Hermes 49 – Abstracts

Francisca Farache

Scepticism in CSR Advertisements

Abstract

The aim of the present paper is to make a contribution to CSR communication theory by investigating the level of substantial information provided in CSR print advertisements in the UK and Brazil. The paper evaluates CSR advertisements using textual analysis. The empirical evidence demonstrates that companies provide a low level of substantial information when advertising CSR. The paper provides empirical evidence as to the extent that corporations use substantial information in their advertisements.

Thomas Kilian & Nadine Hennigs

Communicating Environmental and Ethical Performance: A Longitudinal Analysis of Annual Reports from 1998–2009

Abstract

Along with the publics' increased demand for businesses to operate responsibly, more and more companies proactively publish their CSR-related principles and activities. A growing body of research is dedicated to the analysis of patterns in self-reported CSR performances; these studies use annual reports as a proxy for the social or environmental activities of the companies. Integrating qualitative and quantitative approaches, the aims of this paper are twofold: First, on the basis of content analysis, we examine categories of CSR-related communication that are in a second step used in a longitudinal perspective spanning twelve years, to compare how CSR motives and activities have changed over time.

Hen Ping Lee & Sherry J. Holladay

Promoting Corporate Philanthropic Efforts through Social Media

Abstract

Corporations face the challenge of creating awareness of corporate social responsibility (CSR) efforts while avoiding the appearance of being overly self-congratulatory or self-serving. The low cost and less obtrusive format of social media may make it a useful communication option for creating awareness of philanthropic activities. Content analysis was used to examine how three types of social media (Facebook, Twitter, and YouTube) were used to provide information on corporate philanthropic activities. Forty corporations from the Fortune 100 were sampled to address three research questions. The first two research questions pertained to the availability of social media tools and the specific locations of access to those tools. Results revealed 82.5% of the 40 corporations provided links to at least one social media platform and 22 provided at least one type of link to at least one type of philanthropic activity. The third research question examined how social media platforms were used to report the eight types of philanthropy identified by Kotler and Lee (2005). In all, 140 philanthropic activities were reported. The most frequently reported types of philanthropic activity included donating cash (n = 72, 51.40%), donating products (n = 27, 19.30%), donating services (n = 15, 10.71%), offering grants (n = 13, 9.29%), and awarding scholarships (n = 5, 5.71%). Other types of philanthropy were infrequent. Results suggest these social media platforms offer a viable option for brief reports of philanthropic activities.

Anne Ellerup Nielsen & Christa Thomsen

Corporate Social Responsibility (CSR) Management and Marketing Communication: Research Streams and Themes

Abstract

This article maps the rapidly growing body of research in the field of corporate social responsibility (CSR) management and marketing communication, the focus being on research streams and themes. It evaluates this research from a corporate communication perspective. First, the article examines the concept of CSR communication. A typology of a number of possible domains for CSR communication research is developed, based on the way the different studies conceptualize CSR. Second, the article reviews the concepts of strategic and operative CSR communication which have been adopted widely within the CSR communication literature, relating these to research streams within management and marketing/public relations. Being framed within a corporate communication perspective, the review answers the call for CSR communication research to develop and substantiate outcomes that may better explain or inform CSR communication strategies and practices. A number of categories of outcomes are found within existing empirical studies, and an agenda for building upon this evidence is advanced to allow greater consistency and mutual understanding among CSR communication researchers.

Sven Tarp

Three Hundred Years of Crisis in Economic Dictionaries and Encyclopaedias

Abstract

This article discusses the book *Crises and Cycles in Economic Dictionaries and Encyclopaedias* from a lexicographical point of view. Although the book is mainly written to people interested in the history of economics and the evolution of the two concepts mentioned in the title, its fresh approach places it directly, although incidentally, in the on-going discussion on the academic character of lexicography. After briefly presenting the main content of the book, the article discusses the relation between economics and lexicography from various angles. Finally, it points to some elements where the book may contribute to the enrichment of lexicographical theory.

Maria Dahm

Coming to Terms with Medical Terms – Exploring Insights from Native and Non-native English Speakers in Patient-physician Communication

Abstract

Using medical terminology involves a large risk of miscommunication in English-medium consultations as patients often do not know or misunderstand the terms commonly used by physicians, or even misuse terms in their interactions with medical professionals (Hadlow/Pitts 1991; Street 2003). Patients and physicians also frequently associate different meanings with the same medical terms, which further threatens patient-physician communication (Hadlow/Pitts 1991). To date most investigations on the impact of medical terminology have focused on native English speaking (NES) individuals in monolingual encounters, while insights from non-native English speaking (NNES) physicians and patients have been largely neglected. Through semi-structured interviews, this qualitative explorative study investigates the experiences of patients and physicians from diverse linguistic backgrounds in medical encounters within Australia. A particular focus is given to the way NES and NNES participants perceive and judge the impact of the meaning of medical terms on patient-physician communication. Findings suggest that both the use and meaning of medical terminology are perceived and judged very differently by individuals who come from different language backgrounds and who hold varying degrees of medical knowledge. Findings indicate that common blanket recommendations urging medical professionals to avoid or explain jargon may be futile since physicians and patient also diverge in their understanding of what constitutes jargon or medical terminology.

Iris Schrijver, Leona Van Vaerenbergh & Luuk Van Waes

An Exploratory Study of Transediting in Students' Translation Processes

Abstract

Editing and translating are interconnecting concepts with fuzzy borderlines. In 1989, Stetting coined the term *transediting* to refer to the overlap of both activities in the translation task. This article reviews the existing literature on this topic. It also reports on an exploratory study of transediting in the translation processes of translation students with different degrees of declarative and procedural knowledge. Four MA translation students were asked to translate an American patient information leaflet (PIL) for a Dutch-speaking audience in accordance with the valid European Medicines Agency (EMA) directive. Of the four participants, two participants possessed only declarative knowledge of both the EMA standards and the text type. The other two participants also had some procedural knowledge, i.e. experience with translating patient information leaflets. Data on the translation processes were collected through think-aloud protocols and computer keystroke logging. By triangulating the data, we found not only a difference in the degree of transediting carried out by the participants, but also divergence in phase allocation of transediting in the translation processes. No clear link could be established between the use of transediting and the participants' declarative and procedural knowledge.

Birger Andersen

What Web Ads, Blurbs and Introductions Tell Potential Dictionary Buyers about Users, User Needs and Lexicographic Functions

Abstract

The present article deals with an investigation aimed at establishing the extent to which existing dictionaries provide potential dictionary buyers/borrowers with clear, unmistakable and easily understandable information about user need situations that might prompt consultation of the dictionary in question. The investigation analyses four monolingual English phrasal verbs dictionaries and five monolingual English specialised dictionaries. The primary sources of such information are identified as back cover blurbs of dictionaries, introductions to dictionaries and web ads for dictionaries. In the analysis, statements about user need situations extracted from these information sources are first classified as clear vs. unclear statements. The clear statements are then classified under the lexicographic function to which they are related. The results of the analysis disconfirm the hypothesis that the more well-defined and constrained the intended user group or groups for a given dictionary are, the more likely it is that the sources of information will provide the potential dictionary buyer/borrower with clear, unmistakable and easily understandable information about lexicographic function(s).