A Few Notes on Teaching Journalistic Translation

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ABSTRACT

A field in translation that has so far received little attention is that of translating the media, which is an important part of a translator's work. Within our two-year Master's Course in Translation at the University of Alicante, we introduced a seminar in the language of the media, the contents of which we shall briefly summarize in this paper, together with some of the problem areas encountered.

Today translation affects practically all areas of human knowledge. Now that we are living in a truly "global village", there is practically no discipline in which each country lives in a separate world, impervious to influences from abroad and with no desire to communicate with others. In such a context, the media are one of the fields in which translation is most frequent, for practically all news items are distributed by international press agencies (such as Reuters or Associated Press), and a growing percentage of the feature articles in many publications are originally written in English, as shown, for example, by the copyright line at the end of many contributions in leading Spanish newspapers.

There are a number of reasons that justify the study of these texts in the training of future translators. Firstly, given the different contents in a magazine or a newspaper, a great variety of issues may be covered (business, sports, current affairs, law, science), which therefore amounts to an excellent revision for other fields covered in other specialized language subjects. At the same time, however, media language offers a further difficulty, for the readership is less knowledgeable than that of those areas considered in themselves, since newspaper articles, whatever the content, are intended for general reading, and as a result the register is much less specialized (compare Law Reports with news items dealing with the same matter). It could be said, then, that media language acts as a bridge between the codes of each area and the overall linguistic competence, and knowledge is made available to everybody through this "translation" from specific to general. In this way, translation students are given two levels of register in each area, thus
approaching as far as possible the linguistic competence of a native lawyer, doctor or politician, who use different registers depending on the context.

Secondly, the role of journalistic translators is implicitly recognized by the Spanish authorities, who at present require would-be Certified Legal Translators to translate (without a dictionary) a text usually taken from either *Time* or *Newsweek*, before candidates move on to a specialized legal or economic passage. Although the aim is presumably to assess candidates' linguistic competence, it has frequently been the case that the main difficulties belong to specific vocabulary or culturally-bound notions, which could be easily solved by means of a suitable training in journalistic translation.

The last reason to study these texts originates in the target language itself: as the media enjoy a much wider coverage and audience than any other kind of communication, it should not be surprising to see that most changes in languages are at present transmitted by the media, and translation from English seems now the greatest source of linguistic changes in Spanish.

Our experience comes from our two-year Masters programme in Translation at the University of Alicante, which first started in 1990, in which we introduced two 13-hour seminars on journalistic and advertising translation each year, with a total of 26 hours. The topics covered were the following:

- Current events (Home and Overseas News)
- Editorials
- Social affairs
- Crime and accident reports
- Law texts
- Business and Finance
- Sport
- Consumer goods advertising
- Prestige advertising: the image of a firm
- Government and non-profit making advertising

In all areas, which were classified following the daily sections in a newspaper, the procedure was the same: we started with a short introduction to the common subjects translated, followed by an analysis of a translation already published (in almost all cases the materials came from *Time* and *El País*, respectively), and then we moved on to translating sentences or fragments selected because of the specific problems they exemplified. Finally, a whole article was proposed, with the help of footnotes.

An analysis was also made on the difference between what has been termed "quality" and "popular" press. A brief introduction was given to the profile of both kinds of readers, bearing in mind a number of questions. In the first place, we talked about the political trends and ownership of the most important newspapers and magazines, which are fundamental to our understanding of different choices by the authors (the use of "die so-genannte DDR" by *Bild Zeitung*, or in English, the usage of "political activists", "terrorists" or "left-wing terrorists" when referring to France's Action Directe). In addition to the newspaper's ideas, it must also be remembered that media choice is a political one, and therefore the register used is at the same time the one expected by their readers, who would immediately be disappointed if "a spade is not called a spade".

Secondly, although it was borne in mind that the readership of newspapers such as *The Sun* or *The Daily Mirror* in Britain and, to a lesser extent, the *National Enquirer*, is five times higher than that of what is known here as the most famous English-speaking press (that is, publications like *The Times*, *The Guardian* or *Time*), we had to admit that, since our point of view is that of translation and, therefore, the transmission of cultural values and sociopolitical influence, it is only normal that very little material should come from the popular press. The fact that most of such newspapers are little known by the general public outside the UK or the USA is quite revealing in this respect.

Apart from the usual problems which are always analyzed when translating from one language to another (such as periodization, proper nouns, theme/rheme organization and others), and the stress on modulation and transposition as techniques, additional attention was paid to the following practical areas:

- pragmatic presupposition
- anglicisms
- cohesion and coherence
- words from languages other than SL or TL

a) Pragmatic presupposition

Although we endeavored to keep linguistic theory to a minimum, for the course is initially open to all postgraduates showing a Proficiency-level knowledge of English, it was strictly necessary to devote a few thoughts to pragmatic presupposition, which, as defined by Alcaraz (1991: 145), consists of the "knowledge, expectations and values necessary for an utterance to be meaningful", and for translating purposes it includes all the information needed to interpret an utterance in a given historical context. We started from the basis that the greatest problem the translator has to face is the difference between the set of values and data available to the reader in the SL and in the TL, which involves a real danger of the meaning being blurred because the final reader does not know what is taken for granted in the original language. Let us take the following example, in which Jimmy Connors may be known to a Spanish reader, but the mention of George Foreman, a former heavyweight champion, might require a comment in square brackets or between commas ("George Foreman, ex-campeón de los pesos pesados"):

That is why two of the most popular athletes in the world today are George Foreman and Jimmy Connors, who inspire support not because of all they
have achieved over the years but in spite of it. (Time, Special Olympics Issue, 1992)

Of course, as elsewhere in translation, different strategies apply depending on each situation and no answer is universally correct; a wide knowledge of the cultural world of the TL as reflected in its press will tell us whether it is necessary to supply the intended reader with further information, by means of square brackets, another metaphor, using surnames or any other strategy, as in this translation of an interview with Ross Perot (Time, 25.5.92), in which run requires amplification:

It seems as if you’re ready to run.  

 Parece que estás usted dispuesto a emprender la carrera electoral.

Later, in the same text, the translator from El País (21.5.92) made two decisions within the same sentence; first, the former US president’s initials were explained for the benefit of TL readers (who equally do not know who JFK was), while at the same time the referential power of dollar-a-year men was maintained by adding a literal translation:

I will have what F.D.R. used to call "dollar-a-year-men," but I won’t pay them a dollar, and they’ll be a cross section of both parties.

Tendría lo que Franklin Delano Roosevelt llamó dollar-a-year-men, (hombres por un dólar), aunque no les pagaría sólo un dólar, y serían representantes de ambos partidos.

We also mentioned the choices implied by the magazine or newspaper finally publishing the article. As a rule, local newspapers require further specification, whereas in the boxing section of a sports newspaper such as Marca or As the explanations about George Foreman might even be taken as an insult to the readers.

In order to make these decisions the translator must be familiarized with both the whole referent for the subject, and the data normally available, not only to SL and TL speakers, but also to the readers of the original of both source and target publication. This validates the commonly accepted hypothesis that translators must be well documented in the subject in question, and in this case, a good journalistic translator must be a frequent reader of all kinds of publications in both languages, so as to be aware of the data involved and the terminology used, which is why our students were advised a few months before the seminar started to regularly watch the news on TV and read at least one newspaper a day, and we enthusiastically support the practice in Media Faculties in Spain, where students are requested to read a different newspaper every day, seven days a week.

b) Anglicisms

Although the question of English words in Spanish was covered in other modules in the Masters programme, we considered it necessary to study whether such words must be avoided at all costs, as some would have it, or rather there are instances in which apparently incorrect forms might be, not only acceptable, but even desirable. The following questions must be answered:

a) Is there an equivalent in the target language? (i.e., no term in Spanish for golfing greens or puts)

b) If there is a term in TL, is it widely used? In all contexts? (fitbol vs. balompie)

The general feeling, shared by teachers and students alike, was that keeping the SL term was much better in the case of words which, although originating in a translating mistake or competing with a genuinely native term, have long been established in their own areas, in such a way that the usage of the “correct” TL term would violate the conventions of the section in the newspaper. It does not do to go against the main trend when such trend belongs to the established code, and none would dream of replacing now expressions like aire acondicionado by “acondicionamiento por aire”; whenever there are exceptions which show a conscious attempt to put things right (such as the recovery of the form ficción científica instead of “ciencia ficción”), they only result from a firm editorial policy, as the one set out in El País’s Libro de Estilo.

This is why part of the material supplied to students includes articles in Spanish on the same topic, where they are encouraged to find instances of foreign words, and then decide if the Spanish term (if any) could be equally used with no loss in register, or simply whether it is a case of variatio elegante seeking to avoid repetition, such as the co-occurrence in Spanish sports broadcasts of corner and esquina.

c) Cohesion and coherence

Students were given a short introduction to the linguistic structures making a succession of sentences into a text, which must be maintained in any translation if there is a wish to produce an acceptable TL version: cohesion, or syntactic unity, and coherence, or absence of contradiction within a maintained discourse topic. All of them are crucial in the inverted pyramid-like structure of newspaper articles in all languages, moving from the general to the particular while keeping within the subject featured in the first paragraph.

For this purpose, we stressed the importance of co-reference devices, as exemplified by Brown & Yule (1983: 193):

a. Repeated form: The Prime Minister recorded her thanks to the Foreign Secretary. The Prime Minister was most eloquent.
b. Partially repeated from: Dr E.C.R. Reeve chaired the meeting. Dr Reeve invited Mr Phillips to report on the state of the gardens.

c. Lexical replacement: Ro’s daughter is ill again. The child is hardly ever well.

d. Pronominal form: Ro said she would have to take Sophie to the doctor.

e. Substituted form: Jules has a birthday next month. Elspeth has one too.

f. Ellipted form: Jules has a birthday next month. Elspeth has too.

With a view to understanding such cohesion devices in a text, students were asked to point out co-referential elements in the following passage and suggest a translation in Spanish, stressing that the same strategies were to be maintained in the TL:

Diana dazzles capital
Prince upstaged by wife’s glamour

WASHINGTON - Britain’s Princess Diana arrived in Washington on Saturday with a full royal entourage and the major share of 7,000 pounds of royal luggage.

Close by was a lady-in-waiting whose job is to carry two “emergency” pairs of the princess’ royal pantyhose, a royal hairdresser who gives a comb-out after every appearance and two royal dressers, one to pack and one to unpack.

Also in the group was Diana’s husband Prince Charles the future king of England.

But it was apparent from the beginning that the crowds lined up to cheer and wave were not quite as interested in seeing a real prince. They were directing most of their attention at the princess, the princess' royal wardrobe, even the princess’ royal hairdo.

The couple arrived at Andrews Air Force Base early in the morning and immediately started shaking hands with a crowd of American fans who had been waiting for hours.

“I got up at 4 a.m. to get in line and see Princess Di,” said 44-year-old Shari Harper of Washington.

Was she just as excited about seeing the prince?

“I’d just as soon catch him on television,” she said.

As the afternoon progressed, the difference in the crowd appeal of Charles and Diana was even more pronounced. The prince and princess split up and made separate appearances. She visited a home for the elderly and a hospice for the terminally ill. He visited the American Institute of Architects.

An avalanche of press followed the princess. A much smaller group reported on the prince. His crowds were so much smaller that he was able to walk around and talk to everyone.

Those who did meet him were charmed and impressed. He didn’t just stop and make a few polite remarks. He carried on conversations and asked questions about the people he stopped to meet. The prince even told a few jokes.

No one could rattle him, not even a woman who bluntly asked him “When are you going to get a real job?”

The princess, by contrast, was more lovely than her pictures, smiled a lot and said very little, except the most surface pleasantries.

Similar fragments were analyzed, this time leaving all cohesion to pronouns and possessives:

Mr Terry Waite is unique among the Western hostages held in the Lebanon; he put himself voluntarily at the mercy of his captors. His consistent tactic was to make plain to the kidnappers that they could detain him if they wished, but also that there is nothing whatever to be gained by doing so. The last time he tried it they did not believe him. The day they realize that he was telling the truth may be the day they let him go.

d) Words from languages other than SL or TL

Another problem encountered was the usage of foreign words in English, as in the following examples, taken from two Times leaders in January 1991:

The use of agents provocateurs, impersonation, hidden tape recorders can be justified in certain circumstances.

The West should not simply sit back and indulge in schadenfreude at the Russians' undoubted discomfiture.

Although the case is not the same, for agents provocateurs has a wider usage in the language of politics, the matter involves similar difficulties for translation. In the first place, we must consider the referent for both expressions, which is more or less transparent in the first example, but slightly complicated in the second one, as the word is not Latin-based. Then, the translator is forced to decide whether the addressees in SL actually know the word (Is it explained or paraphrased in the original?), and might come up with the answer that both terms supply us with information about both the author and the addressee: only a small minority of English speakers know the term agent provocateur, and even fewer are familiar with schadenfreude (though both appear in Webster’s Dictionary, but such proportions are no doubt higher if we consider typical Times readers, who either know the word or are flattered that someone may consider them well-read enough as to know it. This is why, whichever the decision made, in no way should we translate foreign terms into TL automatically, thus disregarding the possible stylistic intention in SL.

As for advertising texts, we tried to introduce students to the special case of advertising as a persuasive text by pinpointing its usual linguistic features, such as the creation of a false dialogue (by means of pronouns, rhetorical questions, indexicals), the reproduction of the reader's register and the promise of benefit. Since advertising is in many respects close to literature in the usage of language to draw attention to itself, a certain degree of freedom was allowed in the translation of adverts, which was abandoned in favour of an adaptation of the message to another country, at times with a completely different set of values.
Finally, a skill that constituted a source of permanent enjoyment for all was the detection of errors (mostly originated by excessive haste, false friends and anglicisms in Spanish) by reading only the TL version, as in the section "Quelques perles" in Traduire. This was more useful than expected, for all were ready to admit that, although the examples proposed were clearly unacceptable, some of them resembled other mistakes not so uncommon, and the question led to students keeping our eyes and ears open for our own errors (if translators make mistakes, nobody will stop them). Here are some of the most blatant cases studied:

...la asociación internacional de atletas representativos (IAAR)... (El País, 24-1-93) (International Association of Athletes' Representatives)

Ajusticiado por Sendero Luminoso un presunto informante de las fuerzas de seguridad peruanas. (El País, 24-1-93) (informant)

...pensamos que este incidente está fabricado con la intención de provocar-nos. (El País, 23-1-93) (fabricated)

KLM: la línea aérea confiable. (As advertised by the airline) (reliable)

Elvis Costello piensa que Clinton debió parar el ataque de Bush a Irak el primer día de su mandato, pero ‘no tuvo correaje’. (El País, 27-1-93) (courage)

To end this presentation, we would like to present one of the selected texts, with the footnotes that were supplied as an aid to translation, either proposing alternative options, warning about false friends or expanding on the concept discussed:

SARAJEVO BURNS
WILL WE EVER LEARN?1
(Charles Krauthammer, in Time, 15-6-92)

By May 13, the fighting2 in Sarajevo had become intolerable.3 Accor-

dingly, U.N. Secretary-General Boutros Boutros-Ghali announced that the bulk of U.N. in Sarajevo were pulling out. The U.N., he said, simply cannot operate in a place where there is no political will for peace. "Peacekeeping must" be based on the agreement of all parties."

But when all the parties agree, one already has peace. It is when the parties don't agree and are killing each other that peacekeeping is needed. But at that point the U.N. gets out.

Sarajevo burns and the world watches.4 The first serious shooting war to erupt in the heart of Europe in 40 years elicits protests and admonitions, Security Council resolutions and embargoes, but nothing that stops the carnage. In Croatia, where a U.N. cease-fire is supposed to have ended the fighting, the historic city of Dubrovnik has just taken its most fearful artillery pounding in six months. Bosnia is terrorized. And the U.N. blue helmets head for safe ground.

That is not cowardice. This is realism.5 The U.N. troops refuse to immobilize themselves doing a job that they inherently cannot do. It is the kind of realism that America6 could use to pierce some of the fantasies that have arisen in U.S. thinking about the post-Soviet world7. The chief fantasy is that the U.S.,

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1 Sarajevo burns: Although it would be perfectly correct to translate it by "Sarajevo en llamas", the formula "Arde Sarajevo" seems more interesting, since it paraphrases the novel ¡Arde Paris! by Lapiere y Collins (even though in English the title was Is Paris burning?).

2 fighting: "lucha" is possible, but perhaps in Spanish it would be more usual to talk about los combates. The anglicism "confrontación" is to be avoided, for it actually means "comparison".

3 The fighting in Sarajevo had become intolerable: "los combates en Sarajevo habían alcanzado proporciones intolerables." The number of words in Spanish is justified by the

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4 must be based: "debe basarse", and not "deber de basarse." as even some native Spanish speakers say, believing it is a more formal option. It must not be forgotten that "deber" expresses obligation, and "deber de" implies deduction.

5 ...and the world watches: As a poetic/stylistic licence, it would not be a bad idea to render it as "arde mientras el mundo se queda mirando", to stress the notion of passive neutrality.

6 Since such short sentences are not so common in written Spanish, we might join them into "no se puede hablar aquí de estado de sino de realidad", the coordination supplying the argumentative effect.

7 America: It must as a rule be translated as «los Estados Unidos», although there are other options if we wish to respect the original flavour. Such is the choice made by El País, reporting on the US Republican Pat Buchanan: "su frase electoral favorita —"América primero" (<América Estados Unidos primero>)— figura ya en el emblema del partido..." (5.3.92).

In the same way, Americans should be «estadounidenses», though strictly speaking Mexicans are also citizens of the United States of Mexico.

8 Post-Soviet world: The author is referring to the world situation and the new balance of power after the downfall of the Soviet Union. In Spain, which never competed with the USSR for world supremacy and has long ago forgotten anticommunist fobias, it might be a little more correct to say "AFTER THE FALL OF THE SOVIET UNION"
Indeed, the world can now rely on "collective security" and its agency, the U.N., for its safety and security.  

Yugoslavia is exactly the kind of conflict that collective security was supposed to address: small, isolated, manageable, involving none of the great powers. Yet as Lord Carrington, mediator for another would-be agency of collective security (the European Community), admitted, "It is very difficult to see what can be done while they go on fighting."  

Precisely, U.N., E.C. and all the other entries in the dictionary of collective security (C.S.C.E, OAS, etc.) are powerless in the face of fighting. They keep the peace only in places where hostilities have already ended, places like the Golan Heights and Cyprus, where neither party is intent, at least today, on going to war. Yet we know from history that as soon as one or the other party

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9 Its: Whose agency is it? The antecedent should be the closest one, i.e. the world, or even collective security, but the whole article seems to imply (and present history proves) that it might perfectly be the U.S.  

10 Agency: su representante. Agency is equivalent to a «organismo», «departamento», «institución», and not to «agencia», which is related mostly to the private sector.  

11 Safety and security: Only one term, «seguridad», in Spanish. If we want to include all the connotations in the English version, we might add «...y protección».  

12 Let us remember, as a passing remark, that to be in power translates as «estar en el poder», but not «detener el poder», as it has become fashionable in political jargon, for «detener» means to illegally possess something.  

13 Go on: apart from «seguir» and «continuar», we might also transpose it as «no dejan de luchar».  

14 Entries: usually «enradas» in dictionarys, but the term is much less frequent elsewhere in Spanish: an original proposal might be «todas las siglas del abecedario de la seguridad colectiva.»  

15 OAS (Organization of American States): OEA, Organización de Estados Americanos. This is one of the acronyms that has an equivalent in Spanish (also UNONU, NATO/OTAN and most international bodies).  

16 Powerless in the face of fighting: «impotentes ante los combates.»  

17 Golan Heights: «Altos del Golán.»  

18 We know from history: «sabemos por experiencia» and «la historia nos enseña» are the

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19 All bets are off: literally it might be «se retiran todas las apuestas», but the expression lacks strength in a context where bets are not so frequent. Therefore, we might replace the metaphor by another idiom meaning the end of something, such as «se acabó lo que se daba.»  

20 Peacekeeping: we would usually translate as «pacificadores», but the whole point of the author is that such troops are unable to «pacificar» an area. It is more advisable to choose a more neutral expression, such as «tropas de paz», which is less opposed to the general idea.  

21 At best: «en el mejor de los casos, lo más que puede hacer es...»  

22 Aggressive has led to a common anglicism in Spanish «ejecutivo agresivo», which should be replaced by «audaz» or «emprendedor», for agresivo is applied to somebody prone to attacking other people.  

23 Friends: «países amigos» or «aliadas».  

24 Consider: «pensemos», «no olvidemos».  

25 Yugoslavia heralds its early demise: «Yugoslavia es» or «supone el acta de defunción.»  

26 ... no more collective than: «no tan colectiva como», «tanta tanto de colectiva como.»  

27 Reversed Saddam’s conquest of Kuwait: «hizo dar marcha atrás a Saddam en su invasión de Kuwait.» The word «conquista» has very positive connotations in Spanish, and is mostly used for those who won wars and therefore wrote history books (as in the Spanish «Reconquista», which is currently questioned as such). Besides, the Spanish press always used the term «invasión» when referring to Kuwait.
in Saudi Arabia, helped by Britain and France. Everything else was window dressing. The Gulf War helped create the illusion that in the post-Soviet world the U.N., representing a world aroused, would secure the peace and put down threats. Yugoslavia exposes the emptiness of that dream. Today, as always, threats are met by conflicts started by the great powers, and most decisively by the one dominant power, the United States. The U.S. intervened decisively in the gulf and, for months, washed its hands of Yugoslavia. That more than everything else explains why Kuwait thrives and Sarajevo burns.

Two weeks ago, the first signs appeared that the world might indeed begin to stir on Yugoslavia. The Security Council imposed a trade embargo on Serbia and Montenegro. What happened? A spontaneous eruption of collective action?

Hardly. What happened was that the U.S. changed its policy. After months of ostentatiously trying the European Community to handle the Yugoslav crisis collectively, the U.S. came to the conclusion 1) that Europe was hopeless and 2) that the crisis was beginning to reach proportions that could directly threaten the entire Balkan region. Unstopped Serbian aggression might lead to war with Albania, Greek intervention in Macedonia and, most catastrophically, the involvement of Muslim, pro-Western Turkey.

That is why the U.S. moved. And because the U.S. moved, so did the U.N. No one, however, expects that sanctions will force Serbia out of Bosnia. The tragedy of Sarajevo will probably continue until the ethnic hatreds play themselves out. Or until the conflict does indeed engulf the entire region. At which point the U.S., with others trailing, will intervene. Undoubtedly, it will all be done under U.N. cover. Another victory will be declared for collective security. Don’t be fooled.

There is no such thing as collective security. There is no reality behind the facade of U.N. "peacekeeping". The U.N. comes to life only when animated—manipulated—by the U.S.

This is not a preferred state of affairs for Americans. Americans do not thirst for hegemony. Our most urgent hope after any conflict—most lately, Kuwait—is to get out, go home and disarm. And hope some other agency will keep the peace in our absence. America would rather be Canada. But Canada can only be Canada because it lives under the American umbrella. Who will hold an umbrella over us? Boutros Boutros-Ghali?

Would that he could. Alas, there is no safety for us, for anyone, in collective security. If you doubt that, ask the widows of Sarajevo. Ask the refugees scouring the skies for a sign of the real peacekeepers, the U.S. Air Force.

Bibliography


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based in Saudi Arabia: «Desde sus bases de Arabia Saudita.»

window dressing: since this is an idiomatic use, meaning deceptive display, we have to resort to the Spanish equivalents «fuegos de artificio» or «acciones de cara a la galería.»

expose: «poner al descubierto.»

threats are met by the great powers: if we want to give it the correct balance in Spanish, we are to use something like «son las grandes potencias las que hacen frente a las amenazas...»

washed: «se estuvo lavando las manos». In Spanish, the continuous form seems preferable, to stress the prolonged passive attitude by the US.

why Kuwait thrives and Sarajevo burns: «el florecimiento de Kuwait y las llamas (la destrucción) de Sarajevo.» Spanish is more noun-based where English favours verbs.

Hardly: «¡Más bien no.»

That is why: «por eso precisamente». «Es por eso que» is a gallicism in Spanish, and if we want to stress the beginning of the sentence, «precisamente» is a good way to make up for the loss.

Under U.N. cover: «con la cobertura de la ONU». We must resist the temptation to translate under as bajo in Spanish; in legal language, under section 13 is equivalent to «a tenor de lo dispuesto en el artículo 13», and the under-18s are «menores de 18 años».

Don’t be fooled: «No nos engañemos.» In Spanish it would be more common to use the inclusive we.

umbrella: «mano». Therefore, who will hold an umbrella over us: «¿quién nos protegerá bajo su manto?». 
Discourse Markers as Recipient Design in Scientific Texts

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ABSTRACT

All discourse — dialogal and monologal — is structured according to the producer's anticipation of how his or her addressee will receive it. This paper examines the signalling of such anticipation in one genre of written monologal discourse, scientific texts. More specifically, it describes linguistic discourse markers which anticipate the reception of the text, evaluating and commenting on it so as to assure its comprehensibility. Such discourse markers may be understood as one dimension of recipient design in scientific texts.

1. Introduction

The use of English as the main language for the transmission and exchange of scientific information has greatly increased the demands for specific instruction in English for Science and Technology (EST), particularly in the skills of writing and reading scientific articles. This paper will focus on problems related to the latter. Reading may be described as the ability to make sense of written signs and retrieve information from one's memory so as to construct a feasible interpretation of the written text. Reading, then, requires the active construction of an interpretation on the part of the reader. More precisely, as Widdowson (1978: 61-64) writes, “Reading as the understanding of discourse does not simply involve the recognition of what words and sentences mean but also the recognition of the value they take on in association with each other as elements in a discourse.” If this is so, the signalling of discourse organization has great importance for reading comprehension in general and, more specifically, for the reading comprehension of scientific texts. This paper will describe aspects of the signalling of discourse organization through markers in written monologal discourse, particularly in scientific texts (cf. Álvarez de Mon y Rego 1991).
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ENGLISH FOR SPECIFIC PURPOSES: APPROACHES AND STRATEGIES

The field of teaching known as English for Specific Purposes has come a long way since its origins as a means of providing basic communications and efficient methods for learning the English language. Today, the field covers all areas, from business and commerce to tourism and science. The techniques available to the teacher have also developed enormously; linguistics has provided models for the analysis of written and spoken communications and of the speech and the development of activities for classroom and home use. We are now able to create with greater precision the context of our courses, so we must be aware of these needs.

This volume sets out to offer a broad spectrum of the different purposes which have made ESP the exciting, innovative field it is today, and will be of value both to seasoned experts and to teachers who are relatively new to the field.