

Abstracts Hermes 50

Daniele Besomi

Economic Dictionaries on the Web

Abstract

This paper surveys the economic dictionaries available on the internet, both for free and on subscription, addressed to various kinds of audiences from schoolchildren to research students and academics. The focus is not much on content, but on whether and how the possibilities opened by electronic editing and by the modes of distribution and interaction opened by the internet are exploited in the organization and presentation of the materials. The upshot is that although a number of web dictionaries have taken advantage of some of the innovations offered by the internet (in particular the possibility of regularly updating, of turning cross-references into hyperlinks, of adding links to external materials, of adding more or less complex search engines), the observation that internet lexicography has mostly produced more efficient dictionary without, however, fundamentally altering the traditional paper structure can be confirmed for this particular subset of reference works. In particular, what is scarcely explored is the possibility of visualizing the relationship between entries, thus abandoning the project of the early encyclopedists right when the technology provides the means of accomplishing it.

Pedro A. Fuertes-Olivera

Specialised Dictionaries of Economics and Translation

Abstract

This article describes the “Dictionary of Economics” in terms of the Function Theory of Lexicography. It defends the thesis that such information tools must be designed for assisting specific users to solve the specific needs they have in a translation situation. In particular, I will focus on the solutions offered for individualising data retrieval, which will in turn eliminate the so-called *information stress* or *information death* produced when users retrieve so much data that they cannot cope with it. This process is illustrated in two recent online dictionaries, the *Diccionario Inglés-Español de Contabilidad: Traducción* (Fuertes-Olivera et al. 2012a) and the *Diccionario Inglés-Español de Contabilidad: Traducción de Frases y Expresiones* (Fuertes-Olivera et al. 2012b). They are especially suitable when translating English accounting texts into Spanish. These two dictionaries are considered high quality 21st Century dictionaries, e.g., as candidates for assisting in the training of professional translators within the field of Economics, one of the topics discussed in this Special Issue of *Hermes*.

Sandro Nielsen

Domain-specific Knowledge in Lexicography: How It Helps Lexicographers and Users of Accounting Dictionaries Intended for Communicative Usage Situations

Abstract

Dictionaries are consulted when translating specialized texts in the global marketplace and when such texts are written in a foreign language. However, studies of translation in e.g. accounting indicate that most dictionaries do not provide the help needed in communicative situations, because they do not take into consideration that domain-specific meanings are culture- and structure-dependent. It is proposed that this state of affairs can be improved by studying the relevant types of knowledge required of lexicographers making accounting and other specialized dictionaries: declarative, procedural and schematic knowledge. These knowledge types are relevant when lexicographers select entry words as well as when they select equivalents and translations. Finally, it is proposed that declarative, procedural and schematic knowledge is needed when writing definitions of terms, and that these types of knowledge should also be reflected in the definitions presented to users or in other ways in dictionaries.

Idikó Fata

Specialised Dictionaries for LSP Learners in Hungarian Theory and Practice of Lexicography

Abstract

The paper covers three topics: First, it surveys the expectations and requirements articulated by Hungarian specialised lexicographers towards modern, innovative, printed and electronic specialised dictionaries for LSP learners. Second, a Hungarian publishing house is introduced that plays an active role in publishing modern specialised dictionaries. Finally, three bilingual dictionaries of economics of this publisher are reviewed as to how much they comply with the expectations from modern, up-to-date printed and electronic specialised dictionaries for LSP learners.

Deny A. Kwary

Principles for the Design of Business Dictionaries on Mobile Applications

Abstract

The rapid growth of mobile applications for smartphones in the past few years has encouraged dictionary publishers to offer mobile dictionaries. One of the most prominent target markets of

mobile dictionary applications is business people, especially those who are non-native speakers of English. These business people often need a dictionary to help them understand the international news they are reading. However, as shown in the review of the current mobile business dictionaries, the dictionary applications have not taken into account the needs of the users and the technological features of smartphones. The current mobile dictionaries still resemble either their electronic versions or even worse their printed versions. This can be due to the lack of research and emphasis on the theoretical aspects of mobile lexicography. Therefore, this paper tries to formulate principles for the design of business dictionaries for mobile applications. The discussion considers the implementation of the modern theory of lexicographical functions in order to create mobile dictionaries which can better satisfy the needs of the users. The principles created are organized into two parts, they are, business news with a built-in dictionary and a dictionary with updated business news.

Ángel Rodríguez Gallardo

The Function Theory and Its Application on Manuals of Economics

Abstract

In this paper, we analyse manuals of economics from the function point of view. Our proposal is focused on the classification and typology of manuals based on the communication purposes. In addition, we put forward and suggest certain improvements in the internal composition of the manuals based on a detailed analysis of their contents architecture and the rhetorical movements in which they are arranged. In general, we are suggesting that the new generation of manuals of economics, mostly multimodal ones, means and is going to be a significant step forward in the relationship between situations of use and learning processes.

Inger Bergenholtz & Henning Bergenholtz

One Database, Four Monofunctional Dictionaries

Abstract

A dictionary is an information tool. In the last century most dictionaries were constructed as polyfunctional tools following a broad and imprecise understanding: A dictionary is to be used by everyone for every kind of communicative and cognitive problem. But normal tools are not polyfunctional. If you go to a shop and ask for a saw, you have to specify first what you are going to saw: a big tree or a small piece of plywood. After having explained that, you will be offered a monofunctional saw. So it should be too for information tool: A good tool is a tool designed for a certain function and for a certain user group for certain needs. This paper will argue for the need of dictionary designs for monofunctional dictionaries. Doing that, we need to be aware of the fact that a lexicographical database is not a dictionary. A database contains data which can be presented in one or more monofunctional or polyfunctional dictionaries.

The database of the dictionary in question comprises 4.015 (September 30st, 2012) cards with definitions, historical background, synonyms, references and links, pictures etc. Outgoing from this database, four different dictionaries are presented. All of them are dictionaries on musical terms mainly from the world of classical music, but also from commercial music and the so-called world music. The music dictionaries intend to be tools for music students in universities and music schools, for both amateurs and professional musicians and for every interested person who wants aid when reading texts on music or who wishes to get further information on musical terms and topics.

George Rossolatos

Rhetorical Transformations in Multimodal Advertising Texts: From General to Local Degree Zero

Abstract

The use of rhetoric in advertising research has been steadily gaining momentum since the 1980's. Coupled with an increased interest in multimodality and the multiple interactions among verbal, pictorial and auditory registers, as structural components of an ad filmic text, the hermeneutic tools furnished by traditional rhetoric have been expanded and elaborated. This paper addresses the fundamental question of how ad filmic texts assume signification from a multimodal rhetorical point of view, by engaging in a fruitful dialogue with various research streams within the wider semiotic discipline and consumer research. By critically addressing the context of analysis of a multimodal ad text in the course of the argumentation deployed by different approaches, such as Social Semiotics (Kress/Leeuwen 2001), Film Semiotics (i.e. Metz 1982, Carroll 1980, Branigan 1982), Visual Semiotics (i.e. Sonesson 2008; 2010, Eco 1972;1976;1986, Groupe μ 1992), Consumer Research (i.e. Mick/McQuarrie 1999; 2004, Philips 2003, Scott 1994), the relative merits of a structuralist approach that prioritizes the distinction between local and general degree zero, as put forward by Groupe μ (1992), are highlighted. Furthermore, the modes whereby rhetorical transformations are enacted are outlined, with view to deepening the conceptual tackling of degree zero of signification, while addressing its applicability to branding discourse and multimodal ad texts.

Sven Tarp

Retskrivningsordbog mellem to stole

Abstract

In November 2012, the fourth edition of the official Danish orthographic dictionary, *Retskrivningsordbogen*, was published by the Danish Language Board which, according to national

law, is authorised to establish the official Danish orthography and publish its decisions in the form of a dictionary, now available in both a printed and an electronic version. In order to be high quality, a work of this sort requires knowledge of language policy and linguistics, on the one hand, and lexicography, on the other hand. The article analyses the *Retskrivningsordbogen* exclusively from the point of view of lexicographic theory and practice, based upon a similar analysis of the previous edition (cf. Tarp 2002). It registers a number of improvements but also some stagnation and new problems in other aspects. The general conclusion is that the Danish Language Board could benefit from lexicographic knowhow as well as the new information technologies, especially with a view to developing the electronic version which should no longer be conceived as a copy of its printed counterpart but as a user-friendly extension with more lemmata and additional data.