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ABSTRACTS

**Methodological Issues in Economic and
Business Terminology**

**1st WU Symposium on International Business Communication
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BRETTHAUER, PETER

METHODOLOGICAL WEAKNESS OF BILINGUAL DICTIONARIES – WHAT HAS SYNTAX GOT TO DO WITH LEXIS?

Starting from the informational needs of a technical translator, the presentation is intended to highlight the weaknesses and limitations of bilingual technical dictionaries. The vast majority of them take a semasiological and not an onomasiological approach. The resultant problems are illustrated for the area of public finance. It is obvious that systematically analysing the conceptual fields leads to a higher level of information. Yet the solution of a terminological problem is not always to be sought at the word level – it may be found at the sentence or even text level. For cultural reasons the approach may need to be transferred from the actor to the action itself. German texts for special purposes often place the action in the forefront, rather than the actor. Only the switch of cultural perspective via syntax will lead to appropriate solutions in such cases. What such a solution could look like will be illustrated on the basis of an example taken from financial translation.

Peter Bretthauer earned degrees in translation studies and economics. He is associate professor at the French institute of the Department of Translation Studies at the University of Heidelberg. His research focus includes technical business translation, translation-related technical lexicography and translation studies.

CHALLE, ODILE

SPECIALISED DISCOURSE AND ECONOMIC TERMINOLOGY

Specialised discourse is a broad field of research. Firstly, the framework of discourse analysis in which we work will be discussed. Secondly, the different interests for technical terms will be discussed. Finally, the terms and concepts in the case of economy will be treated by proposing possible categories. I will then change from the expert's definition to the professional field (from criteria to euphemism). The question of the formation will be posed.

Dr. Odile CHALLE has been a senior lecturer in linguistics at the University of Paris Dauphine since 1985. Her research has focused on the evolution of French discourse in European economic globalisation: e-business, law, management. She is the author of 'Enseigner le français de spécialité' (Economica, 2002) and has recently published 'Marques françaises et langage' (Economica, 2007) and 'Langue française spécialisée en droit' (Economica, 2007). She has taught at the Chamber of Commerce in Paris, at Columbia University in Paris and created training programmes abroad. Dr. Challe is a member of the Comité National Universitaire, she is also expert at AFNOR (Association française de normalisation; TC37) and has experience in consulting companies (Thomson, Lamy).

DEPECKER, LOIČ

THE FRENCH OFFICIAL TERMINOLOGY COMMITTEES AND THEIR WORK

The aim of the presentation is to explain the French official terminology committees' approach in their work. They cope with thousands of terms from the economic, banking and finance sector from different countries. Two problems have to be resolved: the equivalent of the designation with the concept it refers to has to be found; the concept and its equivalent to the designation representing it have to be defined.

The presentation will deal with the main historical events leading to the construction of French terminology in that field. We shall conclude with the presentation of the French organisation in developing terminology work, in administration and corporations.

Born in 1954, Loïc Depecker graduated in comparative grammar of Indo-European languages. Having worked in the French administration (Prime minister's office) for 15 years, he has gained experience in terminology work in the field of language planning and promoted the creation of the French official terminology committees which are still active. Since 1996, Loïc Depecker has been a professor of linguistics and terminology at the University of Paris Sorbonne. He is the president and founder of the French Society for Terminology. His research interests include linguistics, terminology and neology. He has recently finalised a study on Ferdinand de Saussure's manuscripts (2008) and published about 100 studies and eight books dealing with general linguistics, terminology, neology and history of the French language. He is passionate about the works of the great French poet Arthur Rimbaud and wrote 'Rimbaud's Journal' (2004) as a reconstitution of his meteorical apparition in poetry.

EDELMANN, GERHARD

THE IAS/IFRS AND CHANGES IN ACCOUNTING TERMINOLOGY

The language of accounting is subject to continuous change. One of the reasons for a change in terminology is, of course, a change in the underlying concepts and therefore the need for new specific terms.

The process of internationalisation of accounting trails back all the way to the late 1960s, but has reached prominence in the last two decades. The Regulation (EC) No. 1606/2002 of the European Parliament and of the Council of 19 July 2002 on the application of international accounting standards has been a milestone in the process of internationalisation of accounting. This regulation aims at harmonising regulations, accounting standards and procedures relating to the preparation and presentation of financial statements and requires all EU companies listed on a regulated market to prepare accounts in accordance with International Accounting Standards for accounting periods beginning on or after 1 January 2005.

We will look at the texts of the mentioned regulation in some EU languages, in order to find out whether there are changes regarding the individual items of financial statements compared with the traditional terms. Furthermore, we will try to examine whether the changes found differ from language to language. We will then compare financial statements published by large companies over some years and try to find out whether there are changes in terminology in the year 2005, i.e. when listed companies were first required to prepare their financial statements in accordance with IAS.

*Born in Vienna in 1947, Dr. Edelmann earned degrees in law, economics/business administration and translation studies (Spanish, Portuguese). He has lectured at the Centre of Translation Studies of Vienna University and at the Vienna University of Economics and Business Administration and worked as an investment banker. Since 2007 he has acted as an independent consultant. Selected publications include: *Going Public in Österreich*, LexisNexis, Orac, Vienna, 2003²; *Going Public als Folgefinanzierung in Nemeč/Reicheneder* (Editors): *Der Unternehmenskauf und seine Abwicklung in der Praxis*, Service Fachverlag, Vienna, 1994; articles in economic, investment and finance magazines.*

ENGBERG, JAN

METHODOLOGICAL ISSUES OF THE DYNAMIC CHARACTER OF LEGAL TERMS

A legal term is an instance of linguistic material used in specialised communication. Such terms are subject to an ongoing process of creation and recreation of meaning in the communicative process in which legal specialists (lawyers, judges,...) are involved. This process means that legal terms (like any other words) are inherently semantically dynamic and are thus potentially changing in meaning over time. This process is most visible in instances of legal argumentation in judgements and learned articles. In my talk, I will present an example of factors influencing such processes of (re-)creation of meaning (concerning the concept "Criminal Liability of Corporations" from US law) in a synchronic study, in which I will include data from judgements as well as from articles from law journals. The focus of my talk will be on relevant methodologies to be used in such a synchronic study, especially frame analysis and the analysis of semantic networks.

Jan Engberg is professor of knowledge communication at the Department of Language and Business Communication of the Aarhus School of Business, University of Aarhus, Denmark. His main areas of interest are the study of texts and genres, cognitive aspects of domain-specific discourse and basic aspects of communication in domain-specific settings. The focus of his research is on communication and translation in the field of law. In this connection, he is co-chair of the section on LSP communication of the German Association for Applied Linguistics (GAL) and co-editor of the international journals Hermes and LSP & Professional Communication.

FISCHER, FIORENZA

ECONOMIC TECHNICAL TERMS: NEW METAPHORS FROM GAME THEORY

The vocabulary of economics absorbs new technical terms from various scientific disciplines and has thus an effect on economic theory. Technical terms derive, among others, from areas such as mechanics, thermodynamics or theoretical physics. Nowadays, the influence of game theory has become more and more apparent in the technical German terminology of economics. Game theory was developed in the 1920s in Vienna by Oskar Morgenstern and John von Neumann, however, it only became widely-accepted in the mid-forties in the US. Being the basis of choice theory, game theory has an important influence on economics. In my contribution, I will present the influence of game theory on the language of economics. Based on the metaphor *economy as a game (Wirtschaft als Spiel)*, the development of technical terms in German such as *dominant/dominated strategy*, *rules of the game (Spielregeln)*, *free rider mathematics (Trittbrettfahrer-mathematik)*, *prisoner's dilemma (Gefangenendilemma)*, *zero-sum game (Nullsummenspiel)*, etc. will be analysed in detail.

Fiorenza Fischer, assistant professor of Italian at the Institute of Romance Languages at the Vienna University of Economics and Business Administration, studied economic sciences at the University "Ca' Foscari" in Venice. She received her PhD at the Vienna University of Economics and Business Administration under the supervision of Prof. Corrado Grassi. Her PhD thesis was dedicated to economic terminology. Her research interests include language for special purposes, economic knowledge and language, euphemisms in economic discourse, proper names use in scientific economic discourse, brand names, and pharmacology names.

GÖKE, REGINA

THE DEVELOPMENT OF FRENCH MARKETING TERMS: PROCESSES OF TERM FORMATION AND SEMANTIC CHANGE

This contribution presents selected results of a larger study whose main issue is to find out how French marketing terminology has developed since the beginning of marketing in France until now. The diachronic study is based on a corpus, which consists of ten samples, each representing a period of five years of the French specialist journal *Revue Française du Marketing*. An exemplary analysis shows how the progress in marketing manifests itself linguistically by the creation and borrowing of terms. With the aid of corpus linguistic instruments, we see how central terms like the term *marketing* itself, *communication*, *client* or *cible* come into “fashion” and develop over time. A more detailed look at the use of these and other terms leads to some interesting results concerning processes of term formation and semantic change.

Regina Göke (née Hänchen) received her M.A. degree in French, English and Business Administration at the University of Bielefeld in 1995. Shortly afterwards she started working as an Assistant Professor at the Department of Foreign-Language Business Communication (Institute for Romance Languages). She wrote her doctoral dissertation on French Marketing Language and was awarded a Dr. phil. degree at the University of Vienna in 2000. She is currently on maternity leave and plans to complete her habilitation about “Types and Functions of Metonymies in Spanish”. Her main areas of research and interest include lexical semantics, corpus linguistics and language teaching methodology.

HUMMEL, MARTIN

SOCIETY AND TERMINOLOGY. THE IMPACT OF CULTURE ON SOCIOECONOMIC TERMS, HOW TO DEFINE THEM AND HOW TO TRANSLATE THEM

Semantic theories tend to reduce the complex reality of concepts to one aspect. Lexical field theory, for example, considers only the opposition to other terms of the same level and word class. Prototype theory disregards cognitive abstraction, and cognitive semantics neglects core meaning for the benefit of dynamic networks. We shall refuse the general assumption of fuzzy meaning and present a pluridimensional theoretical concept of word meaning which allows us to describe the semantic specificity of each lexical unit. Consequently, distinct methods have to be applied in order to describe the relevant dimensions of meaning. In the case of socioeconomic terms, we will have to proceed with historical concepts like *worker*, *manager* in English or *employé*, *cadre* in French in the same way. The adequacy of our model may be tested by translation, since interlingual equivalence depends on the relevance of its semantic dimensions which varies contextually.

Prof. Martin Hummel is Head of the Department of Romance Philology at the University of Graz, Austria. He studied Romance Philology (French, Portuguese and Spanish) and Political Science in Marburg (Germany) and Paris. From 1998 to 2001 he was a lecturer in Duisburg and Dresden. Since 2001 he has been working in Graz. Publications in the field of lexicology, syntax, morphology, and sociolinguistics (s. homepage <http://www-gewi.uni-graz.at/staff/hummel/>).

KAST-AIGNER, JUDITH

TERMS IN CONTEXT: A CORPUS-BASED ANALYSIS OF THE TERMINOLOGY OF THE EUROPEAN UNION'S DEVELOPMENT COOPERATION POLICY

This presentation is concerned with the terminology the European Community has created and used with regard to its development policy during its existence. It aims at presenting the status quo of the Community's terminology in this field and portraying the evolution of its terminology since the establishment of a common development policy, trying to identify in which ways changes in the Community's development policy have been reflected in its terminology. For this purpose, a terminological analysis is conducted, based on a corpus of texts produced by the European institutions in this domain. A corpus-based approach to terminology is chosen as it opens up the possibility to gather both conceptual and linguistic as well as usage information about the terminological units. Moreover, it allows the analysis of concordances that can be used to reveal possible ideological aspects of the terminology involved. The findings are meant not only to help improve communication between professionals in European and national bodies, but also facilitate the work of translators and interpreters as well as contribute to the citizens' knowledge and understanding of European development policy.

Judith Kast-Aigner received her degree in Economics and Business Administration in 2000 from the Vienna University of Economics and Business Administration. She spent two years in London, UK, working in Equity Capital Markets at Schroder Salomon Smith Barney (Citigroup). From 2002 to 2005 she worked at Oesterreichische Kontrollbank in Vienna. In October 2005 she joined the Institute for English Business Communication, where she is currently working on her doctoral dissertation. Her research focus is terminological research, mainly with regard to the European Community's terminology. In 2008 she spent three months at the European Institute of Public Administration in Maastricht, Netherlands, on a Doctoral Research Fellowship.

KRAUSE, MARION

BEHIND THE WORD: A CROSS-CULTURAL APPROACH TO THE CONCEPTUALISATION OF 'LEISTUNG'

As a result of ongoing globalisation, economic terminology is largely dominated by Anglo-American terms (Cameron 2002). In many cases, English words have been adopted – often without a clear understanding of what the English terms mean in the semantic framework of Anglo-American economics and culture (Alexander 2002). For other terms, equivalents have been chosen from a target language. But normally, they fail to correspond fully to the origin, as for instance, analysis shows for the translation of economic literature into the languages of Eastern transformational countries (Pshenichnikova 2003, Holden, Fink 2007). The problem has been apparent in linguistic and translational theory for decades. However, only nowadays practical economic needs require reasonable decisions to avoid misunderstanding in management and business.

The crucial point for applying linguistic research is to reveal the semantic structure of words and underlying concepts within a cross-cultural perspective for (a) finding the best candidates for translation and (b) explaining cross-cultural differences in semantic and pragmatic enrichment of the concepts, underlying the chosen words. In this context, my study presents a multi-level survey of the semantic structure of one of the basic concepts of the market economy – the concept of LEISTUNG (McClelland 1961) and its correlatives in Czech, Polish and Russian. It should be noticed that the German term conveys the meaning of at least three English words: *performance*, *achievement*, and *accomplishment*. But the focus of the study is not drawn on the English-German problem but on the examination of the best translational candidates in Czech (*výkon*), Polish

(*wydajność, dokonanie*) and Russian (*dostizhenie*) in comparison to the semantics of the concept in German. To this end, lexical analysis has been complemented by corpus-linguistic methods and a psycholinguistic approach which is geared to the strength of associations as an indicator of the structure of language users' internal lexicon (Krause 2008a, b). The multi-level approach ensures the complex access required by complex structures as concepts seem to be.

Marion Krause received her first degree in Russian and Slavic Philology from the University of Saint Petersburg (Russia). She wrote her doctoral thesis on psycholinguistic mechanisms of word perception in foreign language. In 2004, she completed her habilitation on epistemic modality at Ruhr University Bochum. Before joining the Department of Foreign Language Business Communication at the Vienna University of Economics and Business Administration, Marion Krause has held appointments at the universities Jena and Bochum. Her academic research is concerned with semantics and pragmatics, phonetics and intonation, cognitive linguistics, socio- and psycholinguistics. She is experienced in empirical linguistic studies including field work and experimental design. Her current professional interest is directed to conceptualisations in a cross-cultural framework.

KRONGAUZ, MAXIM

SLANG IN MODERN RUSSIAN BUSINESS COMMUNICATION

The presentation deals with business communication in modern Russia and formation of the language it is carried out in. In many professional fields (such as economics, finance, information technologies, etc.) the language of business communication started actively changing or even forming a new one in the 1990's. It was caused by social, political and technological changes as well as new professional realities or even whole new spheres. Among the most important processes at the time there were the disappearance of old terminology and the evolving of a new professional slang. First of all, it meant massive penetration of adoptions from English with total absence of translations and calques. Professional slang started substituting for professional terminology. Nowadays new professional terminology is being formed on the basis of that slang. In the presentation these processes are considered taking specific professional fields as examples.

Born in 1960, Prof. Maxim Krongauz is Director of the Institute of Linguistics and Head of the Russian Language Department at the Russian State University for the Humanities (RSUH). His scientific activities focus on Russian semantics, theory of reference and pragmatics, theory of dialogue, political discourse, theory and practice of communication. More than 200 publications, among which: Semiotics, or the ABC of Communication (1997, in co-authorship with G.Kreydlin; second edition in 2004); Prefixes and Verbs: Semantic Grammar (1998); Semantics (2001; 2nd edition in 2005); Semantics: tasks, problems, tests (2006); Russian Language at the Verge of Nervous Breakdown (2007).

LIND, AAGE

SEARCHING FOR COMMONALITIES AND EQUIVALENCE IN CORPORATION AND ENTERPRISE LAW: ON THE CONFUSING TERMINOLOGY OF BUSINESS ENTITIES. A COMPARATIVE STUDY OF BRITISH AND AMERICAN NOMENCLATURE RELATING TO BUSINESS ENTITIES

The transposition of legal terminology is perhaps one of the most difficult areas of lexicography, since there will rarely be complete or direct equivalence between concepts in two languages. Even in countries where the legal traditions and the language are the same, like England and Australia, we find considerable differences also in respect of terminology and the legal interpretation of apparently identical concepts. This also applies to the USA, where each state constitutes a separate jurisdiction with its own system of law, in addition to the federal

judicial system, and there may be considerable disparities in legal terminology and legal practice between states.

I shall in my presentation do a comparative study of British and American (with some reference to Norwegian) terminology, with specific emphasis on equivalence or non-equivalence in the domain of corporation and enterprise law. This is an area in which there is significant semantic difference between seemingly identical concepts, where the terminology disguises the fact that business entities may be widely dissimilar in organisation and legal status. With examples from my English-Norwegian dictionary of law I shall also try to show how Anglo-American terminology in this field can be transferred into Norwegian.

Aage Lind is associate professor at the Department of Professional and Intercultural Communication of the Norwegian School of Economics and Business Administration (NHH) in Bergen, Norway. His main research areas include LSP (economic, financial and legal), translation studies, lexicography and terminology.

POMMER, SIEGLINDE

LEGAL TERMINOLOGY: METHODOLOGICAL CHALLENGES OF INTERNATIONAL LEGAL COMMUNICATION

Legal language's most distinctive feature is its system-bound relation to a specific legal order. Due to the asymmetry of legal systems, legal terminology is therefore highly culture-specific. Nowadays, law has become an increasingly transnational phenomenon displayed in various legal languages. European Community law in particular creates new terms describing new concepts in order to avoid expressions closely associated with the content of the legal order of any Member State. Despite some sort of rivalry between legal systems and traditions, this development has led to an increased terminological interaction between legal languages.

The goal of international legal discourse lies in achieving transparency in the transmission of legal messages overcoming the complex barriers to the flow of legal information. Describing the difficulties involved in correctly understanding foreign legal institutions and concepts and the terms expressing them, this presentation explores methodological strategies to meet the terminological, translational and comparative legal challenges of intercultural communication about law.

Sieglinde E. Pommer is currently a post-doctoral Visiting Researcher at Harvard Law School. A member of the New York Bar, she holds doctoral degrees in law and philosophy from the University of Vienna, an LL.M. degree from Harvard Law School, and the Diplôme Supérieur de Droit Comparé from Strasbourg. After work experience at the United Nations and the European Court of Justice, Dr. Pommer spent time on post-doc research scholarships at the University of Geneva, the Institute of European and Comparative Law at Oxford University and the Quebec Centre of Private and Comparative Law at McGill University Faculty of Law. She is interested in and has published and presented extensively in the areas of comparative law and jurilinguistics, in particular on topics related to legal translation. Her dissertation on the complex relationship between comparative law and legal translation won the "Figdor Preis 2006", the major young scholar excellence prize awarded by the Austrian Academy of Sciences. Since September 2007, Dr. Pommer has been serving as Secretary General of the European Society for Translation Studies.

RAINER, FRANZ

MONEY AND BLOOD: THE ROLE OF METAPHOR IN THE HISTORY OF THE TERM '(MONETARY) CIRCULATION'

The verb *to circulate* and the corresponding action noun *circulation* are commonly used in present-day economic discourse as rough synonyms of *to move* and *movement* (just think of the EU's free

circulation/movement of goods, services, capital and workers). The metaphorical origin of these terms is no longer felt by most speakers, though some may still vaguely sense the presence of the base noun *circle*. In my contribution, I will reconstruct the history of these economic terms, which started as live metaphors but eventually were bleached out in the course of time.

Though Latin *circulatio* is already attested on one occasion in an economic context from 1568, this term only gained currency in the wake of Harvey's revolutionary theory of the circulation of blood in 1628. This usage originated in England in the second half of the 17th century, but very early spread to France and Germany. There is ample evidence that, in the 17th and 18th century, the metaphorical transfer from the realm of medicine was still sensed by writers, due to the great popularity of the metaphor of the political body in both political and economic discourse. During the Mercantilistic period, *circulation* established itself as a key concept and suffered several metonymic extensions. After Smith's publication *The Wealth of Nations* and with the decline of Mercantilism at the end of the 18th century, *circulation* lost its metaphorical motivation in common usage, though the association with the circulation of blood remained available at a metalinguistic level for economists familiar with the older literature.

Franz Rainer was born in 1957. He received his first degree and doctorate in Romance Philology and Linguistics at the University of Salzburg. From 1982 to 1993 he was assistant professor in Salzburg. Since 1993 he has been a full professor for Romance languages at the WU. His research interests include morphology and Romance business language. Professor Rainer is corresponding member of the Austrian Academy of Sciences.

SCHNITZER, JOHANNES

VERTICAL VARIATION OF TERMINOLOGICAL UNITS - METHODOLOGICAL ISSUES

In LSP theory there seems to be a generally shared conviction that “vertical variation”, this means linguistic variation according to specialisation levels, has in all the different subject fields and different discourse types a very uniform appearance: the higher the degree of specialisation, the closer the distance between the real existing units and the ideal terms. “Monosemy”, “mononymy”, “lack of connotations”, “appurtenance to a single subject field”, “transparency”, etc. are some of the key-words used in this context.

To check if this point of view really corresponds to what we may find in empirical studies, we first have to take some considerations on what we have to understand by “vertical variation” in LSP-studies. Once this point is clarified there must be a second step in our reflections about how to detect and how to measure this sort of linguistic variation. It will be on these two points that my contribution tries to give an answer.

Following his studies of Romance Languages (Spanish, French, Catalan), Dr. Schnitzer joined the Institute of Romance Languages at the Vienna University of Economics and Business Administration. Since 2007 he has been associate professor at the Department of Foreign Language Business Communication. His research focus is Spanish business language (in particular variations in economic and business terminology).

SHAIKEVICH, ANATOLIJ

ECONOMIC AND BUSINESS TERMS IN THE LANGUAGE OF A QUALITY NEWSPAPER

The genuine life of a terminology may be observed in special texts, such as official documents, instructions, manuals, scholarly papers, etc. Well-defined semantic boundaries between terms seem an ideal in these situations. Outside this sphere of texts, however, terms become less precise, synonyms multiply and emotional overtones come out.

The present paper is a study of economic and business terms with their textual links, discovered by a formal procedure, called DSAT (distributional statistical analysis of texts). This algorithmic method is applied to the

texts of 'The Times' (1995) and of 'Nezavisimaya Gazeta' (1996-2000), where one could expect a certain loss of terminological specificity.

Anatolij Shaikevich was born in 1933 in Moscow. In 1962 he completed his dissertation on "Sources of lexical homonymy in Germanic languages" and in 1982 a dissertation on "Distributional statistical analysis of texts". From 1980 to 1991 Dr. Shaikevich was a researcher at the All-Union Translation Center, as of 1986 he was the head of the Terminological laboratory at this center. Since 1992 Dr. Shaikevich has been head researcher at the Institute for Russian Language of the Russian Academy of Sciences.