great variation in terms of intent and eventual understanding in various sociopolitical contexts. As political or politicised terms should always be treated as cultural variables, Archibald emphasises the need for language professionals to negotiate between different regional versions of *politemes* and the recognition of the fact that the larger human rights tradition seeks greater universality. The chapter concludes with considerations about how language professionals can strike a reasonable balance in this endeavour.

In Chapter Two, **Laura Salmon** makes a case for considering LSP translation as a particular variant of a general translation model, rather than viewing it within a rigid framework of non-expressive or functional texts, an oversimplification the author regards as misleading and possibly deleterious. Starting from the contention that any human text shares some peculiar traits of the human mind, Salmon questions the entire notion of lexical stability, suggesting that it is an illusion that flies in the face of the evidence that language is a productive, unstable code-system. The author counsels against an overreliance on rigid and reductive text-typology theories in translation teaching: if, she maintains, humans are



onomasiologically and semasiologically creative, LSPs, as they are generated by humans, are innately so, too, precisely because humans not only find and invent new things, and need creative linguistic solutions to name them, but also because they look at familiar things in an unstable way. In support of her argument, the author points out that the names of technical objects and scientific concepts are innately unstable, if not indeed protean. Language, in all its components, including LSP, is a relational, creative, and relatively unstable code. In this chapter, the author revisits LSP translation in the light of this contention and stresses the advisability of jettisoning the persistent dualistic distinction between supposedly “creative” translation (humanities) vs “informative” translations (fields of technology and science), which, she contends, is arbitrary, fundamentally inaccurate and unhelpful. The more the common nature of all texts is revealed to future professionals, the greater their preparedness to tackle LSPs as well.

In the following Chapter **Jan Engberg** notes that recent developments in the conceptualisation of legal translation have opened the eyes of researchers and practitioners to the importance of the characteristics and capacities of the individual translator. This has led to the development of new theoretical approaches, broadly subsumed under the heading of Functional Translation. The aim of the chapter is to investigate the implications of applying two specific approaches, the Knowledge Communication Approach and the Post-Structuralist Approach, to the study of decisions taken by translators. The empirical basis of the comparison is a task given to student translators involving the necessity of selecting the most relevant aspects of source-language concepts in a legal text to be rendered in the target-language text based upon the translation brief. The result of the study is that the Knowledge-Communication Approach, on the one hand, especially guides the attention of the researcher (and the translator) to *conceptual* differences and overlaps and triggers consideration of target-language needs through the inclusion of strategies from popularisation. The Post-Structuralist Approach, on the other hand, helps the researcher (and the translator) to consider more power-related aspects of the source text like the emotional attitude of the parties involved in the conflict underlying a court case.

The first three chapters of Part I, markedly theoretical in approach, putting forth reflections on the challenges awaiting LSP translation, are followed by four more specific, empirical studies on LSP translation/interpretation issues in different domains. Narrower in focus, they nevertheless respond to the call for greater awareness made in the previous three chapters.

In Chapter Four, **Silvia Pettini** explores the relationships between video games and the field of LSP from the perspective of Game Localisation, in this case, the sports simulation game *FIFA 2014* in its English into Italian localisation. The overarching aim of the chapter is to welcome such products into the fold of LSPs on the strength of the high degree of domain-specific language transfer specialisation required in order to deliver an equivalent gameplay experience. Pettini adopts an eclectic approach to highlight the main areas of interaction. In the course of the chapter, excerpts from in-game texts are analysed and discussed to pinpoint a) video games' terminology (user interfaces, instructions, platform-specific references, etc.), b) single titles' terminology, and c) video game terminology pertaining to the specialised domain of sports. Special attention is paid to the in-game textual world and her discussion focuses on the specialised translation of those game genres that require technical subject matter expertise.

The following Chapter, authored by **Dermot Heaney**, focuses on the extent of figurative language at the core of an LSP, in this case euro crisis discourse, reflecting the conviction that metaphors are pervasive (Lakoff and Johnson 1980) and structure perception and thought in discourses of all types. This chapter explores the need for due awareness of this trope and its various functions in LSP translation. To this end, Heaney analyses conventional metaphor use in two comparable corpora on the euro crisis in Italian and English. Starting from the understanding that the more conventional the metaphor, the less likely it is to be consciously processed as such in L1, he considers the implications for L2 translation, in which low awareness of metaphors in the L1 quite frequently leads to unconventional renderings in the L2. By showing how conventional metaphor is used systematically in the discourse of the euro crisis, he explores the viability of a more systematic approach to conventional metaphor. This is undertaken by tracing patterns of "discourse systematic metaphors" (Semino 2008) for this discourse and by tracing convergent and divergent mappings in the two languages. The chapter concludes with reflections on how a domain-oriented approach might be used to raise conventional metaphor awareness, principally, but not exclusively, in L2 translation training scenarios.

Chapter Six, authored by **Sergio Pizziconi, Walter Giordano, and Laura Di Ferrante**, concerns translation problems that companies may encounter with the translation of financial statements, and highlights the absence of shared terms for accounting, which continues to pose problems for translators of financial statements from Italian into English, with unresolved implications for companies that choose or are obliged to

translate their financial statements into English and must therefore harmonise their statements with both international and national regulations. The Chapter analyses the financial statements that three Italian companies publish both in English and in Italian on their websites. With reference to the theory of semantic prototypes (Rosch 1978), the translations of postings are classified according to the use of lexical units that a) are used with the same meaning in multiple domains, b) are used in two cultures in the specific domain of business language, c) represent a prototypical example of the category denoted in Italian, as in hyponymic replacement, and d) represent a larger category of the prototypical object denoted in Italian, as in hyperonymic replacement. The findings reveal that class (a) occurs most frequently and that classes (c) and (d) must be used when the Italian label is determined by local regulations. The findings also indicate that solutions most frequently take the form of prototypical examples of each category, in the form of what is effectively a compromise between the most frequent ST item and a TT item that is most readily conceivable to and readable by the international audience.

The final chapter in the part dedicated to the translation of specialised texts closes with a study in which the attention shifts from translation proper to interpreting, which various authoritative authors consider to be a special case of translation to be explored within the framework of Translation Studies (cf. e.g. Pöchhacker 2004). In this Chapter **Emanuele Brambilla** illustrates the need to go beyond knowledge-based strategies in the interpretation of political speeches on the economic crisis of the 21<sup>st</sup> century in order to provide a more nuanced and therefore accurate equivalence of the argumentative topoi employed in political discourse. He considers how the difficulty of the quest for argumentative equivalence between source and interpreted texts is compounded by the fact that argumentative conventions substantially diversify speeches, thereby calling for different priorities in different interpreting situations. Drawing on a corpus of authentic speeches, the author demonstrates that the speakers resort to the same, codified argumentative strategies in different ways, depending on the specific argumentative conventions governing their addresses. By shedding light on the relativity of argument strategies, his findings call for further research into the impact of argumentative conventions in diversifying political speeches and other argumentative situations, thereby promoting the pursuit of argumentative equivalence in interpreting contexts.

Part II of the volume focuses on LSP research investigating traditional domain-specific genres. The current scientific debate on specialised types of language is currently very lively, as testified by the different

contributions to this volume. Descriptions of Languages for Specialised Purposes typically adopt a subject matter-based classification (cf. Izquierdo, this volume), and the various chapters present in this part of the book are also categorised accordingly.

This part of the book opens with a chapter, authored by **Isabel García-Izquierdo**, which straddles the areas of linguistic LSP research and translation and testifies to the importance that research on LSP communication has for the efficient and successful management of specialised translation, revealing the synergy between LSP research and specialised translators' work. The study focuses on the construction and communication of knowledge in professional fields, especially in the written mode, considering both the *academic context* (medical discourse and translation at advanced levels of teaching and research) and the *professional context* (medical writers and translators). The notion of translators as knowledge mediators, socially responsible agents, and communicators of specialised knowledge introduced in the previous chapters (cf. Archibald and Engberg, this volume) is extended to scientific and technical writers. The chapter has its starting point in the description of the work carried out by the GENTT (Textual Genres for Translation) Research Group, based at the Department of Translation and Communication at the Universitat Jaume I in Spain, which in the last few years has undertaken action research projects that combine qualitative and quantitative methods, and whose results are intended to be applied both to a social or professional group and to specialised research and training. The Chapter illustrates the results of one of the quantitative research projects that the Group is developing: the MedGentt multilingual document management system, aimed at medical translators and writers working with patient information genres in academic and professional settings; further testifying to the fact that in-depth research on LSP texts can contribute crucially to enhancing translator's competence and translation quality.

In the next chapter the focus shifts to the business environment, as **Marina Bondi** deals with a recently emerged business genre, the CSR report (Catenaccio 2012), adopting a cross-cultural discourse perspective, and in so doing provides an interesting example of recourse to corpus linguistics to support a multi-perspective analysis focusing on genre and at the same time exploring pragmatic features with crucial discursive import. The analysis, which investigates CSR reports in English and Italian, combines corpus and discourse perspectives and compares the generic and rhetorical structures of the reports across the two languages and linguistic-cultural backgrounds. The findings show that reports in both languages

share a similar thematic organisation and that cross-linguistic structural variation can be traced back to shared sequences of meaning elements, possibly due to the focus on international standards which characterises the CSR report. The Body of the report (or "Main report") has a similar thematic organisation in both English and in Italian Reports, whereas more variation is noticeable both in the Preamble and in the Corollary. Bondi argues that the presence of marked repetitive patterns in the structure of the Main report and a high degree of recursivity in the moves that realise each section make CSR reports comparable to chapters in textbooks, where functional sequences are repeated to introduce each new topic. Having established the shared generic coordinates of the reports, the study proceeds to investigate salient discoursal features, focusing in particular on importance markers, whose pragmatic roles are examined and discussed. The results of the analysis indicate that importance markers are strategically used to establish hierarchies of values and ultimately to represent, explain and possibly defend the company's conduct.

In the next two chapters attention shifts to healthcare and medical communication, which still seems to represent a rather unsettled and therefore extremely productive field of investigation, deserving particular attention on account of its special complexity. Some old questions require reconsideration, while new questions have arisen regarding the dynamics of intra- and inter-specialist communication as well as specialist-to-layperson interaction.

Another fundamental issue in LSP communication in the medical field is the importance of improving health literacy to provide non-specialists outside the community of practice with the linguistic means to gain control of their health and make informed decisions, an issue that is especially topical today on account of the increasingly significant coexistence of multilingual and multicultural diversity in our societies. Recent societal changes such as the "corporatisation" of healthcare providers, which has produced the effect of treating patients as possible clients, and the emergence of popular sources as possible opinion-makers, which has been made possible, among other factors, by spreading access to and use of new media, have guaranteed non specialists a new power and a more active role. As a consequence, specialist users are planning their communicative efforts ever more carefully.

This trend is particularly manifest in the results obtained by **Alessandra Vicentini, Kim Grego and Tatiana Canziani's** study, which offers a synthetic diachronic description of the terminological change in texts dealing with Down syndrome (DS) and Marfan syndrome (MFS) in the last two centuries. The chapter aims to establish whether a) eponyms

and disparaging synonyms are still used, and b) how they have changed over time. This is done by comparing two corpora from specialised and non-specialised publications: 1) the *British Medical Journal* (1840-2014), and 2) *The Guardian / The Observer*, with sample checks from *The New York Times* (1791-2014). Results show that both eponyms and disparaging terms are still used to talk about DS and MFS both in the popular and – surprisingly – in the specialised press, the latter in spite of the official WHO calls for descriptive terminology. However, this trend is changing and it can be explained from a CDA perspective, by considering that medical terminology currently tends to become neutral and objectively descriptive in response to a change in power relations, i.e. under bottom-up pressure coming from non-specialists (patients / clients) outside the community of practice.

The concepts of “patient-centeredness” and “trust generation” are at the basis of **Silvia Cacchiani**’s contribution. The former term is particularly crucial as it indicates the move from bio-medical communication to patient-centred communication and, as a result, to non-specialists’ empowerment. Drawing on “patient-centeredness theory” (Mead and Bower 2000), Cacchiani addresses the features of UK Patient Information Leaflets (PILs) as originating and developing from the corresponding Summaries of Product Characteristics (SmPCs). The discursive construction of risk and trust generation informs patient-centeredness: intralinguistic and intergeneric expert-to-layman translation is at work to turn highly specialised Summaries of Product Characteristics (SmPCs) into functionally adequate Patient Information Leaflets (PILs), their closer cognates, to be seen as seats for Knowledge Dissemination, reconceptualisation and recontextualisation. In this context, it is the purpose of Cacchiani’s chapter to address questions about the shift from presentation of biomedical research to, broadly, interactive and patient-friendly communication that pursues engagement with the reader.

While medical and health discourse is an obviously productive and fertile field of research, other specialised domains are also represented in the volume. Thus chapters on both scientific discourse and legal discourse are included. The first of these, by **Chiara Degano**, examines perspectives on LSP and scientific-terminological issues. Her study aims to analyse compounding in English and Italian contrastively, with a focus on the lexicon of bio-technology and nutrition. In particular, complex noun compounds extracted from a corpus of English scientific texts related to bio-technology and nutrition are classified on the basis of existing grammatical and semantic categorisations, with a view to drawing a typology of multiword units in this variety of English, and identifying

correspondences with Italian, or lack thereof, thus finding regularities, if any, in how complex noun groups are formed in the two languages. Against a scenario that at first sight seems to be characterised by a substantial lack of sistematicity, with hardly any predictable patterns across the two languages, Degano proceeds through hypothesis testing in order to identify regularities. The findings rule out that existing semantic and grammatical categorisations of noun compounds can help predict correspondences between the internal structure of such constructions in English and in Italian, but allow the author to tentatively formulate a set of rules which can account for the different structures that English complex nominals can take in Italian, in line with the assumptions underpinning contemporary terminology, which sees the relationship between the term and its extralinguistic referent as subject to the influence of contextual factors.

With **Liana Goletiani**'s study the focus shifts to another specialised domain, i.e. legal discourse. Her chapter deals with emerging trends in the expression of deontic modality in Ukrainian legal discourse and specifically with two future forms, the synthetic and analytic, which, unlike in other East Slavic languages, can occur with verbs in the imperfective aspect. The findings presented here extend previous research carried out on a corpus of parallel Russian and Ukrainian texts focused on divergences in expressing deontic value in legal texts in the two languages. Contrastive short-term diachronic analysis (1992-2012) reveals a redistribution of the two future forms of Ukrainian imperfective verbs. The partial data obtained from the Ukrainian-Russian sub-corpus suggest that the increase in the use of the future synthetic is associated with the break away of the official register from the Russian language codes of the Soviet period, a hypothesis that is investigated using data gathered from the Ukrainian-English parallel text of the 2014 Association Agreement between the EU and Ukraine. The findings confirm an intense revitalisation of the synthetic form and suggest the likelihood of a progressive functional divergence of the two forms in legal-diplomatic Ukrainian in the future.

The next two chapters, which close Part II, have an essentially political focus. In Chapter Fourteen **Denise Milizia** investigates the representation of a controversial political institution such as the European Union. The analysis starts from the idea that, since it is often the case that political leaders' speeches acquire the status of mediation tools between people and institutions, analytical frameworks and models habitually utilised for the examination of scientific discourse can be legitimately applied to the political domain, and to leaders' speeches specifically, in order to investigate if and how knowledge about institutions is disseminated

through them. The presence of typical popularising strategies in political texts might therefore imply that disseminating knowledge represents both a political as well as a linguistic act. Milizia's contribution focuses on the language of politics across English and Italian political discourse, with special attention for the attitude of British politicians towards the European Union. This study also includes an interlinguistic element, as it examines two comparable corpora of speeches made by British and Italian politicians.

Similarly, in the next Chapter, authored by **Cinzia Spinzi**, the-examination of the communication dynamics—both textual and semiotic—that underlie public diplomacy and nation branding in particular has been carried out utilising a combination of traditional linguistic tools such as Discourse Analysis and a set of concepts mainly originating from economics literature on marketing and branding. This methodological synergy finds its justification in the fact that nation branding does not simply rest on strategic communication with foreign publics in order to pursue specific policy objectives, but also represents a global marketing communication campaign. Spinzi's study specifically examines the case of promoting America as a tourist attraction, a case of the use of destination branding as a tool of public diplomacy, with the aim of analysing the communication patterns and strategies used in the “Brand USA” campaign (and its consumer website [DiscoverAmerica.com](http://DiscoverAmerica.com)) to achieve the goal of creating a positive brand image internationally. The analysis, based on the multimodal approach, reveals how images and texts play a pivotal function in the promotional message, conveying core values associated with traditional American icons.

Part III of the volume is entirely devoted to research on the relationship between LSP and new media. A still extensively investigated issue in this field, reflected in the chapters included in this section, is how discourses generated by various communities of practice (e.g. arbitration or travel discourse) transfer to the new electronic medium and adjust to fit new webgenres. In this regard, the question of whether discursive practices and language use on new media platforms are sufficiently professionally oriented as to determine the emergence of “virtual communities of practice” appears critical as well as topical.

Central to this kind of analysis is also the investigation of the construction of an online professional identity. New media can be turned into an attention-seeking tool which guarantees interpersonal accreditation, on which (together with expertise) community affiliation depends. Self-image representation is therefore particularly crucial in the electronic environment and often is the end-product of a process of “self-definition,



delineation, and manipulation of available cues” (Lampe, Ellison and Steinfield 2007; Zhao, Grasmuck and Martin 2008).

In this sense, **Giuliana Garzone**’s contribution sets the tone for the section, as she analyses arbitration discussion groups on Facebook and LinkedIn, two of the most popular social network sites (SNSs) among professionals, institutions and companies. The study sets out to provide a systematisation of these discussion groups in terms of language use and discursive resources so that the construction of users’ online identity can be investigated. The underlying concept and the architecture of both Facebook and LinkedIn play a significant role as they can affect professionals’ interaction; that is why possible variations regarding the textual and discursive layout are treated as a function of the specific features of each SNS. Findings suggest that discussion groups on both platforms can be considered as virtual communities of practice but, while the online identity constructed by LinkedIn users is mainly professional, on Facebook the traditional borders between public and private are more blurred, and the professional image of each user observable within the context of the arbitration group is only one element of a multifaceted construct delineated on the basis of other, non-professional constituents.

Whereas Garzone’s chapter favours a qualitative analysis, the one that follows is based on the combined use of corpus software and the close reading of texts. This difformity in analytical approaches points to a methodological issue that characterises new media interaction, which – possibly differently from other areas of specialised communication – is characterised by a remarkably high degree of variability and creativity, as well as by text fragmentation and dispersion, which contribute to making a corpus-based approach difficult to apply.

In Chapter Seventeen, **Giorgia Riboni** shifts the focus to communication on Twitter, relying on a phraseological approach to examine the highly variable language realisations of microblogging interactions in the academic domain, supporting her investigation with a corpus-based analysis. Specifically, she relies on the concept of “semantic sequence”, which rests on the assumption that patterns are much more consistent in meaning than they are in form, as this notion can be of help when dealing with texts characterised by greatly diversified lexical and syntactic choices. Her analysis of the language and discursive resources used by researchers on the microblogging platform Twitter is based on a combination of frequency-based lexical information and semantics, and highlights that scholars tend not only to share useful information online, but even to express their feelings and thoughts. The investigation of tweets labelled (or “hashtagged”) as “academic writing” (#acwri) reveals that

posting entries about the writing process can be highly beneficial for researchers as it de-stresses and motivates them, and at the same time makes them feel less lonely in their endeavour. In this regard, the notions of “phatic communion” (Miller 2008) and “ambient affiliation” (Zappavigna 2014) can be very useful in order to describe the language and rhetorical resources professionals adopt to create a sentiment of interconnected sociality with the other members of their community of practice.

In Chapter Eighteen the focus shifts from SNSs and Twitter to the weblog. Inspired by the rising popularity of the professional use of new media in tourism and travel communication, **Maria Cristina Paganoni**’s study focuses on lists of suggestions in travel blogs. In particular, after selecting a sample of successful blogs in English, she examines the rhetorical features that are commonly used to build expert status and offer advice through stancetaking in order to investigate their potential for yielding insights into the fast-changing cultural configurations of tourism and travel. Research shows that professional travel bloggers share the codified linguistic, discursive and representational strategies of mainstream tourism discourse. At the same time, capitalising on the preferences for identity cues shown by their networked audiences, they adjust advice-giving to their travelling style and add autobiographical storytelling and auto-ethnographic reflexivity to otherwise conventional moves. The result is a diverse mix of narrative elements and fictive identities—adventure seeking and place branding, creativity and homogenisation, the traveller and the tourist.

In the closing Chapter the focus remains on the weblog, and more specifically on the “art blog”, which **Caterina Allais** investigates adopting a combined approach (with a preference for qualitative analysis) with special attention given to the language used by bloggers and commenters. A purpose-built corpus of art blogs—called Art Blog Corpus or ABC—is explored to identify examples of creativity. Considering that playful language is a common feature of online communication, examples of language creativity in the posts and comments of the Art Blog Corpus are illustrated, following Carter’s model (2004) of “pattern forming” and “pattern re-forming” choices, and a prevalence of the latter is observed. Results show that art bloggers are more conservative than expected, if we consider art itself as a meaningful source of innovation; the vast majority of manually detected creative formations consists of puns, while a topic-based classification reveals that most creative formations come from artists’ proper names.

The analyses presented in this volume collectively provide important insights as to the intense research activity on LSP and specialised translation being currently carried out, the variety of objects of investigation and the multiplicity of approaches and fruitful areas of overlap and convergence between them.

The picture that emerges is one of extreme complexity and ferment, where the study of specifically linguistic aspects of LSPs and their translation increasingly needs to take account of a whole range of social, pragmatic, intercultural, political factors, as well as disciplinary and socio-technical components.

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