UNIVERSIDADE DE AVEIRO

DEPARTAMENTO DE LÍNGUAS E CULTURAS

1999

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A LINGUISTIC ANALYSIS OF THE IN-TRADE CATALOGUE PRODUCED BY INDUSTRIAL BUSINESS CONCERNS OF THE AVEIRO DISTRICT

Dissertação apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Doutor em Linguística Inglesa, realizada sob a orientação do Professor Doutor Anthony David Barker do Departamento de Línguas e Culturas da Universidade de Aveiro.

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ACKNOWLEDGMENTS

<u>Abstract</u>

In-trade catalogues are a crucial link between the entities who make products and those who sell them further. This genre introduces and promotes the purchase of their products or services and uses language that informs and appeals, as well as pictorial support for this purpose. Increased competitiveness generated by the internationalisation of markets demands that English: the language that has become a world-wide communication instrument, be used competently in catalogues as well as in other business discourse.

In this work I analyse the English language in fifty catalogues produced by industrial concerns of the Aveiro District. This is done in order to assess their efficacy as information and promotion devices and as elements that contribute towards the construction of a positive image of these businesses. Michael Halliday's Functional Systemic Linguistics, as applied to the Analysis of Functional Genres, is used as part of the theoretical framework for this analysis. In order to effect this I had to ascertain context of use, the characteristics of the practitioners and the professional conditions that give rise to this genre. This was done by means of questionnaires and interviews. As Genre Analysis does not pointedly address the language of non-native users and as the language produced by my informants is not standard, the theories and methods of Error Analysis were also integrated, however, the necessary adaptations were considered: from a language-learning context to the context of professional use. As most of the texts analysed were clearly translations from the Portuguese, the pertinent Translation theories were also observed.

An in-depth linguistic analysis was performed on ten of the catalogues and a compound analysis, which includes aspects of lexis, grammar and generic classification as well as cohesion, text-flow and cultural suitability, was carried out on all the catalogues. The findings, which show that neither the informational side nor the promotional potential of these catalogues are adequately explored in the English language used, are discussed within the context of competitiveness and total quality that Portuguese industries are pursuing.

Resumo

Os catálogos emitidos pelas indústrias são um elo fundamental entre estas e quem comercializa os produtos. Divulgam, promovem e motivam a aquisição dos seus produtos ou serviços, empregando para estes fins, para além de suporte pictórico, linguagem informativa e apelativa num género constituído por elementos que, cumulativamente, desempenham as funções pretendidas pelos seus utentes. A crescente competitividade gerada pela internacionalização dos mercados exige que se utilize, com competência nos catálogos, tal como em todo o discurso produzido pelas empresas, a língua que se impõe como instrumento de comunicação a nível mundial: o inglês.

Analisámos, nos catálogos produzidos por cinquenta indústrias do Distrito de Aveiro, os textos apresentados em inglês com a finalidade de aferir a sua eficácia, como elementos construtores duma imagem positiva destas entidades e como agentes de informação e promoção dos seus produtos. Utilizámos, para este fim, a teorização da Gramática Funcional Sistémica de Michael Halliday aplicada à Análise dos Géneros Funcionais, daí o termos apurado, através de questionários e entrevistas, o contexto de produção, as características dos produtores e as convenções que desenvolvem este género discursivo. Como estas teorias visam, essencialmente, a produção linguística de falantes nativos e, como estes catálogos evidenciam frequentes desvios à norma, socorremo-nos da fundamentação teórica da Análise do Erro com as devidas adaptações: da produção linguística de aprendentes e do contexto escolar, à produção de discurso no contexto profissional. Visto que muitos dos textos em inglês resultam de traduções do português, também aplicámos as teorias pertinentes deste campo.

Coligidos os elementos necessários, submetemos dez catálogos a uma análise linguística pormenorizada e a totalidade dos catálogos a uma análise conjunta que engloba tanto os elementos lexicais, gramaticais e de classificação genérica dos textos, como aspectos ligados à coerência, coesão e acerto cultural. Os resultados não só evidenciam imprecisões na expressão informativa destes catálogos, bem como demonstram falta de eficácia na sua dimensão promocional. Esses mesmos resultados são discutidos no contexto da competitividade e da persecução de qualidade, factores com os quais as indústrias Portuguesas se ocupam, presentemente.

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ICEP brochure - conditions for subsidising catalogues

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Barbotina	Hara	Polisport
Bawo Bawo	Heliflex	Primus Vitória
Bebecar	Indasa	Quema
Caravel	Ismaltina	Rodes
Chavoperfil	Jairol	Rodi
Cimilar	Jamarcol	Rogério Moreira
Cires	Luzogrês	Sanitana
Colap	Luzostela	Semoldes
Costas Irmãos	Mafol	Silampos
F Fonseca	Marques e Silva	Silvágueda
Fersil	Miralago	Sinuta
Formaplas	Molibel	Siroco
Fundador	N.G.Porcelanas	Siarcos
Grês Art	Neoclássica	Tècnoplas
Grêsartes	Novagrês	Vannel
Guialmi	Pavigrês	

INTRODUCTION: THE NATURE AND ORGANISATION OF THIS WORK

The functional genres are arousing a substantial amount of attention in research, not only as stimulating objects of study in themselves but also for the practical benefits that such research can bring in the furtherance of a wide variety of interests. The In-trade Catalogue is just such a genre: the specificity of its purpose and consequent generic structure come together to bear out aspects of functional genre theory, while study of its use in the ambit of industrial marketing in the Aveiro district provides evidence of its potential effectiveness as a promotional tool in the Portuguese effort to internationalise its markets. The underlying issues that concern me as someone analysing the English language component of these documents are:

?   The English used in these catalogues is not standard, what is its nature?

?   How will it affect the purpose of these documents?

?   What are the contextual constraints that have contributed to this state of affairs?

The catalogue as a functional genre is analysed within the framework of Genre theory that has been propounded by Halliday and other linguists of the Australian school and its theoretical source: Functional Systemic Linguistics. In section 1.1. I discuss the elemental components of Register and how these have an impact on how language is used. The societal/cultural dimension of Register is then related to Genre and then to Functional Genres and how each different genre will incorporate these elements consonant with the purpose to which it is put. My idea is to discuss genre while focusing on two of the fundamental relational ties that link language use and genre: *purpose* and *effective communication.* My motive for this is that I wish to *evaluate* the effectiveness of my genre (the Aveiro-generated catalogue), a practice that Halliday places above analysis, in those sections of the exemplars in which the English language is used.

The generic structure of the catalogue is mapped out and a function-related label is given to each of the obligatory and optional sections, these are organised into the Generic Structure Potential of the catalogue and their possible positioning is explored. The lexicogrammar of each of the sections is discussed with a view to pinpointing the typical structures to be found in each. Compliance with these structural and semantic indicators

may be evidence of *generic* effectiveness but any failure to uphold the Linguistic Code will jeopardise the availability of the register to the practitioners of the genre: this constitutes the deficiency of the catalogues in my corpus. The English used in these documents is not standard: it is, in most cases, the result of faulty translation and riddled with inappropriate wording and grammatical error.

Considering that Error is present in almost all the catalogues in my corpus, I briefly explore the theories and nomenclature of Error Analysis (section 1.2.) while taking care to stress the difference between the usual applications of this linguistic instrument, (in the analysis of learner errors) and the use I wish to make of it, (in the analysis of language appropriateness in these catalogues). Error Analysis supplies valuable theorisation to analyse those aspects of the Code that have been breached. The theories of Genre Analysis identify Code as the avenue to register but, as Genre Analysis does not specifically address the genre production of non-native speakers, Error Analysis is a finer instrument to apply to the English texts in these documents.

As Translation is the exercise through which most of the English texts in the corpus come into being, any discussion of these texts also begs reflection based on Translation theory (section 1.3.). Despite the paucity of theory that focuses on functional translations as such, conceptualisation based on relevance, on the pragmatic dimension of this exercise, feeds into the whole idea of *effectiveness for purpose* that is indispensable in the analysis of these catalogues and I address it. The cultural considerations that all effective communication requires but that business interaction demands are of particular consequence in work carried out in this field and warrants special attention. I discuss it within the contexts of discourse production, as genre and in the sections that address translation as process and as product. The translation of functional documents imposes special requirements on the translator: these are pointed out, as are the procedures that can reduce the problems involved.

Genre Analysis, as I will show, requires that information be gathered on the practitioners, the communicative situations concerned and other influences in the generation of this genre in order to establish Context of Use (section 1.4.). I visited eighty-four companies,

submitted and received back as many questionnaires, selected fifty for study and compiled the information gathered by this means. In order to supplement or clarify information on the questionnaires, I interviewed the respondents (48 were interviewed in English) but only 12 agreed to being recorded; some of these interviews were transcribed for analysis.

The catalogues were collected and detailed linguistic description performed on ten of them (section 5.1.). Certain patterns emerged in these analyses: there is a pronounced tendency for higher incidence in error in certain generic sections and particular types of error are more evident. The remainder of the catalogues were analysed in order to refine quantitative data so that susceptibility to error in the various generic sections may be confirmed according to type and frequency and more expressive data collated (section 5.2.).

Context of Use also includes the professional exigencies and constraints that are intrinsic to the genre. Competitiveness and Promotion are examined (chapters 2 and 3) as the business dominions in which the catalogue has to circulate and bring about the effect for which it was devised: the former as a dynamo of linguistic tensions that respond to market forces that use English extensively, the latter as the spawning-ground of the genre under observation: the In-trade Catalogue. The English language and its function as a propitiator of competitiveness in its role of *lingua franca* in world marketing is discussed (section 2.2.), while the manner in which the Portuguese business world has responded to this requirement is also considered. Both Competitiveness and Promotion are seen in those facets that affect or are affected by the use that business makes of language, especially English, for language must be understood as an instrument in the accomplishment of these two dominions.

Total Quality Management and Control (section 3.6.) provide additional pertinence and material justification for commitment to quality at all levels in the Portuguese business world, including the making of functional documents.

CHAPTER 1

1. THEORETICAL FRAMEWORK: THE INSTRUMENTS OF ANALYSIS

Being part of a University that plays such an integral role in its social and professional environment, has placed me in the fortunate position of being able to appreciate the potential use that my research interests could have for some of the important activities of this district. Frequent contact with members of the business community and the documents generated by this group furnished me with information on divers areas of mutual concern. One of the most significant of these areas is the trade catalogue. These documents constitute the relationships between industrial concerns in the Aveiro District and their international business clientele in a highly competitive commercial market.

The contingency of having to produce documents in a language that is not one's own is in itself a problem; knowing that the image one presents can be adversely affected by our inappropriate use of that foreign language is an added difficulty. The business community as a whole, and the organisations that co-ordinate the national trade effort or represent the different industrial sectors, appreciate the pertinence of appraising these documents and welcomed the interest shown in the industrial catalogues produced for international distribution. Having secured the co-operation of my informants and a corpus for my research, the various different instruments of analysis that I could use then had to be considered.

What follows is a discussion of the theoretical framework of reference and the concepts that will allow me to explain the linguistic/textual description in the analysis I wish to carry out. I will also give the reasons that guided my choice of framework and how I perceive its pertinence and applicability, how the theories I am to apply are compatible and provide the groundwork I need to perform critical analysis on my corpus.

1.1. FUNCTIONAL SYSTEMIC LINGUISTICS AND GENRE

The idea that there may be recurrent features which are prototypically present in particular groups of texts [1] is fundamental to this work. This idea posits a correlation between the choice of language and its use in specific situations. Genres are the different text forms, dynamic and always in transition, that language takes as it is influenced in the making and receiving by the specific situations that generate them. I will now examine the relative fields of functional linguistics, register and genre as a theoretical framework that can usefully inform the study of the specific genre which is the object of my research.

Most of the descriptive work in defining generic types has been greatly influenced by the systemic-functional theories of Michael Halliday (1970, 1978, 1985 and 1994). His systemic approach to language is functional in that it poses functional questions about language: systemicists ask *how do people use language* and, because the systemic approach interprets the linguistic system functionally, it also asks *how is language structured for use?* This functional approach to language and to the study of the grammar of English or of any language, is born from how language is construed. There are two main alternatives here. We can try to understand grammar as a resource for expressing and making meanings - as a subsystem which has meaning potential (as Halliday does), or we can see it as a rule system. The latter conception underlies the various types of formal grammar (phrase structure grammar with expansions and reinterpretations) that have been developed in the last thirty years or so. The former is associated with functional theories of grammar developed by M.A.K. Halliday and other systemic linguists. The difference between the two interpretations of grammar is fundamental; they foreground different aspects of grammar as the base upon which the system of grammar is built.

As a resource, grammar is organised as a large set of inter-related options - the alternative strategies available to the language user for expressing and making meanings. These options are realised (expressed) by means of structural specifications and grammatical and

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[1] "Text is the product of language activity encoded in words and delivered into the world in the substance of speech, writing or signing" Steiner and Veltman (1988, pre face).. The terms "text" and "texture" are described by Suzanne Eggins (1993) in Chapter four of An Introduction To Systemic Linguistics . She gives a particularly thorough exposition of the functional understanding of these terms.

lexical items. Grammatical structure is thus not an end in itself but has evolved to serve and to express complex combinations of options (and this can be seen very clearly in a developmental perspective when we explore how children learn how to mean). The grammatical options are meaningful so a description of them shows what a speaker can mean, using the grammar. The grammar construed in this way is represented by means of the system network of systemic-functional theory.

Grammar is really an abbreviation for lexicogrammar as it is realised as wordings, and is the unified resource of grammar and lexis. It becomes possible to see this unity when both grammar and lexis are interpreted as resources and the network of options that make up the resources is represented: grammatical options tend to be more general and lexical ones more delicate. That is, lexis is the more delicate part of lexicogrammar (just as lexical semantics is the more delicate part of semantics and grammatical semantics is the more general, less delicate part). Grammatical options are realised by means of grammatical structure and grammatical items (such as "the", "and", "who"), whereas lexical choices are realised by lexical items (such as "sell", "market", "tool", "brand"); but there is no clear boundary here: grammatical structures have lexical implications and lexical items go together lexically (collocate) in particular grammatical structures. And when we look across languages, we find considerable fluidity between lexis and grammar in various domains such as time.

Given the interrelation and interdependence of these two facets, the traditional view handed down to us according to which grammars and dictionaries are "separate books" has to be addressed. They are not separate, nor are they about distinct entities but that does not mean that the domains that they are more aligned with cannot be pointed out in their practical applications. One can perceive the grammatical dimension of a structure and ascertain its lexical content but, in anything more complex than a list of lexicon, it may be very difficult to separate the grammatical from the lexical domain. This conceptual adjustment allows clearer reference to the grammar dimension, to the lexical dimension but also to the confluence of these two: the lexicogrammar.

Halliday discusses the concepts of field, tenor and mode of discourse as dimensions of register, and arrives at the configuration of environmental factors that typically fashion our ways of speaking and writing. Halliday claims that of all things that co-occur in a situation when language is being used, field, tenor and mode are the only ones that have a direct and significant impact on the type of language used.

> "Field, tenor and mode are not kinds of language use, nor are they simply components of the speech setting. They are a conceptual framework for representing the social context as the semiotic environment in which people exchange meanings." (Halliday 78: 110)

These factors within register are the most important divisions of context and, together with genre, the most discussed by systemicists as variables that affect the choice of language in the construction and emission of text.

Field, the topic or focus of activity that the text deals with, (what the text is about), can vary along a continuum that goes from the highly technical to the commonplace or everyday. In producing text for a receiver who has but a bare understanding of the subject one will be making different lexicogrammatical choices to those one would make in producing text for an expert within the same field. The catalogues that form my corpus sometimes contain language that goes from one extreme of a particular field to the other, as they comprehend language of a highly technical and specialised nature: product descriptions with technical specifications, as well as sections where the same subject matter is dealt with in a less specialised manner, in sections where products are endorsed, where opinions are expressed and statements of approval are given.

Tenor, the role relations of power and solidarity that exist or are perceived to exist by the participants in a situation of communication can also vary from a role relationships of extreme deference, where roles of unequal power are carried out, to relationships of extreme solidarity. Functional systemacists have built on what sociolinguists such as Brown and Gilman (1960/72) identified as the relationships of power and solidarity and have broken them down into three different continua: power, contact and affective involvement, three dimensions of the tenor level of choice. The power continuum ranges from relationships of extreme power difference where the lexicogrammatical choices

represent extreme formality, to relationships of equality where choices reflect informality. The second continuum, contact, accounts for frequent to infrequent communication between the participants, and will produce lexicogrammatical choices that reflect this interpersonal dimension of relationships. The third continuum is affective involvement that accounts for the emotional engagement or commitment of the participants in the situation. We can relate the effect of these three dimensions by equating formal text with

a)   unequal, hierarchic power,

b)   infrequent, or one-off contact,

c)   low affective involvement

and informal text with

d)   equal power,

e)   frequent contact, and

f)   high affective involvement.

The tenor of promotional material sometimes registers surprisingly low formality levels, when a relationship of solidarity is sought and the reader is engaged as an equal, a partner, an accomplice. This frequently happens in promotional material for a young readership or in promoting products or services for a specialised and relatively closed market, as final consumers. The catalogues in my corpus are not intended for final consumers, they address the intermediaries who will handle the products, promote them further and then sell them on. The tenor of these documents is therefore more formal with few instances of direct address; when the client is referred to, it is normally done in the third person. There are few signs of solidarity, the language is usually neutral with regard to the interpersonal dimension, devoid of personal involvement with the reader and any expressiveness in the language is directed at the products, the producers of the products or at entities that are beyond the business circuit e.g. the city where the firm is established, and almost never with regard to the reader. On the few occasions that any personal alliance with the addressee is sought, this is carried out using the formulaic discourse of business genre: a letter, direct address of the "Dear client" sort or a third person reference to "our dear customers". This lack of interpersonal engagement is perhaps better illustrated by the fact that the first-to-second person pronoun, *you*, is used only eight times in the whole corpus and of these, five are indefinite pronoun applications.

Mode, the use that is being made of language, while appearing to be the most straightforward of the factors that influence choice in the production of text, for it can be reduced to the simple dichotomy - written/spoken text, is the most significant and the one that marks linguistic production definitely. Martin (1984:26) identifies various factors that mark text with regard to mode and describes two types of distance: spatial/interpersonal, the factor that conditions feedback, as it reflects both visual and aural contact, and experiential, the distance between language and the activity language is representing. At one end of the experiential continuum we can have language describing an action that is taking place simultaneously e.g. a game of bridge, where language is being used as part of the action and as an instrument of description of what is taking place concurrently and at the other end of the continuum we can have a novel where language is used to reflect on action rather than to enact it.

All these will, Halliday points out, have an impact on how language is used as they are a direct link between language and context. They are the aspects of context that have a direct significance when a register description of a given text is sought.

> "When we interpret language in these (functional-semantic) terms we may cast some light on the baffling problem of how it is that the most ordinary uses of language, in the most everyday situations, so effectively transmit the social structure, the values, the systems of knowledge, all the deepest and most pervasive patterns of the culture. With a functional perspective on language, we can begin to appreciate how this is done" (Halliday 1973: 45)

1.1.1.REGISTER

Because meaning is a societal phenomenon, and because register is seen as a cultural norm, it forms the interface between the social system and the linguistic system, both governed by the code. Code is the element that Halliday perceives as being above register and controls the availability of the registers to members of a society.

> "The code is actualised in language through the register... the codes transmit or control the transmission of patterns of a culture or a subculture." (Halliday 1979: 111)

This relationship is of interest to this work as it is the source from which springs the idea that only practitioners who avail themselves of the code have complete access to the encoding and decoding of register, and will be discussed further in sections on professional genres and on industrial catalogues.

Halliday and Hasan, in 1985, elaborated the definition of the three components of register, by referring to "indexical features" and "typical features" (the forms that bring about any especially semantic aspect of a register) away from the strict one-to-one semantic/situational component link that they had described register as having, in previous works[2]. They submit that the indexical features of field, tenor and mode are strands of meaning that are all interwoven in the fabric of the discourse and that it is therefore impossible to pick out any one word or phrase and say it only has experiential meaning, or only has interpersonal meaning.

1.1.2.REGISTER AND GENRE

The "ways of speaking and writing", the authentic everyday interaction that comes under the observation of systemicists as we saw above, incorporate three main types of meanings simultaneously; experiential, interpersonal and textual. This semantic complexity is possible in language because language is a semiotic system: a conventionalised coding system that is organised as a set of choices, and is modelled as networks of interconnected linguistic systems from which we choose in order to make the meanings we need to make in order to achieve our communicative purposes.

Halliday points out the differences between speech and the written text and how the nature of each conditions the lexicogrammatical and organisational choices that the language user has to make. Further, in pointing out characteristics that 'group' together certain types of texts, he stresses the idea that there are recognisable ways in which text types differ from each other. The very existence of terms such as 'report', 'narrative', 'argument' and 'exposition' indicate a shared intuitive awareness of the existence of these texts and many others. Susan Eggins furnishes the link between the shared intuitive knowledge that

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[2] in Cohesion in English. 1976.

practitioners have of the various genres and the theoretical groundwork of the genre analysts:

> "Genre theory is about bringing this unconscious cultural knowledge to consciousness by describing how we use language to do things" (Eggins 1994: 46)

The Australian 'genre school', of which Halliday is the precursor, has produced a considerable body of work in the 1980s and 90s, having as its central idea the systemic linguistic theory that language is a resource people use for the construction and negotiation of meaning. (Christie, 1988 and Rothery 1989). They describe the linguistic patterns human beings use as 'social constructs' that are the direct result of the constant need language users have to organise, control and in this way, "make sense of the world" (Christie, 88).

Halliday establishes the difference between formal syntax and his systemic-functional grammar by enhancing the functional paradigmatic nature of the latter and outlining the syntagmatic conceptual organisation of the former. Formal syntax proceeds from the direction that explains language as a system of forms that are then understood to have meanings: the morphology is first studied, to explain the word forms; the syntax is then studied, then only is the question posed, "what do these forms mean?". The direction is reversed in functional grammar, a language is seen as a system of meanings that are expressed through given forms, hence the question "how are these meanings expressed" as Halliday says,

> "The internal organisation of natural language can best be explained in the light of the social functions which language has evolved to serve. Language is what it is because of what it has to do." (1973: 102)

This puts the forms of a language in a different perspective: as means to an end, rather than as an end in themselves. Because functional grammar perceives language as a system for making meanings: a semantic system, with other systems for encoding the meanings it produces, it does not see language as a set of rules. This implies that "semantics" is not limited to the meanings of words, it is the entire system of meanings in a language, meaning that is expressed by vocabulary as well as by grammar. Meanings then, are

expressed by "wordings" and Halliday (1985) perceives the relation between meaning and the wording as not being arbitrary, for the form of the grammar relates naturally to the meanings that are being encoded.

A functional grammar, in bringing out the relationship between form and meaning, is designed to study wording, but in its exposition of meaning. It uses a lot of the nomenclature of traditional school grammar and folk linguistics in its analysis of constituent structure both at the grammatical level ("sentence" and "word", which are units of linguistic form), and as units of written language we have once again "sentence" and "word", but also "letter".

> "Sentences and words are part of the organisation of language as a systemic code, the organisation that lies behind the patterns formed by symbols in writing and by sounds in speech" (Halliday, 1994: 37).

The theory supporting Functional Grammar is "systemic" which is a theory of meaning as choice. Choice operates in language, as in other semiotic systems, as a network of "interlocking options". Where language is concerned, choice starts operating with the more general features and, step by step, proceeds to becoming more and more specific. The principle of choice is central to Australian genre theory. In fact an essential component of the theory is that each time language is used, no matter in what situation, the user is making constant and progressively more specific choices.

Choice, here, operates at two levels, the textual level and the ideational one. At the level of textual choice, different lexicogrammatical choices within the system generate different meanings while still being part of a particular genre. At the ideological level, the very recognition by genre analysts of the importance of different types of text and the freedom of choice that can be exercised in the use/study of different genres, challenged the almost undisputed predominance of the narrative genre in text linguistics and in English Language education. Genre theorists, Kress and Hodge (1988), among others, criticise the primacy given to narrative and to the 'liberal-humanist', 'romantic' view of language education that prioritises personal experience and person-centred writing that is apart from social

experience and the more functional uses of discourse. They perceive education as an initiation into the ways of working, of behaving, of thinking which are particular to one's cultural traditions. Only mastery of these ways of working can bring about the possibility to exercise the power of choice. They envision the learning of the genres of one's culture as being both part of entering into society with understanding, and part of developing the necessary ability to change it.

In arguing against various accusations that genre linguistics and the description and categorisation of the genres may not be as clear cut as is sometimes claimed, Kress (1982) states that genres are dynamic, responding to the other parts of social systems, to the needs that users make of them. Hence genres change historically; hence new genres emerge over time and hence, too, what appears as 'the same' generic form at one level has recognisable distinct forms in differing social groups. Electronic mail is a genre that has appeared only recently. Born of our enabling technological surroundings and motivated by the need to communicate in an efficient, cost-effective way, it bears witness to this in the language structures that compose it: direct denotative language that is tolerant of abbreviations and ellipsis yet can accommodate the thicker, more expressive aggregation of meaning that the user may care to employ.

Genre analysis develops interesting new approaches to questions concerning the teaching and criticism of text production as it brings together the individualistic focus of the expressive theorists and the more contextual focus of the social constructivists. To expressive theorists, genres are socially reinforced speech acts through which individual intentions and social process are mediated. To social constructivists like Bakhtin, they are conventions that serve as points of interaction between individual intentions and the broader contexts within which any user works. Both recognise the interplay and balance between social convention and individual intention.

1.1.3. COHESION
Co-text and Context are of paramount importance in the analysis and assessment of text within the Functional perspective of Genre Analysis for they are the basic property against which coherence and cohesion are examined. The constitutive elements of text are

dependant on the relational ties that are established between discourse and its context of situation and the ties that relate the elements within the same text to each other. The former establish situational coherence and connectivity, the latter establish generic coherence; these concepts are essential to this work.

Connectivity is made up by the ties present in a text: connectors between words, propositions and sentences; pronouns, anaphors and cataphors, deictics, conjunctions, and relational reference and has to do with co-text. Connectivity is therefore, related to the horizontal dimension of a text.

Cohesion also refers to the way meaning is structured within a text. It fields the premise of verbal context with lexical reference/meaning, with substitution, ellipsis and conjunction. Here, the concept of isotopy is fundamental for it is the essential lead, the main theme of the text, the primary medium of cohesion. The recurrence principle underlying isotopy ensures continuity within a text, that the meaning of the text goes forward, from a beginning to an end, that it fits into its field. This cohesion is related to the vertical dimension of a text.

Coherence refers to relationships with background knowledge and has to do with cognitive context. The informative content of the text must appear relevant and show consistency with what is known about the subject matter. Coherence is related to the transverse dimension of a text.

Generic coherence is dependant on those qualities that allow a competent user of a particular genre to recognise a text as belonging to that genre, i.e. when we can identify a Schematic Structure, with each part of the text expressing one element in the unfolding, staged organisation of the language event. Some genres have within their structure various different types of discourse carrying out different functions that together make up the complex purpose of that particular genre. Catalogues belong to this category; they have a Schematic Structure that encompasses a variety of different text types that together make up the genre that effectively carries out the purpose to which these documents are applied. Generic cohesion is further discussed in the sections on Industrial Catalogues as genre.

I will continue to discuss the register variables of field, mode and tenor and the effects they have on language use to create meanings and their realisation as text which is, in itself, contingent upon another factor: texture. As I said, the internal organisation of the text and the successful creation of links that generate semantic ties between the various parts of a text, creates texture and makes for cohesiveness which works the various individual information bits of the message into a coherent whole, but the prime requisite in the textual exigencies of coherence is grammaticality. Susan Eggins presents this as the first texture creating resource without which all the other facets of coherence are difficult or impossible to assess:

> "It therefore seems a pre-requisite of text that it exploit the (standard) grammatical structure of the language: a text must be grammatically coherent" (Eggins 1994: 86)

The question is whether, on the basis of this requisite alone, one can disqualify any pretensions of an ungrammatical text to that status. If so, this would preclude the vast majority of the documents in my corpus achieving that rank even before any further analysis is carried out. It is my opinion that the overriding condition of functionality must preside in this evaluation for if ungrammaticality is of a degree that does not hinder the realisation of the purpose of the text, then one cannot disqualify a text on this element of cohesion alone. Unfortunately, serious lack of grammaticality, which impedes the intelligibility of the text, normally occurs with faults in the other systems of coherence and here, overall textual integrity fails.

Textual connectiveness is made up of semantic ties that link fields of lexicon into lexical cohesion and when there is *referral,* either expressed or implied, to the various elements that create the lexical ties, these also contribute to the creation of texture. These contextualising reference links are frequently faulty or lacking in the texts of the catalogues and here, faulty referencing appears to arise for a variety of reasons. The more frequent reasons are the differences in the referential systems and the inflectional capacities of the two languages that have bearing on this analysis: Portuguese and English. In the individual analyses these instances are pointed out and discussed, nevertheless, there is a point I would like to make here. It is not possible, in these circumstances, to indicate

whether these referential faults are due to a lack of perception of the applicability of these links in the target language or to problems related with the transposition of the source message into the target text; whether it is a problem related with text creation or text translation and therefore of ignorance as to the processes and means of creating and establishing referential links in the target text. Portuguese is a far more inflected language than English; it inflects verbs for person and number, nouns for grammatical gender as well as for number and allows for a greater amount of ellipsis. English requires that semantic elements, that are usually inflected onto lexical items in Portuguese, be expressed as separate elements. These referential differences are a source of frequent breaches of coherence in the English texts of the catalogues and are also discussed in the analyses.

1.1.4. PROFESSIONAL GENRES

One of the first more specific definitions of purely professional genres is given by Swales:

> "...a more or less standardised communicative event with a goal or set of goals mutually understood by the participants in that event and occurring within a functional rather than a social or personal setting".(1981: 10)

This view is a narrower concept of genre in that it creates the functional/professional link and focuses on the more "technical" sense of genre. It is also a means of limiting the field of reference to those communicative events where function is more readily perceived. Although some communicative events, such as "casual conversation" and "lyric poetry", can be identified as genres by their practitioners, anyone would be hard put to say just what their functions are.

Vijay Bhatia (1993) also refers specifically to Genres in a professional setting when he identifies these as recognisable communicative events characterised by a set of communicative purposes which are identified and mutually understood by members of the same profession or academic community in which they regularly occur. These genres are usually highly conventionalised and structured with constraints on allowable contributions in terms of intent, positioning, form and functional value. They are classes of communicative events whose principal critical feature is that they satisfy specific

communicative purposes that are shared by specific speech communities. They are realised in completed texts or texts that can be projected as complete (Swales 1990) and the discourse community that produces them attributes a nomenclature to them in accordance with their discursive functions.

Genres might be called discourse management strategies for, to write effectively, writers must understand the rhetorical exigencies that underlie the situations in which they are functioning and manage the discourse to be produced accordingly. The effective speaker/writer must also be able to find, within the discourse produced, those places where arguments can be made, where new information can be introduced, where a different perspective can be brought to bear, or where a final position can be taken. Understanding these exigencies means being able to know and participate actively in the social process within which a particular community of discourse produces text.

The factors that influence the nature of the genre, like content, form, intended audience, medium or channel, give it internal structure but the factor that can change the nature of the genre is purpose. Although it is very difficult to draw a line between genres and sub-genres, communicative purpose is a fairly reliable criterion to identify and distinguish them. Specialist members of any professional group or academic community are credited with knowing the communicative purposes of that particular group and the structure of the genres in which they convey the communication they have to make in their daily work. These specialist members have considerable freedom in the linguistic resources that are at their disposal but they must conform to certain standard practices within the boundaries of a particular genre. In spite of these boundaries, the expert genre user working within his/her field, can exploit that particular genre for special effects and to bring about private intentions. One cannot, however, break away from the constraints set by the particular genre type without running the risk of the discourse product becoming noticeably odd.

As discursive elements, genres cannot be separated from the concept of community, for they are conventionalised forms of discourse that a particular community adopts. Swales (1990) describes a discourse community as possessing a broadly agreed set of common goals, a common mechanism of communication between its members and of expecting its members to use a participatory mechanism primarily to provide information and feedback.

A discourse community utilises and consequently possesses one or more genres in the communicative furtherance of its aims. Catalogues are one of the communicative genres used by producers of products or services with the aim of informing potential clients of the existence and nature of these products and services. They also carry information that expresses or implies the advantages the readers may reap in availing themselves of these and establishing business connections with the entities that emit the catalogues.

1.1.5. TEXTUAL BOUNDARIES AND GENERIC STRUCTURE

Much of the recent theoretical work produced in the field of genre-based language studies has centred around the identification of textual boundaries for particular genres and their generic structure. Brian Paltridge (1993 and 1994) has condensed a considerable amount of discussion on this point by confronting and comparing the various studies produced by some genre analysts and the criteria they employed to identify the stages in texts that contribute towards the identification of *schematic structure (*Martin 1989:19*), generic structural potential (*Hasan 1984:54 1989:53*), or moves and steps (*Swales 1984:74, 1990:21*)*. Paltridge chooses to base his analysis of textual boundaries according to what Hasan (1984) described as *semantic attributes* or *semantic properties* which can be used to describe "...essential attributes of the 'structurally important units' of any text type" (page 62). Hasan divides these semantic attributes/properties into two types; *nuclear* and *elaborative* and points out that a text must have at least some selection from among the nuclear attributes in order that the text may *move* yet there need be no selection from the elaborative attributes. The nuclear attributes are further divided by Hasan into *crucial* and *associated* attributes, the difference being that crucial attributes have to be present in a structural element whereas associated attributes '...do not have to be present but often are' (page 62). Thus *nuclear/crucial semantic attributes* always occur in a particular section of a text/structural element, *associated attributes* need not occur but often do and *elaborative attributes* need not occur at all. I use the theoretical grounding and nomenclature propounded by Hasan (1984 [a] and b), in the analysis of Industrial Catalogues at the heart of

this work. In Chapter 3 I explore her theory of Generic Structure Potential[3] in its applicability to the genre on which I am working.

Paltridge(1994) uses Hasan's analysis of semantic attributes to divide and identify the introductory sections of research articles in the area of environmental studies into structural elements and in this way accounts for each content component in these texts[4]. The result of this analysis is very interesting in that it confirms what Bhatia (1993) and Swales (1984) have concluded; that analysis of textual boundaries is all based on content rather than on the way in which content is expressed linguistically. The search for structural divisions in texts should be seen as a search for cognitive boundaries in terms of convention, appropriacy and content and not as a search for linguistically defined boundaries. I return to the discussion of textual boundaries in the section on Industrial Catalogues in chapter four: pp108.

Anderson (1987) used the overall patterns applied by Swales (1984) in analysing academic articles, to analyse business negotiation data and identified the following four move pattern:

1) Product establishment - negotiators establish which products are of mutual interest;

2) Parameter establishment- talking around possible prices, quantities, delivery dates etc.;

3) Bargaining;

4) Confirmation and the possible establishment of contracts.

Another study of spoken text in the area of business was carried out by Ross (1987) who found a five-move pattern in company board meetings:

1) Introducing the field;

2) Reporting to the meeting- describing work that has been carried out, explaining current situation;

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[3] <u>Ways of Meaning, Ways of Saying</u> (1996) - edited by Cloran, Butt and Williams, is a collection of some of the important writings of Ruqaiya Hasan of the 1980s. It gives a comprehensive sampling of the applications and importance of Functional Systemic Linguistics in the study of context, genre and meaning. The more schematic nature of her analysis in *The Nursery Tale as Genre* favours a ready extrapolation of her theory to other genres.

[4] The occurrence of each semantic attribute, both nuclear and elaborative, is registered, but no associated attributes are indicated in this work.

3) Discussing matters arising out of the report stage;

4) Negotiating a decision;

5) Discussing future work.

Eggins (1994:36) uses the Martin (1985 and 1989) nomenclature - *schematic structure* - and describes the analysis of genre as the identification of the various stages into which a text is organised. She presents *constituency* and *labelling* (pages 36/7) as two fundamental concepts in genre analysis, the former being the stages or parts of the genre, the elements that constitute its structure and that can be identified by the analyser, and the latter being the naming of the constituent parts. This labelling, in the generic description, serves to explain how the parts relate to each other in constituting the whole. The actual dividing of the text can be done according to two different criteria; formal or functional, depending on whether one wishes to emphasise the degree of sameness, or difference each part has in relation to the others.

Eggins (1994:40) identifies the *defining* or *obligatory* stages in genres as those without which the genre cannot be identified as such. This can be compared with Hasan's *nuclear* and *elaborative attributes*. Those that are not obligatory elements of a particular genre's schematic structure are called *optional* and are sometimes responsible for producing variants of the genre when used in conjunction with the defining elements. The order of the elements is yet another constraint upon the genre, in most instances, an alteration of the order will subvert the texture of the generic structure and jeopardise its congruity.

The identification of the schematic structure of a genre cannot be accomplished successfully without the analysis of the *realisations* of each element of the schematic structure, these are the ways in which meaning gets encoded/expressed. The central analytic procedure in genre analysis is indeed the relating of the schematic structure to the *linguistic realisations* of the genre, it is through words and structures - lexicogrammatical choices - that the genre is realised.

1.1.6. CULTURAL DIFFERENCES IN GENRE

Genre analysis has also taken interest in matters that concern cultural differences. Japanese, French and English business letters were compared by Jenkins and Hinds (1987) who found deep structural differences in the models from the three cultures:

- ? the English model consists of; Salutation, Body, Compliment, Close,
- ? the French model consists of; Introduction, Body, Salutation, and
- ? the Japanese model consists of; Opening remarks, Body, Ending.

The researchers also found that the Japanese models had a greater dependence on stock phrases to substantiate the suitable relation between writer and reader. The conclusion that one may draw from this study is that there is a need not only to understand and apply the moves of the business letter as a genre in one's own culture, but also to understand the limitations of our model when the receiver has a different model for the same functional genre. All intercultural communicators have to develop an awareness of the subtle variations across cultures. Inman (1990) reports on a survey of 300 US-based multinational corporations and to how they are aware of revenue loss due to difficulties in conducting "genuine, meaningful and productive communication" (pp 50) and how lack of awareness of cultural differences which are "all-pervasive" can bring about communication breakdown and loss of face, of profit and of opportunity.

The use that I wish to make of the concepts presented above is tied up with the idea of effectiveness that is intrinsic to all genre creation. I wish to explore to what extent the discourse produced in English by Portuguese Managers in the Aveiro District conforms with the constraints set by the genres in which this discourse is being produced. In this way, I wish to appraise communicative effectiveness using the gauge of the genre or sub-genre when applied to a very important activity; informing clients about products through the industrial catalogue.

The functional framework from which Genre Analysis emerged and the relevance that its theory confers on all texts of a non-literary nature, could justify the alignment of this work with its theories: Functional Systemic Linguistics is a fine instrument of analysis and

description and I have sought to account for the appropriacy of this form of analysis, with its supporting theory, to my subject. Genre Analysis supplies the basic framework from which the detailed analysis of the documents in my corpus develops but, because the practitioners who produced these documents are not native speakers of the language, because the texts are necessarily flawed in the language used and this can affect the generic wholeness of the documents, I have had to adopt a suitable channel for my observation. This channel must recognise the variables that I have described above and supply further terminology and conceptualisation necessary for the analysis of the catalogues.

1.2. ERROR ANALYSIS

Another way to approach these catalogues can be through the theories and instruments of Error Analysis. Here the focus would be on the texts and the manner in which they were deviant from linguistic norm. This would be particularly interesting for the purpose of didactic applications, for Error Analysis seeks to remediate learner errors by studying them, as an approximative system of the learner's interlanguage to the structures of the target language, or in order to create a theoretical framework to understand why learners produce certain errors with regularity (Corder 1978). Although my respondents are not learners in the accepted sense (for there is, unfortunately, little likelihood of their belonging in the future to a co-ordinated English learning experience where measures suggested by their errors could be worked into a remedial programme), findings from this analysis might help to inform a more effective curriculum for future students in this University. Keeping this in mind, in the following section I will discuss those aspects that, within the framework of Error Analysis, help to describe or explain deviant discourse in the documents I am analysing.

The sixties and seventies yielded a formidable amount of critical literature in the field of Error Analysis and some very interesting studies were born of the need to understand communication strategies adopted by second/foreign language learners. Useful concepts were advanced: Approximative Systems (Nemser, 1971), Interlanguage (Selinker, 1972) Interference and Overgeneralization (Richards 1970/71 and Dulay and Burt 1973/74), among others, and these have been invaluable in various language acquisition contexts.

These concepts and the whole approach to Error Analysis were born of a need to deepen the understanding of learner errors that Contrastive Analysis initiated. The applications of Error Analysis are essentially pedagogical and have given rise to studies of great educational relevance, like the problem of error correction in the leaner, syllabus design, remedial programmes, and the writing of grammars and teaching materials. It allowed for a more insightful understanding of the processes of second language acquisition and the incorporation of the psychology of the learning process itself into the sequencing of learning stages. Richards (1971) also discussed the social factors governing the attitudes to English language learning and how the individual motivations of learners have particular relevance in the manner in which they learn, the characteristics of their interlanguage and ultimately, the progressive closeness of their approximative systems to the target language.

Error Analysis, as a specific area of Linguistics, has not added significantly to its systematic theory or methodology in the identification, analysis and treatment of error in recent times. It is associated with the pooling of various different approaches to error in language learning - from the purely contrastive views related with language interference and transfer (Weinreich 1953, Lado 1957), the explanation and defence of interlanguage, approximative systems and idiosyncratic dialects (Richards 1971, Selinker 1972, Corder 1971) to the analysis of actual errors produced by learners. These studies seem to have been carried out essentially on the English language production of learners who have the most varied range of mother tongues. Some of the practical consequences of these have been worked into the syllabuses of English teaching courses and provided insights into the approaches that teachers adopt to errors and the processes they employ to remediate them

Because Error Analysis lacks an updated systematisation of its theoretical framework, it has not developed new areas of interest as domains in themselves but it has fostered fresh and very important discussion in other fields. Learner errors and the whole problem of error correction/remedial work continues to interest linguists, teachers and other students of the use of language who delve into the premises of Error Analysis and employ its theories and findings in divers areas of language observation. Errors are now considered within other specific fields of language study (Concordancing, Completeness, Discourse Analysis, Genre Analysis, Didactics, Pragmatics, Psycholinguistics and Forensic

Linguistics), or as corpora that inform about the frequency and/or nature of certain errors produced by learners who share the same speech or cognitive problem or even similar professional interests. The various strands that constituted the field of Error Analysis have now spread into other fields and have been knitted into divers language-related research domains. Having said this, I must pay just regard to James (1998) who not only refreshes the interest in Error Analysis by determining the connections between this area of language research and the various fields that it has contributed to, but provokes fresh explorations in Standardisation, Correction, Evaluation and Remediation, in his latest writings.

1.2.2. IDIOSYNCRATIC DIALECTS

Corder gave to what was later called *interlanguage* by Selinker (1972) the designation of *idiosyncratic dialects* in 1971. Although the term coined by Selinker was favoured in more general use by theorists addressing learner language - even Corder sometimes used this designation as it contained the idea of an incomplete approximative system that progressively comes closer to competence, I prefer the designation coined by Corder, with regard to my study as it appears to be less bound up with the learning <u>process</u> and is more closely related to the situation and the language that my informants are producing. The idea of progression is, sadly, less expectable in my subjects and the language they produce is no longer in a transitional state approaching greater competence. Their contact with English is usually within the closed, professional domain that uses a limited range of language output and which takes place between people who focus on a purely pragmatic aim of "getting the message across, no matter how" and are less sensitive to the negative charge that error carries. Gomes da Torre (1985 a.) expresses the view that fossilisation is not probable for if there is no progress in language learning, there is deterioration, I think that in this case, there is indeed a great deal of *fossilisation* because of the stable nature of my informants' language. Their language contains errors that will not find any remediation, in fact they have become an "established" idiosyncratic dialect in each case, my informants will continue to use the language they know in their daily professional lives, in this way perpetuating their errors as a stable part of their limited linguistic fund.

Idiosyncratic dialects and the analysis Corder gives to these issues are more appropriate to the language my informants produce

> "...since a number of sentences of the language, (the interlanguage) are isomorphous with some of the sentences of his target language and have the same interpretation, then some, at least, of the rules needed to account for the learner's language will be the same as those required to account for the target language. Therefore the learner's language is a dialect in the linguistic sense: two languages which share some rules of grammar are dialects." (Corder 1974: 158)

This exposition, part of a claim for a less prescriptive account of learner errors, is meant to legitimise the linguistic production of learners and, at the same time, give their idiosyncratic dialect the status to be recognised and studied as a synchronically identifiable entity. In fact, I would be hard put to describe the erroneous elements of my informants' language by means of comparison with the target language rules, were I not to pre-suppose that an idiosyncratic dialect is, like Native Speaker English, a dialect of the same language. This legitimises the detection, location and description of non-native speaker language errors by means of target language terms. James (1998) questions the propriety of describing learner language by using target language descriptive categories. In fact, barring the presupposition given above, he too feels that:

> "The ideal would be to describe learner errors in terms of a language-neutral system…" (James 1998: 95)

Corder questions the validity of some descriptions of learners' interlanguage as they are used in the field of Error Analysis;

> "My principal reason for objecting to the terms *error*, *deviant* or *ill-formed* is that they all, to a greater or lesser degree, prejudge the explanation of the idiosyncrasy." (Corder 1974: 163)

Interestingly, Halliday (1986) expresses the same reluctance to label linguistic production with the terms Corder enumerates above, but for slightly different reasons and within

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different contexts. Halliday defends the choice-based idea of *appropriateness* [5] (what is inappropriate in one place may be appropriate somewhere else) while Corder understands almost all aspects of an interlanguage as belonging to the grammatical/lexical language elements that learners have at their disposal, at a given time, within the framework of the approximative system that they are constantly negotiating and therefore not deserving of the disapproval that these terms carry. Corder (1974) also maintains that only the thorough analysis of the total language production of the learner, and not only what is ill-formed, can lead to an understanding of the learning process for it is only in relation to what is expressed 'properly' that 'error' can be identified.

Corder carries his theory forward by saying that, after idiosyncratic data has been collected, it must be analysed as:

> "...a set of pairs of sentences which by definition have the same meaning, or put another way, are translation equivalents of each other: one in the learner's dialect, the other in the target dialect. This is the data on which the *description* is based. (it is) ...fundamentally that of a *bilingual comparison*."
> (Corder 1974: 168 -my emphasis)

Despite the differences in respondents, discourse and contexts (Corder refers specifically to learners producing language in a 'formal' learning context; my respondents are adults in a business context producing a specific type of discourse), the procedure developed by Corder and his perspective of Error Analysis is appropriate for what I propose to do. I too am analysing the "idiosyncratic" language of users who share the same mother tongue, had a similar learning experience, a similar set of motivations but various, sometimes divergent, applications of their English language reserve. The *bilingual comparison* spoken of by Corder that is conducive to the *description* of the language production in this work is, in fact, a *trilingual comparison* in many instances of the analysis that I have carried out for,

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[5] Appropriateness has, in much of the literature in Error Analysis, been associated only with aspects pertaining to the social context or register component of communication: between the adequacy of the linguistic code with regards to sociolinguistic indicators or the colloquial/formal nature of discourse. Halliday extends the application of the term to cover all the aspects relating to communication: from the purely linguistic/propositional meaning of each item to sociolinguistic, pragmatic and other discursive aspects of language. I will be using the wider Hallidayan application of the term and its antonym.

not only do I compare the idiosyncratic dialect of my respondents with the target language, but whenever it is pertinent and possible, I compare the dialect with the source language[6].

Error Analysis, on the whole, has tended to concentrate on language form and although it has supplied many useful insights into the processes behind the product it analyses, very little thought has been given to the context of production. In order to compensate for this shortcoming, analyses must take into account not only the linguistic production of the speaker/writer but also those aspects that are related with pragmatic value in language, the context-bound indications that must be attended to in discourse for effective communication to take place. Attention must also be given to the 'avoidance' factor; when a speaker/writer knows that certain features are likely to cause him/her difficulties, the tendency is to avoid these features in favour of less problematic ones or simply none at all. This can bring about the communication void that is the result of the writer/speaker reasoning that no communication is better than a faulty one. The problem of Avoidance merits further discussion in Chapter 4. There, avoidance of language items is discussed as well as the avoidance of many of the formal aspects that make up the genre I am studying.

1.2.2. THE PROCEDURES AND FUNCTIONS OF ERROR ANALYSIS

James (1998) gives a detailed description of the procedures that Error Analysts follow in order to carry out a full analysis of learner errors. He says that the procedures have an essentially discrete nature but does not exclude the possibility of their merging into one another in practice. Error Detection takes place when the analyst becomes aware of the presence of error, it is no more than this; it does not necessarily entail predisposition for the procedure, nor does it presuppose that any other action will follow. What happens in practice is that Error Detection and Error Location (the procedure that normally follows the former,) are almost simultaneous in many cases. In others, the localisation can be very problematic as the erroneousness of the utterance can be interspersed throughout a sentence or even in a longer tract of text. Error Description is the most problematic of the procedures as the premise from which it springs (interlanguages are independent systems that should be described as entities in themselves and not in terms of the target) is negated

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[6] Carl James (1998) also discusses the need to carry out Error Analysis as a bilingual comparison process.

through the use of description that is borrowed from target language categorisation. One will find however that error description will inevitably be carried out using the target language as the model (the *complete* form in opposition to the interlanguage, which is *incomplete*). James sanctions error description using the nomenclature of target language description by giving three purposes that he considers to be justifications of this procedure:

a) the first is that Error Description justifies intuition through explicitation, what is merely intuitive before description becomes explicit after it.

b) the second is that description gathers "tokens into types" thus facilitating classification; the grouping of the same sort of error into types,

c) the third is that it allows analysts to place errors into categories which signal the differences between errors and between classes of errors.

The fourth procedure is Error Classification/Categorisation, which is meant to provide the classificatory systems that will function as reference basis for practitioners – in Error Dictionaries, Grammars and Lists. These provide labelled exemplars, descriptions and possibly, remedial procedures that will aid analysts and teachers in error-related activities or in actions that follow these.

Error Detection, where this research is concerned, was prior to the formal commencement of this project. In fact, the detection of the existence of error in the catalogues that are my main object of analysis, was the motor of this study. Error Location, Description and Categorisation are carried out keeping the functions of Error Analysis in mind as well as the specific aims of this study and the constraints that are imposed by the differences in linguistic object, the particularities of the informants and the possible actions that this study may originate. That is to say, the practical consequences of this research is a contribution towards a greater awareness of the nature and consequences of the language content of the catalogues and their subsequent improvement in this aspect.

Corder (1973) and Hammarburg (1973) summarise the functions of Error Analysis as having to make:

1) a *quantitative* statement of the relative frequency of each type of error,

2) a *qualitative* linguistic classification of errors,

3) an *evaluation* of the gravity of each type of error from a communicative or pedagogical point of view, and

4) an *explanation* of the cause of each type of error in order to activate appropriate remedial measures.

Considering the differences between the customary applications of Error Analysis and the aims of this work, points 1, 2 and 3 will be worked into the analysis that I make of the catalogues but with certain constraints. I will classify the errors produced in these documents according to language description criteria, for example, errors of orthography, of morphology, of syntax and of lexicon and break these down according to the systems (tense, aspect, number, gender, case, with regard to lexicon, the various semantic fields, "levels" of meaning, collocation and distribution...). This will supply me with information on the lexical and structural soundness of the language in these documents and in what way the producers of these texts have breached the 'rules' of the target language.

Point 3 will be considered from the communicative standpoint, using the question "Does this error jeopardise the purpose of the text?" as the basic yardstick. It is immediately obvious that this aspect of Error Analysis is coincident with the evaluation process that is part of Genre Analysis and will be discussed in section 5.2.10.

With regard to point 4, like G. Abbot (1980) and others, I have found it extremely difficult to explain with exactitude the cause/s of the errors in my corpus. In some cases I have given a tentative explanation of the cause but I wish to stress my lack of certitude in doing so. In the typical error analysis situation where the informants are part of the formal language learning process, still learners and still within the comparatively closed and predictable learning environment, explaining the causes of errors involves a relatively closed set of variables. Gomes da Torre (1985) summarises these:

> "The explanation of the errors is the stage when the analyst tries to diagnose the reasons that may
> have led to the erroneous forms. It is here that the researcher tries to discover if the errors are due to
> negative transfer from the L1, if they are due to intralingual difficulties, if they were produced as a
> consequence of the learning experience to which the learners have been previously exposed, or if the

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deviations reflect any anomaly connected with inadequate or imperfect teaching materials, or even if they are simply caused by inattention, etc." (Gomes da Torre 1985: 106 - my translation)

In analysing the language production of people in various fields of management the variables multiply and the explanations of the causes and their psycho-linguistic postulates expand likewise. There is also limited interest in explaining causes of errors in this case, as these documents are so frequently collective productions, joint efforts that carry contributions by a varied authorship.

This work aims to investigate the industrial catalogue, taking into consideration its producers, the circumstances of its production, its structure and function - and how these are interdependent - its suitability for its given purpose and its effectiveness as an information-bearer and as a piece of persuasive communication. Error Analysis focuses on the discourse produced and when the circumstances in which this discourse is produced are discussed, these are considered from the point of view of the learning situation, even when they represent sociolinguistic issues, for it is learners' errors that EA concentrates on. Genre Analysis bridges the gap between the theoretical focus and application of Error Analysis and the objectives of my work. It contextualises the particular nature of the errors that I am dealing with, as well as incorporating important factors that are not priorities in Error Analysis .

1.3. TRANSLATION THEORY

Another possible way to approach the documents in this research is to consider the English texts that are incorporated in them as translations from the Portuguese which, in most cases, they so obviously are. My reluctance to study these documents *solely* as translations stems from objections to the very nature of most translation theory, its inappropriacy to the character of the texts I am working with and the scope of my research objectives. What follows is a discussion of these factors.

The literature on translation theory and methodology that has been produced over the past fifteen years with regard to functional texts, testifies to a need for theoretical understanding and systematic definition even more urgently than do other areas of linguistic concern. A

charge that is frequently levied at practitioner work by theorists themselves is that, despite the rich history of translation as a practice and the amount of literature that it has generated, a comprehensive theory of translation has proved elusive. This is due, in part, to the very nature of a field where the basic referent can be understood both as process and product, but also to the philosophic debate as to what translation embodies, what it implies, what it aims to materialise.

George Steiner (1975, 1992), in his canonical work on translation, addresses the philosophical implications of the concept, starting with the broadest possible understanding of the word; translation as the process by which sense is encoded into thought, possibly into language and decoded again into meaning. Coupling the concept of translation with that of interpreting, he assumes the liberty to extend the referential applicability of interpretation to encompass the exercise/s of translating. This means that every act that involves language can be considered an act of translation. Most theorists, however, limit the field to the more conventional understanding of interlingual transposition of meaning; the restatement of a message expressed in one linguistic code in another (Newmark 1988, and Bell 1991).

Another issue that is raised within the domain of translation is whether there is a need to develop or ascribe a theory or even a methodology to the practice, for some (Radice and Reynolds 1987, Steiner 1992) consider translation to be beyond the bounds of science and therefore not in need of a theoretical framework:

> "What we are dealing with is an exact art " (Steiner 1992: 311)

Others like Nida (1964, 1969), Holmes (1987), Bassnett-Mcguire (1980), Gutt (1991) and Hewson and Martin (1991) advocate comprehensive and systematic theory of translation as a priority. This debate grows out of whether one sees translation as an art, a craft or a science.

"Translation is also a science in the broad sense of the term, for it is an activity which may be systematically described and related meaningfully to various disciplines. In the strict sense of the word, however, translating is not a science but a technology, for it is built upon a number of scientific disciplines, including psychology, linguistics, communication theory, anthropology, and semiotics." (De Waard and Nida: 1986: 185)

Yet another of the areas of controversy lies in the degree of fidelity the target text must show with regard to the structure and meaning of the source text. This discussion is an ongoing tension between the priority of rendering into another language all the meaning that the original text has, or transferring this meaning while preserving aspects of the source text, such as form and style, in the target text. The sequel to this debate is the question of *intelligibility* and *accuracy* or *fidelity* which is especially pertinent to this work and will be discussed in detail further on. This debate leads into wider considerations of the need to take on a particular translating attitude depending on the different type of text one aims to translate: attention to form and style with literary text and attention to meaning with more function-marked communication. In cases where the text is principally of a functional nature but has characteristics that are more usually found in literary genres, (for example informative texts with advertising features: such as the catalogues that form the corpus of this work) the discussion takes on added contention.

The complicated questions of accuracy and the assessment of the target text are also controversial:

"The usual criterion by which a translation is measured is accuracy. But how is this accuracy to be defined? As the reproduction of exact sense or meaning? There is something to be said for a translation that strives to follow the literal syntax of the original, such efforts are doomed to forfeit intelligibility" (J. Johnson, 1992: 43).

These two elements are particularly relevant with regard to some instances in the corpus of this work; some of the 'translated' texts are so deviant from accepted target structures that they block any access to appraisals of accuracy/fidelity. Others maintain source text word order to the point that the target text fails to satisfy expectations with regard to characteristic target language information-flow. Whether this is a result of the 'directness' of the translating approach or not is a purely academic question as even the most basic

message is dependant on exercises of forced retrieval via the source language. Consequently, the question that begs asking is whether translation has indeed taken place. Is it enough to identify discreet lexical equivalence and consider that the 'text', no matter how garbled, is the result of a translation? Even taking into consideration all the various methods that Newmark (1988) defines as possible approaches to the task of translating, and among them we find "word-for-word and literal translation", I am averse to considering the endeavours of some of my respondents as translations in this extreme sense. For translation to have taken place there must be a minimal measure of fidelity to the source text but as this quality can only be estimated through comprehensible discourse, one cannot always accept that this is so.

Like the opinions given above, deliberations on the accuracy, appropriacy and other evaluative considerations of target texts tend to be compromises. These view translation as a multifarious activity and each translation task as a particular instance that merits a distinct perspective from the translator, plus, and on this point there is consensus, competence in the use of the target language.

> "The translator's craft lies first in his command of an exceptionally large vocabulary as well as all syntactic resources - his ability to use them elegantly, flexibly, succinctly. All translation problems finally resolve themselves into problems of how to write well in the target language" (Newmark, 1979: 95)

People such as Bell (1986), Wilss (1982), and Hewson and Martin (1991) among others, have pushed for an interdisciplinary approach to translation science with a strong focus on methodology but one finds that the objects of their attention are still largely the purely literary genres.

1.3.1. TRANSLATION AND RELEVANCE THEORY

Gutt (1991) is one of the very few theorists who addresses the translation of functional texts. According to Gutt, translation should be explained as communication and this should take the form of a relevance-theoretic approach which is dependent on the interplay of the two factors of contextual effects and processing efforts. Basing his discussion on Relevance theory:

> "Every act of ostensive communication communicates the presumption of its own optimal relevance" (Sperber and Wilson 1986: 158),

he questions the notion of covert translation, a term House (1981) develops to refer to a functionally equivalent translation. This type of translation is covert (according to House), in that it enjoys the status of the source text in the target culture and is not marked pragmatically, as a target text usually is "but may conceivably have been created in its own right". She understands these texts as having direct target language addressees for whom the translated text is as immediately relevant as the source text is for the source text addressees. The translation is covert because total functional equivalence has been achieved. House demonstrates her theory by analysing tourist booklets as translations and showing how discrete aspects of the source text are modified, intensified or even suppressed in order that the translated text satisfies the function of the source text in the target culture. Gutt questions the validity of such an exercise and expresses concern about the formulation of a "general translation theory of functional equivalence" for the type of texts that are considered here.

He advocates relevance theory without reliance on descriptive-classificatory theory, and indeed without reliance on any translation principles or rules. In fact, he tries to show

> "that the principles, rules and guidelines of translation are applications of the principles of relevance; thus the proposal is that all the aspects of translation surveyed, including matters of evaluation, are explicable in terms of the interaction of context, stimulus and interpretation through the principle of relevance, a universal principle believed to represent a psychological characteristic of our human nature" (Gutt 1991: 188).

He presents the translator's task as being to ensure that the receptor language text that he produces is the most *relevant* that the communicator could have used to communicate.

Some of the criticisms that are aimed at the English language content of the documents in my corpus arise from what practitioners call the "directness" of the translations that appear in them.

"A receptor language utterance is a direct translation of a source language utterance if and only if it purports to interpretively resemble the original completely in the context envisaged for the original." (Gutt 1991: 163)

This definition highlights the heavy dependence on a correct interpretation of the source-language utterance in its original context. It also implies that for the translator, it is not necessary or even desirable to explicate implicatures of the source-language text in the target-language text - in fact, this may often lead to clumsy and unnatural language. Instead, methodologically speaking, effort has to be spent to make the original context as accessible as possible to the target-language audience. Depending on the distance between cultures and, therefore, contexts, translation is not necessarily (perfectly) successful communication. A translator may be aware that complete interpretive resemblance is not possible because of cultural distance and then adopt compensatory measures. These compensatory measures being the adjustments, modifications and suppressions presented by House (discussed above) in the context of functional equivalence.

1.3.2. TRANSLATION OF BUSINESS COMMUNICATION AND CULTURE

Translators of Business Communication now speak not of source and target languages alone and the propositional meaning relation that purpose creates between two texts, but of source and target cultures as well, and the target culture is now beginning to loom almost as large as the source. When translating into English as an instrumental language, the question of culture becomes interestingly dichotomised into Anglo-Saxon culture (does it exist?) and the culture of the reader who may or may not be of the inner circle English-speaking countries or even, as Mary Snell-Hornby (1999) very aptly puts it, embrace the *"cultura franca"* that goes hand-in-hand with the *lingua franca* that English has become. The immediate response of people who consider diversity of inestimable value is to repudiate any neutralising, homogenising action such as the one suggested above. However, does not the use of a *lingua franca* immediately bias cultural substance towards it?

Responsible members of the community of translation studies are fully aware of the potential pitfalls that may arise within this framework but the complexity of the issue

makes simple cut-and-dried formulae and simplistic solutions very dangerous. This concern has to be revisited and re-appraised in the multiple forms that it takes on as specific documents are addressed. Even aspects of textual form must come under the scrutiny of the translator, for matters of text length and layout may also carry cultural values that require adaptation.

The new realisation, then, is that translation of business communication is not simply the transference of meaning from one language system into another with the able use of dictionary and grammar, it also has a very strong need for cultural assessment (in the source text) cultural adjustment and cultural expression (in the target text). We move toward an understanding of translation of business communication that sees it more as a cultural (rather than a linguistic) transfer, the act of translation is no longer just a "transcoding" from one context into another, but an "act of communication" that takes all the aspects of Communicative Competence into account. The translator has to be a very competent communicator in the target language as well as perfectly adept at extracting the various co-textual and contextual messages that the target text embodies. Thus, the translator must not only be bilingually competent - that's a given - but effectively (bi)culturally sensitive as well. Candace Séguinot has summed this up very succinctly as follows

> "Translators need to understand the basics of marketing; they need to know the legal jurisdictions of their market; they must know how cultural differences affect marketing; they must be aware of constraints placed by the form and functions of the source text, and they must be able to interpret the visual elements which are of key importance in advertising." (1994: 249).

This is very seldom seen in the catalogues in this study, in fact, I can safely say that despite the frequent need for cultural adjustment in these documents, it is all but forsaken. Problematic aspects of generic length, balance, layout and readability are very seldom confronted and responded to.

Irrespective of other considerations that may influence my choice of research framework, approaching the documents of my corpus solely as instances of translation would only

yield limited information on the effectiveness of the strategies and methodologies that were used and the products they introduced. Only some of the catalogues present both the source text and the target text, the others (those catalogues that do not have a Portuguese text and give the English text alone) may be user attempts at foreign text production and not be translations at all. Some of the concepts discussed above can be investigated in the corpus but the fundamental issues that I wish to address would remain disregarded. I would be able to identify and analyse questions of relevance and functional equivalence, among others, but would not get very far with the results of my analysis for it is not as *translators* that I wish to consider the practitioners of this genre but as language users in a particular professional setting. However, when the English texts in the catalogues appear to be the transpositions of the message in the Portuguese text and the latter is present, I will consider translation to be the productive exercise involved and will assess its effectiveness. The analyses that I make of the catalogues will supply information as to what languages appear in them as well as discussion on the translations that were effected, if such is the case.

Corder in Error Analysis, Halliday in Genre Analysis, and Gutt in Translation theory, propose that the *evaluation* process, whether of error, of a genre, or of translation, be the assessment of its *pragmatic* value. The three theoretical frameworks that I am to work with converge on the functional component of discourse and base this evaluation on whether the *purpose* that generated that discourse has been satisfied or not.

The eclectic approach that I have chosen to adopt must incorporate notions of Error Analysis, for error will inevitably be present, it must comprehend translation theory for translation is often the practice through which most of these texts are produced, and these must link up with Genre Analysis for it is the catalogue as a genre that is being studied.

1.4. METHODOLOGY IN THE GATHERING OF DATA

Endeavours to obtain information from a domain that is not usually called upon to contribute towards research in the humanities are bound to meet with some resistance. This is compounded by a traditional and truly unwarranted antagonism between the humanities and business, technology and science. The often self-imposed isolationism and antifunctionalism of the humanities constitutes a considerable failure in attempting to

infuse humanistic values and thought precisely into areas where they would do the most good, such as international business and international relations. Conversely, the business community has consistently failed to recognise and exploit the potential and wide range of skills and applications inherently associated with the study of language, culture and communication. Consequently, obtaining information regarding the use of English by the business community of Aveiro was regarded at first, with some scepticism, for a significant proportion of respondents failed to see the usefulness of this research for them[8].

Some firms in the Aveiro District have links with the University of Aveiro and whenever these exist they are founded on relationships of reciprocity and goodwill that seek to procure training positions for university undergraduates (internships), work for graduates, and provide technological and scientific know-how for industry. This synergy has not, till now, included any contributions from or demands made on the sphere of linguistics.

The organisations within the University (Gabinete Universidade/Empresas[9], departments with technological and scientific affinities with industry, and UNAVE[10]) that promote and manage these privileged exchanges, have data on these firms, but the very nature of these relationships presupposes that the firm is big, at least by Aveiro standards. These larger firms are indeed interesting for the purpose of this research, as they have more contact with foreign countries and generate larger amounts of discourse in English. The smaller firms, by far the bulk of Aveiro businesses, produce essentially for the domestic market and have a more limited use for English, the exception being the small specialist industries that produce for export also. These usually do not have the means to engage outside help when writing texts for foreign consumption, much less to enlist the services of competent interpreters exclusively for negotiation meetings, meetings at industrial fairs and conferences, and therefore represent a more reliable sample of the English used within this sector and of the language difficulties felt by the majority. I tried to include some firms

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[8] Four respondents considered that other aspects of industry and business were in more pressing need of consideration, three made remarks to the effect that the English used by Portuguese industry was no worse than that used by their counterparts in other countries.

[9] The entity that establishes contact with business concerns and forms the interface between the Univ. of Aveiro and the business community of this district.

[10] UNAVE - Associação para a Formação Profissional e Investigação de Universidade de Aveiro - The Association for Professional Development and Research of the University of Aveiro.

from each of these groups, selecting on the basic condition that they use English for international communication on a daily basis.

My objective in approaching the firms of this district was to obtain as much authentic discourse in English as possible. I needed samples of both written and spoken language from the various industrial sectors, and especially, the trade catalogues these firms distributed to their clients or to entities that they targeted as their potential clientele. I appealed to all the organisations that could, in any way, facilitate this process. Having obtained the lists that were made available by the organisations with which this University maintains a close working relationship (described above) the Industrial and Commercial Associations in the Aveiro District were approached and more comprehensive lists acquired. A selection of firms was made based on size (number of workers) and taking into account type of product and the relative importance of each sector in the economy of the Aveiro District. This was done in order to confine the corpus to a manageable size while giving due importance to certain sectors that are more common in Aveiro industry, namely cork products, leather goods, ceramics, metal products and textiles and clothing.

Each firm was first contacted by telephone and the Manager of the Commercial sector, the person who used English more frequently in most cases, was asked to meet the researcher for a discussion on the use of the English language in industry. Although most respondents demonstrated the customary helpfulness and co-operation that Portuguese people are known for, I encountered some of the difficulties that are inherent to social-scientific and linguistic research in general.[11] At first, some of the informants regarded my interest as slightly intrusive and resorted to various evasions when asked questions with which they did not feel comfortable. One of my aims was to record some interviews in English. This proved to be one of the more difficult barriers, most respondents refused outright arguing that they did not speak English well enough, others said that they disliked being recorded, some assented but then became so tongue-tied that the interview became a painful sequence of questions and silences. It was difficult to formulate pertinent questions in a

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[11] Charles L. Briggs (Learning how to Ask - 1986) gives a very helpful account of these difficulties and makes valuable suggestions that were worked into the methodology of the interviews. Specific adjustments that were made to the questioning techniques for the interviews and the questionnaires are discussed in the sections that address these problems expressly.

simple direct way that would elicit the information I required and also encourage the respondents to speak willingly on the subject.

The questionnaires were devised to glean information on:

a- the use of foreign languages in the company and its foreign language needs in the future,

b- the manner in which these needs are satisfied at present,

c- the respondent's use of languages in a professional setting,

d- how the respondent learnt the foreign languages he /she knows,

e- the degree of confidence she/he felt in using English language in the various professional genres, and

f- the respondent's attitudes to foreign language use.

I chose to set up meetings with the managers in each of the firms of our sample, instead of the more frequent practice of sending the questionnaires through the post, as I wanted to supplement them with an interview. These interviews were carried out in English in about 70% of the cases (only twelve were recorded) and comprised questions which were geared towards finding out more specific information such as:

g- company policy regarding English language learning by the staff,

h- use made of technical/scientific information made available through network services offered via computer e.g. the World Wide Web,

i- the use made of materials printed in English and distributed through the Associations, Guilds and other organisations to which the company may belong,

j- how competitiveness and innovation are dealt with in the firm,

I also sought to clarify some information that was given in the questionnaires.

The visits were invaluable as they allowed me to establish an atmosphere of greater confidence and conviviality that almost always led to the release of documentation and to the disclosure of company practices that involved the use of English. The documents that were given ranged from promotional pamphlets and catalogues for general distribution to

confidential correspondence and technical information, some of which were "treated"[12] to assure confidentiality and to protect information regarding clients. This in no way affected the validity of the texts which were both plentiful and varied.

Because I felt that the interviews did not involve the use of the same variety of English that our respondents used in their professional settings, I hoped to obtain this information through the observation/recording of meetings, of oral negotiations and technical discussions. This proved very difficult to do. It brought to the fore what seemed to be managers' fear of making disclosures about the company's industrial practices, products and clients but also a reluctance to expose themselves and business partners to the linguistic scrutiny of an outsider. An alternative to this procedure might have been our requesting that our respondents record their business meetings and then eliminate the parts they did not wish us to hear. This would have entailed a certain loss of direct control on the researcher's part and this process was abandoned as it could encourage the respondents to obliterate what they thought was non-standard English[13], a subject of our research, besides the sensitive industrial/commercial content. In fact any "tampering" with the recordings would invalidate them as evidence of the type of discourse produced. The results of this treatment could range from a commercially neutralised document to the linguistically expurgated product of the zeal of an engaged censor. The validity of recordings for the purpose of research in any event is always subject to challenge, the inhibitory presence of the recorder cannot be counteracted and cannot be quantified, for each subject responds differently to its presence.

In exchanging information on methodological procedure with colleagues in Duisberg, Germany, I was told that one of the standard procedures to obtain this type of corpus in Germany, is the staging of simulated situations. In this instance, business people would be requested to enact roles and simulate pre-defined business meetings amongst themselves or with the researcher. This possibility was also abandoned as professional business people in Portugal are not used to participating actively in research, much less to collaborating in

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[12] Company names, products and trading details were obliterated by the respondents.
[13] The concepts of standard and non-standard are to be understood according to the definition given by Milroy and Milroy (1985: 23).

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simulated situations. The only way in which I felt we could overcome this drawback was to secure the confidence and help of two of the organisations that operate in Aveiro, namely *Gabinete Universidade/Empresas* (G.U.E.) and *Associação Industrial de Aveiro* (A.I.D.A.). These organisations wrote letters to some of their associates, to explain more fully the objectives of this research and to give their institutional support and avowal.

I visited eighty-four companies and distributed as many questionnaires, only fifty were selected for study as the remainder showed that the company had either a negligible contact with foreign countries or none at all. If this work had been carried out by a team with larger material means and over a longer time-period, more companies could have been visited but the limitations of this more personal type of work did not permit me to carry out further visits. The observations and queries made by the respondents with regard to the questionnaires were registered. I solicited supplementary information very frequently and many interesting remarks were generated during the periods of freer dialogue but the confidentiality of the conversation denied me the possibility of registering them in writing or tape and they were sometimes irretrievable in *verbatim* form. These interviews allowed for a keener appraisal of the oral competence the managers had in English as well as supplementing the information of the questionnaires. Twelve interviews in English were recorded and transcribed.

The information gathered by means of the questionnaires was interpreted and a clearer idea of the nature of both the users and the English used was obtained. This, together with the information collated through the interviews, helped to refine the situational framework and my understanding of the environment that generated the catalogues that I collected. As the analysis of Industrial Catalogues is the focal point of this research, I will proceed to delineate the methodological frame I followed and its application to the various parts of this work in the following section.

1.5. METHODOLOGICAL FRAME FOR THE ANALYSIS OF CATALOGUES AS A PROFESSIONAL GENRE

The first attempt at placing a specific genre in context has to be intuitive, this is done by referring to the internal clues furnished by the text, to our past experience as users of a particular genre and to the knowledge of the world that people who belong to the speech community usually have. In the case of Industrial Catalogues, although most people may not consider themselves expert users of the genre, they have a working knowledge of this type of document and can identify an exemplar of the genre and possibly even distinguish it from other like genres. My informants did not show any difficulty in identifying the genre as an in-trade catalogue, nor did they express any doubts about its use or structure, Nevertheless, I was given a few exemplars that did not conform to the generic structure, but I believe that this is tied up with a certain inattentiveness or cost-cutting in the actual making of the documents and not with any doubts about what this genre should comprise or what its purpose is.

The following stage was to investigate existing literature on the subject. This included literature on the linguistic analysis of genre: of this particular genre and also of related genres that in the case of this work are

        a) product announcement letters

        b) product description pamphlets (essentially for distribution at fairs)

In spite of extensive searching, no analysis of industrial/commercial catalogues as a genre was found. The genres that have been extensively analysed are research articles, nursery rhymes, casual conversation, teacher-pupil talk, business meetings, business letters, talk between mothers and their children, hotel reservations made over the telephone and hotel brochures among others.

I surveyed the theories, methods and tools, which were relevant to this subject. This entailed an in depth understanding of the theories of Systemic Functional Linguistics and the concepts developed by Halliday and associates of the Australian Genre school (page 8). Their work spans the last twenty-five years, has undergone many changes in scope and content and enhanced its significance in the functional study of language. I sought to concentrate on those aspects that bear more on the analysis of professional genres.

I sought practitioner advice and guide books on the making of Industrial catalogues in order to understand the professional and documentary constraints that are intrinsic to the genre. The respondents gave their views both as receivers and distributors - they consult industrial catalogues for information on raw materials, components and machinery as potential buyers - but many also view the catalogues produced by the competition, those companies that produce within the same industrial sector. Delegates performing representational tasks at international fairs were also valuable informants on the practical effects of these documents. Advertising agents and image-building concerns contributed by explaining the creative processes, material contingencies and financial demands that these documents involve. Specialist literature in the field of advertising does not deal with industrial catalogues as such, tending to include the genre in other document types or addressing discrete aspects of the catalogue and not the genre as a whole. Nevertheless, bibliography in the field of marketing accounted for the commercial objectives that this document type seeks to attain and the manner in which it has to achieve them. Journals of International Marketing provided up-to-date information on the demands that international business makes on promotional material in general and on catalogues, as direct marketing, in particular

By means of the questionnaires and the interviews I was able to understand the social structuring, the interactions, the goals and the history of the professional community that uses this genre. The study and description of the business concerns of the region helped me to place them within the larger picture of Portuguese business and its socio-cultural and economic goals. This also allowed me to define the relationships and the professional interactions that surround the use of this genre.

A study of the use these informants make of the English language within their socio-professional context and the confidence they feel in using it in various activities allowed me to make more informed commentaries on the language component of the genres used in the business dealings of these companies in general, and on the English language component of the catalogues in particular.

The data-collating instruments I used also identified the extra-textual reality which these texts are trying to address. I reviewed these industrial catalogues and how they fit in with the tension produced by a highly competitive European business scenario into which Portugal has recently made a more concerted drive. The evaluation of the catalogues was set within this framework to answer the question; *Do the catalogues produced by the industrial concerns of the Aveiro District respond adequately to their declared business needs?*

There were some contingencies in the selection of the corpus, the first of which was the basic requirement that the catalogues to be studied should either be in English or incorporate text in this language. The second contingency was the need to define the genre to distinguish it from other genres which are either similar or closely related - the definition of the genre in question was based on the communicative purpose, the situational context in which it is generally used, and on its distinctive textual characteristics.

Having selected the corpus, the functional features of the catalogues were mapped out allowing for the attribution of a functional label to each of the stages. The lexico-grammatical features were analysed with a view to refining the intuitive placing of the document into this genre. The text-patterning and textualization were studied in order to analyse the manner in which the business community producing this genre assigns different values to different features of text e.g. how is the product name textualized? What sort of discourse is used to present the company? This is a study of the tactical choices that are inherent in conventional language use. Contiguous to the functional linguistic analysis, an evaluation of the standard and appropriacy of the English used in these documents was made. Where the English text is based on the Portuguese one, either through translation or a freer creation of a corresponding text, the text transposition/construction strategies were looked into. The Portuguese text was used as a frequent resource to aid in the understanding of the target text and to account for the influences that the source language and the transposition process might have exerted on it. The limitations my respondents have in English language were patent in almost all the discourse to which I had access; shown either as a lack of confidence (*perceived competence limitation*), gleaned through the questionnaires, or as inappropriate discourse (*actual performance limitation*) observed in the interviews and in the documents that I collected.

CHAPTER 2

2.1 COMPETITIVENESS AND THE ENGLISH LANGUAGE

The countries in the developed world tend towards similarity with regard to basic market values; they have learnt to absorb the equalising tendencies of world trade and have internalised the common procedures that form its economic basis. The result is a vast world market the members of which are familiar to each other in their broad contours but a complex incognito in the fine features. This misleading sameness hides the variances in cultural values, in procedures, in business etiquette; small grains of sand that interfere in the oiled flow of international trade, hindering fully successful exchange. Bradley (1991), among others, expresses the change that international marketing is undergoing with regard to the importance of cultural factors:

> "It is only in recent years, however, that socio-cultural influences have been identified as critical determinants of international management behaviour. International business, and especially international marketing, is seen as a cultural as well as an economic phenomenon." (Bradley, 1991:109)

The longer a particular country has been part of the world market as an active player, the more time it has had to come to terms with the underlying diversities of its business partners and the procedures that may be employed to attenuate any misunderstandings or differences in practice. Recent comers to world markets must first become aware of these differences and then devise practices that will ensure that they will not constitute a problem in business interaction.

The Maastricht treaty on the European Union requires the Community and Member States to ensure that the necessary conditions exist for the competitiveness of the Community's industries. Adjustments to structural change must be speeded up, initiative and the development of small and medium-sized companies encouraged, co-operation between companies revitalised and the industrial potential of the new technologies better exploited.

The internationalisation of markets and, consequently, of competition is brought about by a series of factors that have gathered momentum in the last 15 years. The abolition of borders for trade: between European Union countries, the NAFTA countries,

Brazil/Argentina etc., the increase and improvement in the means of communication, world-wide products and brand names, world distribution and world travel have all contributed to the diffusion of common trade features but also to an added sensitivity to difference where cultural factors are concerned. The cumulative effect of this world interchange has accelerated internationalisation, making the products of this effort available to consumers in countries as geographically and culturally distant as Norway and Zimbabwe and brought trading contenders of every size and shape into the marketing arena.

The latest trends in international marketing tend towards an even greater interaction between all the players in the business field. There is added co-operation between firms and these alliances transcend national frontiers in order to provide ever-higher levels of excellence and gain maximum levels of profitability. Firms are downsizing to contain only their core competencies by focusing on their major sources of strength, and are allying with other firms to obtain the other parts of the value chain that can be provided by firms that have those activities as their core competencies.

> "...the competencies needed by various companies can be obtained by "clustering" with companies that can gain advantage in working together by co-locating. High technology firms, for example, find it advantageous to cluster together because they can each undertake those activities that they do best, and have the complementary capabilities needed from other companies close at hand." (Miller 1994: 3)

These alliances tend to include the company's key suppliers, some of its competitors, its most important customers, network partners such as universities, research institutes, unions and trade associations and national, regional and local governments. These "partnerships" can and very frequently do, overstep national frontiers and where this is the case, common communication ground must be found and a "company culture" (Miller 1994) formed. Cross cultural management is one of the challenges that Portuguese business enterprises have to face if they aspire to competitive parity in global business.

World trade (the broadening and diversification of markets, of consumers,) is a very appetising feast for each and every one of the companies that wishes to sell or buy a

product or service at the best possible price. The smaller/poorer countries, the countries that have made a very recent entry in world trade and those that have not assimilated the basic, common features that prepare the way for international trade, are the more disadvantaged.

The business person has to consider the two levels of differences that come into play in the orchestration of international business conditions when contemplating the potential client. These are historically linked and interdependent and are:

        a) differences in the geography, the climate, the demography, the social organisation, the politics, the economy and the legal systems,

        b) differences in culture[14].

I will address the issue of competitiveness only in those aspects that concern language, more specifically, the English language in the business context that we are dealing with and those cultural aspects that relate directly to them.

2.2. LANGUAGE AND INTERNATIONAL COMPETITION

Jean Brilman[15] presents language as being the most difficult international obstacle to a true world market and to equitable competition between countries, since the means of communication and transportation have improved. The choice of a language in which to operate is the first great creator of differences. If a company chooses to use its native language and it is not English, this choice will imply considerable effort on both sides of the business dyad to overcome what may become a hindrance rather than an aid to communication. If a company chooses to change to another language, normally English, the company will be operating in a language which is not its own and will consequently be burdened with the repercussions of this choice. Those who operate in their mother tongue have a considerable advantage, where speed, ease, and nuance are concerned. Those who do not, whose competence in the adopted language may vary from poor to good, carry out,

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[14] Myron Miller (1994) presents an enlightening account based on case studies of cross cultural business ties in his guest editorial in *Journal of International Management*. It is interesting how even countries that appear to share so many cultural references - Canada and the USA - do not always enjoy "cultural harmony" in business.

[15] Brilman (1993) in *Gagner la Compétition Mondiale,* Paris, 1993. a book that approaches world tendencies in internationalisation, expounds on the factors that contribute to it and on those that hinder it.

besides the normal tasks of listening/reading and speaking/writing, a tiring and conceivably imperfect exercise in translation. These people seem less intelligent, less precise, slower and consequently less professional. It is easy but facile for companies working in their own language to pass negative judgement on the proficiency of those who don't.

Taking into consideration what has been said in the previous paragraphs, one can conclude that countries with English as their mother language have the edge on competition in the world market, where language is concerned. It is not surprising that language is perceived as a problem and written about extensively by non-English writers on marketing and competitiveness and given much less priority in the literature produced by Anglo-Saxon countries. Mowlana (1996) describes the reasons that have lead to the relative neglect that international communication has given to questions related with language: he speaks of the *invisibility* and the *transparency* of language. The former is due to the fact that language is the medium through which communication takes place, the latter has to do with the way in which language structures reality for use; both dimensions concern language as power.

> "Language issues are invisible in most international communication research, because this research is carried out by scholars and institutions from one of the main linguistic groups internationally... Language is not a problem for these societies and has become invisible." (Mowlana 1996: 104)

The issues that concern whoever is carrying out communication on an international scale are questions of content; whether the intended message has got across, of technology; whether the means chosen to convey the message are efficient and effective, of cost; whether the manner in which communication is carried out is cost-effective, and the overall benefits of the communication that has been conveyed; whether the desired gains will be achieved.

> "Language is transparent in most international communication research because the positivist underpinnings of its epistemological foundations regard language as by and large unambiguous and unproblematic in the search for empirical verification." (ibid: 104)

The *most* in the quotation given above exempts all the language that is produced by non fluent users whose production is problematic and shadows this customary transparency.

This brings us back to the underlying issue of power that Mowlana proposes and to the relational proposition it suggests: language is a significant system in the creation and distribution of power and whoever has the added hurdle of language to surmount has a further distance to go to achieve it.

Brilman (1993) comments on the results of a CEGOS[16] enquiry on the use of English in the business world and presents an extensive list of reasons that have led to the propagation of this language in the world (Chapter 2) and the far reaching effects it has on business competitiveness. The figures he gives for English use at the multinational company level, are impressive; over 68% of all meetings in multinational companies are carried out in English. The tendency is towards an increase in these values.

M. H. Jurg Jakob is even more adamant in presenting English as a strategic necessity in trade competition when he says:

> "For the European business community, it is not enough to accept English as a common language. We have to go further if we are to stay competitive at the global level. The whole Pacific rim now speaks one business language, be it in Los Angeles, Seoul or Sydney. If European business people do not use English as their first language, they will lag behind more adaptive Asians. Because English is the language of global competition we must be universally competent in it. To make this clear, we must ask our people to write and speak English as long as they are on commercial duty. European business schools should no longer accept papers not written in English. This is not to say that English is the only language one has to master. It is always more effective to address local markets and clients in their native language, but international trade demands primary commitment to English just as the Roman Empire and Medieval Christendom once required all educated men and women to speak Latin."
>
> (Guest Speaker Address by the vice president of *Jacobs Suchard* - in "Management Frontiers" 1998)

Business people in Portugal have, for at least 15 years, been particularly perceptive of the need to internationalise their business interests and to adjust national practices and patterns in order to gain access to ever broader markets. They have to produce most of their business discourse for the international market in English, one of the most encompassing

and, as yet, imperfect adaptations to international marketing needs. In this aspect, at least, Portugal has not responded adequately to the challenge posed by world trade competition.

2.2.1. THE USE OF ENGLISH

Since 1950 English has become the most widespread language in the world, it has transcended the boundaries of the countries that used it as their mother tongue, as a second language or as an official language [17] and has become the most prevalent medium of international communication. Sophisticated transportation and computers allow the application of all the latest technology and invention to take place almost simultaneously throughout the world and English has become the vehicle of this dynamism. A *lingua franca* that has not been artificially created, like Esperanto was, on the basis of language universals, generalities and systematic construction, but one that has acquired its universality from both intrinsic and extraneous agents. What follows is a critical appraisal of the reach of English as a world language and how its use affects membership of the international business community and contributes to patterns of competitiveness within this community.

The historical reasons for the predominance of English proceed from British conquest, trade and imperialism in the seventeenth, eighteenth and nineteenth centuries. Many of the countries that were under British rule had a great number of indigenous languages and some, like Nigeria, had them running into many hundreds. When British rule ended, it was impracticable and injudicious to adopt any one of them and English, with its neutrality, recommended itself as the best choice available for adoption as the national language. Another reason was the lack of school-resources the ex-colonies experienced when British rule ceased. A linguistic/cultural stronghold was gained when the materials that were in use during British rule continued to be used in the independent states. This entrenched the British educational system in many of the ex-colonies and the language was promoted further when English teachers were made available to work in systems that had, as yet, no

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[16] CEGOS is a multinational company that carries out needs analysis, trains and provides consultation on in-house training, life-long training and specific instruction in languages and other fields of business concern.
[17] Although the validity of this nomenclature, for lack of definition, is questioned by Ferguson(1994) and Kachru (1985) in reference to languages used in a multilingual setting, I, like Davies (1991), have yet to find acceptable substitutes.

educational schemes of their own[18]. In most of the British ex-colonies English is still the language that trains the armed forces, examines students in the universities, conducts foreign affairs, and opens the way to a business career. Though English is hardly a native language to any of them, the Indian- like the Nigerian, the Malayan, the Ghanaian, the Ceylonese, and the Filipino - accepts the burden for its practical benefits.

English language teaching, as an institutionally supported enterprise, can be traced back to the late sixteenth century, when very large numbers of French Huguenot refugees needed to learn English and textbooks were written for this purpose (Howatt, 1984). English has been taught in Europe and in countries that were part of the British Empire since then, yet the greatest expansion in English language teaching as such has been in the twentieth century and particularly since 1945.

Another important factor in the propagation of the English language has been the large amounts of money and other resources that the British state and private entities have been prepared to invest to this end. Created in the thirties and financed by the British government, the British Council contributed to building, not only acceptance of the English language and closer links with the culture of the United Kingdom all over the world, but also, the feeling that schooling in English provided a privileged gateway to professional success.

The British Broadcasting Corporation has also contributed to the dissemination of English and British Culture through its *World Services* and through its *English by Radio and Television* series and is considered the largest teaching enterprise in the world. The English Speaking Union is yet another agency that arranges various programmes of English while promoting understanding and friendship with Britain. The British Council, in setting up teacher training centres in most of the countries where it functions and by providing those centres with native speakers of the language, has maintained a high level of control of the programmes followed, the materials used and the standards expected. This control has

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[18] Phillipson (1994) points out various reasons for the success of English in British ex-colonies, high status marking being the most significant, in fact he maintains that colonial mentality went far to imprint feelings of inadequacy on every education model that did not follow the "civilising" the "Western" one. He charges the United States of America with using the same strategy; debasing local education and culture and covertly or even overtly imposing English and attendant cultural values on quasi colonial states i.e. Philippines.

sometimes been considered excessive, and to a certain degree, intrusive in the education programmes of the host countries[19]. Ronald Wardhaugh (1987) admits to the existence of a strong political motivation in the work of the British Council but emphasises the aim of

> "...promoting a wider knowledge of Britain and of the English language by developing closer cultural relations with other countries" (page 139)

The activity of the British Council centres on the teaching of English and the training of teachers of English, educational exchange programmes, a book programme and arranging exhibitions and tours, and has an annual budget of around 250 million pounds. Even in times of financial difficulty, the money apportioned to the functioning of the British Council has been seen as an investment towards the effort of Britain's winning and maintaining influence overseas, however, since 1979, the annual budget has been substantially reduced. It stated, however, in its annual report for 1987/8 that it was running fifty Direct Teaching Centres in thirty-one countries and was planning further centres in three more countries. It also reported that over 40 per cent of its revenue *derives* from English language services. This figure may be substantially greater now due to the considerable industry that teaching English has become[20].

The United States has built on the groundwork started by the British and in the last quarter of a century has contributed much to spread the use of English. In the mid-1960s, for example, the United States was promoting English abroad through at least five government agencies: the United States Information Agency (USIA), the Agency for International Development (AID), the State Department, the Peace Corps, and the Department of Defence[21]. The most important contribution by the United States is, however, the amount of English discourse it has fostered through the progress it has made in the fields of

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[19] Robert Phillipson (1992) criticises the political intentions of the British Council and its tenets in <u>Linguistic Imperialism.</u> It is interesting to see how, in his opinion, the British Council is an instrument for the political, commercial and ideological imperialism of Great Britain and subsequently of the United States of America. Widdowson (1983) explains that " The worry about linguistic imperialism derives from a recognition of the identifying power of language, which can dominate cultural domains"

[20] Please see page 68 for quotation from Laitin (1997) on this matter.

[21] Skutnabb-Kangas (1988) presents a key concept, linguicism which he defines as "ideologies, structures and practices which are used to legitimate, effectuate and reproduce an unequal division of power and resources (both material and immaterial) between groups which are defined on the basis of language" and it is basic to the linguistic imperialism that Phillipson charges Britain and the United States with engendering.

science, technology and business economics. Through this, English has become the language of exchange in the fields of science, technology, particularly computer technology, of international business, politics, banking, trade, and tourism and also the preferred communication tool of higher education in all these fields.

Another reason that has singled out English as the world-language is the fact that its basic grammar and core vocabulary can be relatively easily acquired for everyday conversation or as needed for superficial communication by speakers of other languages - and this latter factor is coupled with a structural flexibility in the language itself and a general policy of non-puristic openness among the English-speaking cultural institutions.

A British Academy was established in the year 1902, but it has never attempted to give authoritative advice on any linguistic questions. Also, the Philological Society was reorganised in 1842 but does not lay claim to any authoritative or any supervisory powers. The English Association, created to uphold the standard of English writing and speech, never seeks or holds any kind of literary or linguistic authority, as "usage is hailed as the criterion in theory" [22](Quirk 1983:46).

One can identify the study of the British variety of English (as Ronald Wardhaugh (1987) does), with a more traditional "cultural" learning, the American variety with the importance and expansion of the fields described above. In the last twenty years Portugal has, like most other European countries, climbed onto the bandwagon of American popular culture with all the attendant value systems that this entails. Before, in Portugal, the recognised model both for speaking and writing was clearly the British one; this is no longer the case. While the British variety is still the applied model in state-run education at the primary and secondary school levels, university education- barring certain specialist literature, culture and linguistics courses- is acquiring a American bias both in pronunciation patterns, in spelling and cultural content.

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[22] Although there is no established authority for the maintenance of *a* standard in English such as the French language has in the *Académie Français*, users look to more local, and possibly more flexible standards. This can have contributed to a greater flexibility and consequently to a freer adoption of English by a wider range of users as validation of local varieties does not have to come from centralised, and necessarily more prescriptive sources.

In speaking of the British and American varieties, one opens the discussion about other possible varieties that, while not having the influence and standing of the former, have an undeniable legitimacy; the New Zealand, the Australian, the Canadian and South African varieties. In fact, the spread of English to so many different countries with as many linguistic backgrounds, and used in so many different linguistic contexts, has created such a diversity that one can speak of "Englishes"[23] and question the degree of affiliation that some of these may have with the varieties used in Britain or in the United States of America

According to Kachru (1992) there are now three types of speech fellowship in English usage. He considers the first the "inner circle", the Englishes used in the countries that have it as their mother tongue, and which, through their very nature are *norm-providing*. He does, however, consider that the British and American Englishes are regarded as being more appropriate than the other varieties in the same circle but that this perspective is not a stable one for, until recently, the British variety (Received Pronunciation and British spelling) was more highly regarded but now there is, in some quarters, a preference for the American pronunciation model. The "outer circle", formed by those countries where English has been institutionalised e.g. India, Kenya, Singapore and Zambia among others, he considers as belonging to the *norm-developing* speech fellowship. There is confusion between the linguistic norm and linguistic performance amongst these users but there is a well-established linguistic and cultural identity with regard to the local variety. The third, the "expanding circle", formed by countries where English is used as a primary foreign language e.g. China, Egypt, Zimbabwe, Korea and Saudi Arabia, form the speech fellowship of the *norm-dependent* varieties. These adopt a norm from one of the norm-providers of the inner-circle, normally American or British English. Zimbabwe adopted a norm which is closer to the South African one but this is an exceptional situation brought about by highly specific geographical, political and social factors.

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[23] Conceptualisation of World Englishes and its theoretical background given for the first time by Kachru, (1965) "The term symbolises the functional and formal variations, divergent socio-inguistic contexts, ranges and varieties of English in creativity, and various types of acculturation in parts of the Western and non-Western world"(pp393).

The United States of America, Canada and South Africa have, for many years been "traditional" destinations for Portuguese emigrants (Arroteia 1983). On returning, these people have a variable degree of competence in English but their children, second generation emigrants, are usually more fluent in this language than in Portuguese for while living in the receptor countries, they have benefited from the educational experiences provided by these. In some cases the home language of these families sometimes becomes English, and linguistic and cultural ties with Portuguese all but die out. Many of the returned second generation emigrants are absorbed into business where their competence in English is a very marketable commodity but this constitutes a negligible percentage of the active work-force and their dissemination effect is also almost nil.

Does the English used in the discourse of a Japanese business person communicating with his/her Spanish business partner have to be identified as one of the norm providing varieties mentioned above? Must we identify the English used by Portuguese business people with either the English or the American varieties or can we see "this" English as just one of the forms of English as *lingua franca*, (the "link language" spoken of by Fishman and Conrad 1977)? Another possible question is whether the criteria of standardisation that are applied in circumstances when British/American English are being used, are applicable to English "the International *de facto lingua franca*". All these questions have to be kept in mind while addressing problems related with the use of English in a global business setting, for the likely answers can help in uncovering the essential core of what is needed in order to function adequately in the language of international communication that English has become.

Another factor that has contributed to making English the instrument of international communication is that it is associated with a Western "developed" perspective and the values associated with this. These values are related with the pursuit of prestige/power brought about by the dissemination of the market ideology which, served by a whole range of institutions such as education, the law, religions, and the media, ensure its continued dominance in the countries catered to by these ideological agents, or those countries on which they are imposed. Fairclough speaks of the concentration of power that world economic tendencies encourage and how, in the progressive enlargement of multinational

enterprises, there has been massive impingement of the English language upon the economies of countries who might be disinclined to submit to a foreign language or culture but are forced to yield to economic pressure. This economic pressure is exerted in English with subsequent penetration into the culture and the education systems. He redefines the concept of commodity to include intangibles such as education and reiterates the capacity that multinational corporations have in marketing this "commodity" in attractive packaging and offering it to the culturally unsophisticated or to the underprivileged. He charges English with being regarded as a vehicle of power and in so being, the goal of aspirants to the consumerism ethos.

Related to the prestige/power that English promotes in the Outer circle, we find the immense economic advantages that it brings to the Inner circle, especially to Britain and to the Unites States. The desire to reap as much benefit from the control of the principal agents of the English language has brought about considerable competition between the two main code providers; Britain and the United States. The reason for this is that the economic stakes are very high:

> "The world-wide market for EFL training is worth a massive 6.25 billion pounds a year, according to a new report from the Economic Intelligence Unit" (EFL Gazette, March, 1989).

Economic control is not the only motivator. Socio-political incentives also play an important part in the attempt to maintain control of the spread of English and the monitoring of the institutions that contribute to this spread.

2.2.2. ENGLISH AND THE EUROPEAN UNION

Socio-political motives have made the competition between English and other European languages an underlying, impelling force in questions connected with Nationalism, Unity and Diversity in the European Union. The three main contenders for official linguistic supremacy in this organisation are French, German and English. Although the European Union functions on the premise of "Unity in diversity" and gives all the languages which are official at the national level equal status at the supra-national level, this has proved not only expensive but awkward. It seems to perpetuate the inconceivable condition of a

construction which has something of the character of the "administrative-bureaucratic mode of state formation" (Schlesinger 1994) yet its constituent groups are unable to communicate amongst themselves, when they do, they have to employ an unwieldy and expensive process; translation. Before the adhesion of Sweden, Finland and Austria in January 1995, the costs of linguistic diversity in the European Union accounted for 40% of the administration budget (Wright 1995)

In addition to the expense, the effect of the delays are discussed by Coulmas (1991), civil servants in most of the member states complain that they sometimes have to wait for months for translations. With the addition of the last two languages, the possible translating/interpreting pairs has risen to 110 and apart from the cost, has a constraining effect upon the very nature of political deliberation and seems the negation of the aim to preserve the ideals of a transparent democratic organisation such as this. Enrica Varese[24] maintains the official position of the Union, that it is absolutely essential to preserve its multicultural nature and its linguistic diversity (Wright 1995).

This position conflicts with the fact that, at present, with regard to the number of titles of all publications that are translated in the European Union, there are many more being translated from English into other languages (25% in Italy, 26% in Spain and 17% in France)[25] than from these into English. (in 1990 only 3.3% of books published in the United Kingdom were translations). This shows that the exchanges are not equal nor does each of the Union's languages enjoy the same status.

For internal use in the enormous language-generating machine that the European Union depends on, English, French and - increasingly - German are the languages unofficially used in everyday communication (Coulmas 1991). While it is true that languages basically reflect cultural diversity, much of the communication in Brussels concerns standardised material, resulting in what has become known as 'Eurospeak', for which some of the new member states -such as Finland - have had to look for terms, and which is empty of any

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[24] Enrica Varese was the head of the European Union's Commission for Cultural Affairs in 1992 and expressed this at the opening of a conference on translation.

[25] Figures in Ganne & Minon reported in *Language Planning and Policy-making in Europe* by Sue Wright (1995).

cultural content. The already barely manageable number of official language combinations will reach excessive proportions with the proposed expansion of the European Union to include Eastern European countries.

Student mobility has been one of the ways that the Union has chosen to support linguistic diversity; the desideratum is that each of the students who is given the opportunity to study outside their nation state becomes a communicator in the language of the host-state. Despite gigantic investment[26], the situation as regards student mobility also shows symptoms of inequality in the relationships between English and the other European languages. English is the language that is most commonly learnt as a foreign language in the component states and it is to the United Kingdom and to Eire that the majority of students wish to go. British students show less enthusiasm in going to study in one of the other member states and this has brought about some problems in keeping an equitable exchange of students to and from Britain, with repercussions in the administration of Erasmus projects. This will probably continue with the Socrates programme (Wright 1995)

One cannot, however, consider that all the other countries are totally in favour of language diversity. In fact, France has openly voiced its intention to promote French, not only within the confines of the country, but intends to promote the ideal of the trilingual European who is conversant in English, French and German. One can take this to mean that the overt support of linguistic diversity by some countries of the European Union can be masking a desire to arrest the hegemony of English and promote their own language. Before Britain entered the European Common Market, there was a strong lobby for the adoption of French as the official *lingua franca* of most European institutions. The supporters, amongst which we find the Dutch, motivated by the desire to counter the invasiveness of Anglo-American culture and language, continued to support the idea that French should be the official language of the Union (Ammon, 1991). French, to be sure, still plays an important role in European Community affairs. It was the sole official language of the Coal and Steel

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[26] The Erasmus programme allowed half a million European students to study in a country other than their own. The Socrates programme, that followed Erasmus, has a five-year budget of 840 million Ecu and aims to increase this figure, so that by the year 2000 one student in every ten will be studying outside their nation-state.

Community, the precursor of the European Community. In Brussels, Strasbourg, and Luxembourg, three core Eurocratic centres, French is still a dominant language.

Germany is the strongest economic force in the European Community and it has the largest number of mother-tongue speakers now, after reunification, Despite the high relative number of native German speakers in the European Community, German has an official role in only eight countries in the world (as opposed to sixty-three for English), and plays no role in the United Nations. Even in Germany, scientists publish more original research results in English than in German. (Springer-Verlag, a leading scientific publisher, has eighty percent of its list in English.) Germany would, more so than France, be able to challenge English's hegemonic language role, but it has much less of an incentive to do so inasmuch as most Germans already operate in English in international forums. German, therefore, could be a strong contender for the position of official *lingua franca*, but there are also strong psychological reasons that impair this.[27]

Wright (1995b) is of the opinion that,

"The big disadvantage of each of these possibilities (English, French and German) is that they are all likely to meet pockets of implacable resistance" (pp153)

She believes that linguistic conflicts of this nature have a tendency to resolve themselves and, if there is no direct intervention from the European Union, one of these languages will become the official language . How long will this take and at what cost to all involved?. If the European Union does intervene, she foresees the possibility of the following being considered or reassessed;

? the reviving of an ancient language like Hebrew or Latin (a previously considered possibility) or,

? the adoption of one of the artificial languages like Volapuk, Esperanto, Interlingua or Interglossa.

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[27] Radnai & Koster (1996) carried out a needs analysis on Hungarian firms, it showed their reaction to the change from Russian to English as first foreign language taught at school and the results of the survey indicated that there was general dissatisfaction, for English did not fully accommodate the communication needs brought about by patterns of trade and investment actually taking place. They would, for this reason, prefer German

This would be considered a "neutral inter-ethnic" language, but here too Wright (ibid.) claims that these artificial languages are not culturally or linguistically unaligned, that they carry the message of particular religious and political movements. One of the most active advocates of Esperanto, Mark Fettes (1991), while propounding this language on the grounds of political and cultural non-alignment and on the basis of its lexical, morphological and syntactical adaptability, acknowledges the fact that "...the gulf between the present positions of English and Esperanto gapes wide...".(page 211) This in part allows us to see how a language will disseminate within a more naturalistic framework rather than through any rationalistic prescriptiveness, no matter how logical, economical or politically correct that choice may be. David Laitin (1997) puts the language contention in a nutshell:

> "Perhaps the best indicator of the tide toward English is the fact that people throughout Europe (and the world) are willing to pay privately for its acquisition. "English as a Foreign Language" is a global industry, and the United Kingdom earns about 6 billion pounds annually on language exports. Meanwhile, according to Coulmas (1991), Germany spends about 450 million deutsche marks to promote German culture overseas, with some significant part for language, and France expends as much as 1.5 percent of its gross national product on the defence of French. People are willing to pay high personal costs to learn English; they have to be bribed to learn French or German. The microeconomic handwriting is on the wall" (Laitin 1997: 285).

In spite of the criticisms that are levied at the expansion of English as a *lingua franca* and the anxieties that the flourishing of Anglo-Saxon culture may ignite in many a nationalist's breast, there is far more anxiety associated with linguistic and cultural impositions, no matter how well intended. A very important distinction should be made at this point between a dominant language, which is forced upon subjugated people, and a *lingua franca*, which is freely chosen, which changes its cultural roots and is altered to suit new surroundings. (Snell-Hornby 1996). This must be kept in mind when evaluating the spread, scope and consequences of the use of English.

2.2.3. ENGLISH IN PORTUGAL

English teaching in Portugal has included, up till now, the teaching of language with cultural input related with the inner circle countries, mostly the culture of Britain and of

the United States of America, with mere token references to the other countries that use English as mother tongue.

In the case of Portugal, the proliferation in the use of English that has taken place in the last two decades is owed to a combination of various forces; cultural reasons born of strong historical ties between Britain and Portugal, the work of organisations that, through institutional motivations that need not be discussed here, have established models and levels which the state-run schools have followed, albeit informally, and the dynamism produced by the leadership of English-speaking countries in the fields of science, technology and popular culture with all the attendant needs and values this created.

The teaching of English in Portugal has followed the mainstream tendencies noticed in the development of English Language Teaching in the world, during the 20th century. Prior to this century, the practised method was the explanation of the rules and meanings of English using the Portuguese language as the medium. In this case the English language was simply the object of study and a learner could be extremely knowledgeable as to its structures and not be able to sustain even the most elementary oral communication in it. From about 1880 the grammar-translation method became the favourite one in the teaching of English as a foreign language. Here, a message in the mother-tongue was translated into English using a meticulous analysis of the target written language, especially its grammar rules which were presented and studied explicitly. Vocabulary was learnt from bilingual word lists, use of translation exercises and hardly any attention was paid to speaking and listening skills.

Unsatisfactory practical results in the communicative dimension of foreign language learning set the feeling of disfavour with regard to the methods used in the teaching of English, and other procedures were explored The same syllabus design and methodology issues and trends that have affected the teaching of English as a Foreign Language in most other countries, have deserved the attention of teachers of English in Portugal. There was a delayed application of what Howatt (1984) refers to as the "natural methods of language teaching" that centre on what he considers the proper conditions of language learning-

someone to talk to, something to talk about and a desire to understand and make yourself understood.

In Portugal the grammar translation method was tardier in being replaced and held up the effective establishment of the Direct method until the twenties. This method found some very competent theorists and practitioners who applied their teachings in grammars and didactic texts of some renown. One, Júlio Albino Ferreira (1868 – 1934) was deserving of the highest acclaim from his peers, with regard to his writings on the Direct Method[28]. His *An English Method for Portuguese* was widely applied. The Oral Method that used a more systematic progression of vocabulary and structure teaching as well as a thematic selection of vocabulary, focused on patterned practice and a question-answer methodology. This approach and others, like the Audiolingual Method, that can be placed within the broader framework of the Direct Method, were used up to the advent of Widdowson's communication-biased method. The Audiolingual method is also known as the aural-oral method and was believed to result in rapid acquisition of speaking and listening skills. Here speaking and listening competence preceded competence in reading and writing. This was actively abetted as the use of the mother tongue was discouraged in the classroom. In fact, language skills in this perspective are a matter of habit formulation, so students practised particular patterns of language through structured dialogues and drills until the language was sufficiently rehearsed for responses to be automatic.

Most English Language Teaching tendencies following Widdowson's (1979) ideas on language use; the Communicative Approach, were integrated in English teaching in Portugal at roughly the same time that they were becoming established in other European countries. This is partly due to the disseminating influence of British publications and the fact that most course-books for the learning of English in this country are either published in Britain or strongly influenced by those that are. Awareness of the need to assess, improve, adapt or change syllabuses and methodology is brought about by the attention that institutions of higher education in Portugal have given to these matters in the courses they design and minister and the care taken to install these values in their graduates. There

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[28] Two other important Portuguese defenders of the Direct Method were Luís Cardim and Artur Ferraz. The latter published a book, "English Reader" that had a Direct Method basis.

is also a growing feeling that methodologies and solutions to specific problems of language teaching, taking into consideration all the conditions and constraints that Portuguese teachers and learners have, must be found by Portuguese practitioners themselves rather than imported from other countries, in order that they may more readily suit them. It is not surprising, therefore, that teachers and teacher-trainers have become eclectic and experimental in their approaches to methodology in the teaching of English.

2.3. TEACHING ENGLISH LANGUAGE FOR BUSINESS

The need for improved competitiveness in industry and commerce has resulted in a sharply increased demand for well educated, articulate, culturally sophisticated people who can interact effectively in the world market by building long-term, mutually beneficial business ties and exchanges with their associates. Language Departments must contribute towards the expanding areas of international business and relations by helping to prepare competent professionals who are skilled in languages, with sound knowledge in history and current affairs, and who are sensitive to cultural and value differences. Mastery of the textual genres that are specific to business and/or industrial activity must be acquired in the educational institutions that furnish schooling in the specific areas of qualification. It is to be expected that adequate training for a profession will include knowledge of its professional genres, of all the document/discourse types that the competent practitioner must exchange confidently. If the trained specialist has to use these genres in a foreign language, the effective transposition of this knowledge into the various languages and cultures, must be attended to by the university departments that conduct instruction in language and culture, by language schools and by institutions of professional training.

In a classroom, students share background knowledge and learn through negotiations that take place within their community of meaning makers but also should be exposed to and allowed to explore the culture of other peoples who may be geographically and (possibly) culturally distant from them. Culture embraces the habits, customs, social behaviour, knowledge and assumptions associated with a group of people. Besides the obvious materially quantifiable advantages that learning the details of different cultures brings to the future professional practices of the students, successful language learning may also be

motivated by contact with multiple cultures. Apart from its use as content in language teaching, its value in propagating sensitivity and acceptance of cultural diversity is not to be neglected. Byram (1997), in his writings on acceptance of cultural diversity, underlines the need for openness

"Attitudes which are the pre-condition for successful intercultural interaction need to be not simply positive, since even positive prejudice can hinder mutual understanding. They need to be attitudes of curiosity and openness, of readiness to suspend disbelief and judgement with respect to others' meanings, beliefs and behaviours. There also needs to be a willingness to suspend belief in one's own meanings and behaviours, and to analyse them from the viewpoint of others with whom one is engaging." (page 34)

Business people today are starting to show a growing awareness of the importance of international understanding and a need for greater sensitivity to the existing cultural differences among peoples of the world. Future managers will almost certainly be increasingly involved with multinational companies and international trade and that means involvement with language and culture. If English is the business *lingua franca* of the world, one can safely assume that there must be an instrumental bias in the type of English to be taught/learnt but that does not mean that culture should be left out of the communication classroom. The purely functional constituent of any discursive genre must be complemented by the cultural adaptation that will make it effective in the receptor culture/s of our business dealings. This issue will be further discussed in other parts of this work as its importance cannot be over stressed. One cannot assume that because there is a common linguistic instrument at the service of international trade there must be uniformity in its underlying cultural message or even in the way that message is presented. There must be a very real effort in creating a sensitivity to and the learning of different cultures[29] through the medium of English, and a renewed concern in broadening the interest horizons of the business person of the future as he/she has to fit comfortably into the cultural diversity that the business world is assimilating. The field of Language teaching has acquired a complexity which exceeds the familiar labels.

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[29] Please refer to the section on Socio-cultural competence on page 89

"Current trends indicate that teaching Business English is becoming increasingly more challenging. Teachers (or trainers) are required to be well informed about business, skilled in needs analysis and programme design, and expert in communication training. They need a stronger theoretical support than is currently available. Relevant data (e.g. on the discourse of international meetings) is needed and more research work needs to be done in areas that have a practical application." (Christine Johnson 1993: 203)

The cultural contact brought on by the Portuguese vocational openness to other countries and other peoples has contributed to the propagation of Portuguese in three continents but also to an unselfconscious acceptance of other languages and other cultures. There is no generalised resistance to English such as that found in neighbouring Spain and France. In fact, there is sometimes an ingenuous tendency to use even the most rudimentary competence in this language to assist someone who does not speak Portuguese. One finds more conscious objection to the impingement of Brazilian linguistic habits on everyday use than to English. It is not surprising that English as the international *lingua franca* is accepted with equanimity and seen as a useful, indeed, as an indispensable instrument in world communication.

Business English and its significance in the teaching of English in Portugal is perhaps better illustrated by the fact that the very first grammar of English to be written for Portuguese learners of that language: *Grammatica Anglo-Lusitanica* coupled with Portuguese/English and English/Portuguese dictionaries, had the specific aim of serving the needs of commerce and navigation (Gomes da Torre 1994). Although formal schooling in business English has, until recently, been provided mostly by language institutes and schools that offer courses of a more practical nature, universities have, in the last fifteen years realised the need and significance of integrating English in the courses that have a business content or bias and some have integrated Business English into their curricula.

Because much of the textual material written for Business Studies is in English the students need to develop language skills for study purposes too. These skills sometimes go beyond the mere understanding of text as the productive skills have to be exercised in composing discourse for many foreign teachers who make up the staff of universities and other schools, for projects, and for exchanges on the Internet.

English for business has gone from the more or less formulaic specificity that prescribes generic structures and register in the limited range of documents that made up the communicative exchange of a company: letters, memoranda, the documents of trade (usually within the professional sphere of secretaries), to the development of linguistically sophisticated genres such as multimedia presentations and reports. The materials that are now used as teaching aids have been subject to change as a consequence of this dynamism. This change has been brought about by the demands of modern language technology and by all the new genres that have evolved in the wake of technological development. Business English has taken on a task orientation focus that fits neatly into Genre Analysis and the contributions that this area of study brings to these syllabuses. This tendency seems to be further substantiated by the Communicative Approach and its relationship between language and social context (which Widdowson addressed in his advancement of this approach) and Halliday develops further in his elaboration of Functional Linguistics and Genre.

Business English must address not only the specific subject matter of the wordings of the various domains that make up this increasingly complex field but also incorporate cultural awareness and substance in business discourse while exploring the modern genres. The students are becoming progressively more adroit in the use of sophisticated media in their personal study and leisure, and some language schools and universities have sought to integrate study and practice of business English using these in their courses. Accomplished business people must be adept in the use of these instruments, as well as proficient language users in their professional and leisure activities.

I have presented a general view of how I perceive the changing scenario of business will influence the teaching of English for this specific purpose in the near future. I will now briefly present some views and recent theories that pertain to English for Specific Purposes and will endeavour to relate these to present reality in Portugal, to my informants and to the English language they have produced in this corpus.

English for Specific Purposes- Business (ESP), according to Christine Johnson (1993) focuses on specialist lexis, on simulated contexts, on the case study approach and on business skills. To Dudley-Evans (1997), it converges on three fundamental points: it meets specific needs of learners; makes use of methods and activities of disciplines it serves, and focuses on the language appropriate to these activities re: grammar, lexis, register, study skills, discourse and genre. Both these theorists consider that ESP should also use a different methodology from that of general English; be essentially designed for adult learners, either tertiary education levels or in a professional work situation (but can be adapted at secondary school levels, too); be designed for intermediate or advanced students and that it usually assumes basic general knowledge of the language systems.

ESP should be seen as an 'approach' to teaching, or what Dudley-Evans describes as an 'attitude of mind'. Both Johnson and Dudley-Evans attribute a professional bias to the skills and content they include in ESP in a-study-for-a-future-use perspective. Alexander (1997), however, includes the English acquired during business content study in his understanding of English for Business Purposes.

> "I am referring to EFL with a business or economics bias (BE), linked to content-based instruction or English-medium business studies instruction going on in tertiary education (...) as business English teaching expands in higher education, I would argue that this will become more important" (1996:2 [30])

He proposes that the teacher of English for this specific purpose should bring to the classroom the content of Business English and a familiarisation with the use of English in specific settings: business skills, mastery of business situations in English and the ability to deal with content specific to areas of business such as accounting, insurance, banking, economics, marketing, personnel management and so on. Alexander believes that in this way, " the needs of learners (that) are devastatingly disparate and varied" (pp 3) will be better catered for. This is an approach which starts with subject matter and builds in language material, such as terminology and proficiency in dealing with relevant texts. It

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[30] in Proceedings of the ELT Links British Council/IATEFL SIG Symposium, University of Vienna, 26-28 September 1996.

works out of an English for Academic Purposes perspective and into a English for Specific Business Purposes.

In Portugal, most of the executives at the managerial level are now being recruited from among graduates in economics, business administration, general management or even accounting. As I explain in section 4.1.2., many of the informants in this study (especially in family-owned companies and small concerns) do not have completed university courses but tend to "inherit" managerial positions or come upon them through assorted entrepreneurial ventures. As with other specialised positions, management is *now* beginning to have a considerable number of graduates to fill its more or less specific needs and companies recruit them from among students who possess the qualifications they require. Students who wish to pursue a degree course at a university or at any other institution of higher learning will have had between five and seven years of English instruction at school (this estimate excludes extra-curricular instruction that the student may have had the good fortune to attend), and, depending on the university or other institution of tertiary learning, may have one to three semesters of English in these schools but most students of management-related courses do not have any.

Even a fleeting perusal of the subjects that make up the management courses in many of the higher education institutions in Portugal will show that these do not include English in their obligatory subject list for Economics and Management courses [31]. Students are encouraged to seek fluency in the language, as content subjects may be delivered in English, but do not provide the specific learning experience that will supply this know-how. Granted, many of these universities have Language Institutes which these students attend but the very nature of these service-providers, the management of their student groups and the heterogeneity of the needs of the people who seek their services will not lead to great specificity in their content matter, at least not of the degree proposed by Dudley-Evans and Johnson. This means that the English taught to these students is, at best, a very general type of ESP that is not geared to the specific needs of the students and is sometimes a continuation of the English they were taught at secondary school or even a combination of the two and is just not enough.

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[31] Universidade de Coimbra, Universidade Técnica de Lisboa, Universidade da Beira Interior, among others.

Some institutions of higher learning provide English for Specific Business Needs and have integrated them into the obligatory list of subjects that make up course content[32]. However, it is my estimation that none of these take ESP to such specificity as Alexander advocates in the teaching-English-through-content philosophy. Interestingly, some of the practising managers seem to consider that young graduates should go into their first positions already equipped with the specific English that their professional dealings require (section 4.2). This accords with Alexander's view but his approach makes extraordinary demands on the teacher, in fact, Alexander discusses these and mentions that at the Vienna University of Economics and Business administration where he teaches and where this approach to Business English is carried out:

> "Most of the lecturers have qualifications in business studies or economics in addition to qualifications and longstanding experience in business English teaching. It should be stressed that the English department makes no attempt to duplicate what goes on in other departments in the university. Rather it prefers to see one of its tasks as shadowing business topics or dealing with background material to the English-speaking world and issues of intercultural communication".(Alexander 1996: 5)

This is certainly not the scenario in Portugal (or indeed, in most other countries where ESP is taught), in fact, Stevens (1988) discusses the fortuitousness of most careers in ESP teaching and the difficulties that adaptation from an education and teacher-training in the humanities to teaching in other areas implies. This leads to what many ESP teachers consider the most harrowing aspect of their profession: having to use materials the content of which they know less about than their students (Astor and Koller 1994, Pérez 1994). Alexander's approach also binds the young graduate too closely to a specialised business orientation that is still not the usual practice in Portugal: a Business Management graduate might find a position in Insurance, Industrial Management, Banking, Commerce, or in many others. Each of these positions has specific requirements, each has generic conventions, rhetorical action, specific terminology and makes specialised demands on the young manager. Hence, difficulties with regard to specificity of subject matter do not stop at teacher-training, they also include issues like the specific orientation that terminology

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[32] Universidade Nova de Lisboa and ISEE, Instituto Politécnico do Porto, Instituto Superior de Contabilidade e Administração do Porto, among others.

and business genre in course content must take in order that a recently graduated manager may function optimally in her/his new position. Standardised terminology and the use of appropriate language and genre is the direction we must take and the aim we must strive for. However, must this be considered in the specific course content of graduate courses or must it be acquired through other means?

A closer look at the real English language needs of these managers, (all the genres included in the questionnaire in section 4.1.5) will show that managers need real competence in general English in order to be able to respond to many of the tasks and functions that make up his/her professional activity. Many of the difficulties they feel in carrying out certain functions (negotiating, speaking on the telephone, socialising) spring from intrinsic circumstantial tensions that are generated by the situation itself but also because they do not feel confident in the English they have at their disposal. In these particular functions, as well as in many others, it is confidence in their *general* English that is most called for and it is this basic linguistic material on which ESP is constructed (Dudley-Evans 1997, Johnson 1993) that is lacking.

What is needed is a solid grounding in general English given to every student; this must lead into progressive specificity but only as far as English For Business, for English for Specific Business Needs as advocated by Alexander, does not fit into the structural make-up of our teacher training and recruiting, into the looser, more general nature of our higher education courses or into the less specialised linkage between higher education courses and professional employment. If greater language specificity is required we must consider other, more immediately viable avenues of education, of in-company training and of life-long education. It has now become totally acceptable, in fact, prevalent practice that a new job involves specific training for its requirements, why does this not include foreign languages? In-company training and life-long education can cater for the ever-changing arena of modern communication. The amount and quality of information that supports international business generates new and complex means and methods of communicating, it follows that in order to keep up with this change, professional people must avail themselves of learning experiences that are specifically aimed at their needs.

2.3.1. LANGUAGE STANDARDISATION

For a number of reasons it is difficult to indicate an established and invariant kind of English that can be rightly called the standard language, not even if we consider only the written form to be indicative. It is only in the spelling system that almost full standardisation has been achieved, as deviations from the norm (however logical) are not tolerated there. Even so, issues with regard to spelling still engage the attention of many and command repeated campaigns to assess various usages (The Cambridge University Press *Landscape*[33] project is just such an enterprise). When, however, we refer to 'standard' spoken English, we have to admit that a good deal of variety is tolerated in practice, and scholars have often had to loosen their definition of a 'standard' in dealing with speech. Thus it becomes possible for them to say that a standard form of English, which they believe to be largely uniform in its grammar and vocabulary, is nevertheless spoken in a variety of different accents (Milroy and Milroy 1985/95).

Standardisation aims to ensure fixed values in a system. In language, this means preventing variability in spelling and pronunciation by selecting fixed conventions uniquely regarded as 'correct', establishing 'correct' meanings of words, uniquely acceptable word-forms and fixed conventions of sentence structure. To most people, the whole notion of standardisation is bound up with a linguistic model the aim of which is the functional efficiency of the language. Ultimately, the desideratum is that everyone should use and understand the language in the same way with the minimum of misunderstanding and the maximum of efficiency. It is not professional writers, but lawyers, administrators and scientists, who require the most firm forms of standardisation. A legal document must be drawn up in such a way that it cannot be subject to many varying interpretations, and the terms used must have precise meanings. Similarly, technical terminology[34] in scientific disciplines must be precise.

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[33] The Cambridge University Press *Landscape* Project is carried out in association with "English Today". It uses empirical evidence from computer corpora as well as data elicited from surveys of users of English around the world.. As reported in "English Today" 54, Vol 14, No. 2 1998: 3.

[34] "A term is a label - usually lexical - in a special language of a specific domain, designating a particular concept in the knowledge of that domain, and arguably less content-dependent with regard to its sense than a general-language word" (Ahmad et al 1994, in SNELL-HORNBY, M. et al (ed.) Translation Studies. An Interdiscipline: 269)

"For a standard language remains as necessary as ever in a complex, large scale society such as ours, and needs to be available as a resource to all English speakers." (ibid)

In opposition to this functional view of standardisation we find Norman Fairclough (1992) who views it as a capitalist device that aims at cultural, political and economic unification with the aim of establishing a unified home market. He describes the process of standardisation of English in the United Kingdom and taxes it with the suppression of competing languages and the dialects of the working classes. In propounding standardisation *solely* as the enforcement of an artificial gauge that excludes the socially, economically and educationally underprivileged, he is playing down the normalising function that the establishment of a standard may have.

English has achieved great uniformity in the written genres; this can be seen in comparing the variations in the spelling of words in the 14th century with the more consistent forms of spelling in the twentieth century. Much less consistency is found in the spoken patterns. While speech activity can rely on a number of situational factors to help to convey meaning and intention, the act of writing is deprived of an immediate context of communication. It is most important that we recognise the implications of this difference. When we speak, we constantly use paralinguistic features to help us; these can be vocal (tone of voice, intonation, pause, emphasis) or non-vocal (gesture, facial expression) We may also rely on unspoken knowledge in order to interpret what is being said: if we overhear a conversation, it may well be difficult to understand what it is about unless we share in the mutual prior knowledge of the participants. Speaking then is a social activity, whereas writing is essentially solitary. It follows, therefore, that whereas vagueness, ellipsis and ambiguity can be tolerated in speech to a high degree (because mistakes and misunderstandings can often be repaired if they should occur at all), they can be quite properly criticised when they appear in writing. The appeal to the authority of written usage is one way in which standardisation is promoted.

The second sense in which standardisation has come about is in the promotion of a standard ideology, i.e. a public consciousness of the standard. People believe that there is a right way of using English, although they may not use the 'correct' forms in their own speech. This consciousness seems to be shared by the non-native speakers of the language

to an even greater degree, they seem even more desirous of the existence and of the 'enforcement' of the standard than the native speaker and seem bewildered when there appears to be any doubt or 'fuzziness' in identifying the norm. Interestingly, even the champions of flexibility in standards for spoken English and the consequent validation of regional or sociolinguistically marked varieties (McGill 1998) concede that whereas standard in spoken English is fiercely contested by the victims of linguistic discrimination, they themselves

> "...hold and express prescriptive attitudes towards written English every bit as vociferous as any Standard English speaker."(McGill 1998:8)

The problems of standardisation and of its prescription in the use of English have fostered considerable study in recent times. Questions concerning norms, codification and attitudes to these have been addressed by various theorists e.g. Greenbaum (1988), and Nihalani (1993). Two of these questions concern this work in particular and will be central to the analyses carried out in this work, they are:

? What determines the difference between an "error" and an "innovation" in business discourse?

? What are the tolerable variables of intelligibility and appropriate use for World Englishes across languages and cultures?

Both these issues are affected by what some linguists call *border crossing,* what they identify as a phenomenon of postindustrialized societies; they posit that a complex range of new social relationships is developing, and that all behaviour, including linguistic behaviour, is changing as a result. Fairclough (1996) gives as an example the use of informal English and how it is "crossing the border" into professional relationships, and how "advertising English" is being used for public information campaigns. Fairclough maintains that changes in social structuring, more flexible hierarchies in the workplace and in the personal relationships, also bring about changes in the registers used in English, bringing about a tendency to rely on the resources the language has for negotiating. All these aspects have a very strong bearing on the English language needs of learners/users and on what is to be taught to future users of the language.

Some theorists (Fairclough, Nihilani, Graddol) speak of the informalization of world English; the separation between formal and informal use of English is becoming increasingly blurred. This can mean that everyday conversational English is more acceptable in a wider variety of situations but it can also foster a false sense of mutual interest in communicators. This informalization is sometimes abused to create a more relaxed, non status marked relationship with a basis in social solidarity, a more fruitful setting for someone who wishes to exact dividends from this fact and makes use of the speech markers that reduce formality levels in language. These are; reducing formality in the use of forms of address, using the first person plural pronouns, using shortened forms of personal names or, using nicknames, contractions of negatives or auxiliaries, increased use of informal vocabulary, colloquialisms and slang and the very infrequent use of passive construction even in the written forms.

The other phenomenon that is marking English use and that is part of the border crossing is marketization. Here language strategies used in advertising, are applied to non-sales situations. Institutions like the government use an increasingly richer advertising discourse to win the public's approval for its projects and policies. This is bound to create a certain confusion in the unwary contributor/consumer, especially if the language in which this takes place is foreign to him/her. The language classroom has to incorporate these changes in the materials it uses and show the learner how to identify these and, possibly, even use them to advantage. No one person or institution is in control of these types of English border crossing. Informalization and marketization can be seen as good or bad, depending on one's point of view but it is foolish to ignore them and continue to only teach a standard, neutral register that is used by no one.

Besides the theories that predicate the English Standard as being invariant with divergence coming in only in the flexibility of register or the border crossing of the language domains in which it is used, we find theories that identify not one but many different strands in the Standard English. The interest that this point of view holds is that it partly responds to one of the questions this section aims to address – What variability across cultures and contexts can International English accommodate?

Tom McArthur (1997, 1998) is one of the writers who identifies "several distinct strands of the complex rope of standardness" in the various applications of English language. Although they may overlap and inter-operate, they usually function in discreet socio-cultural contexts and entail a set of specific structures that satisfy the purposes they set out to fulfil. McArthur calls these various strands "Standards" as they represent norms within the various spheres of language use and comprise a specific set of language structures, functions and lexicon. He separates International English into:

a) the international print standard, which has emerged over the past four centuries, has been dominated by the inner circle influences of the United Kingdom and the United States and has a remarkable uniformity now,

b) the international media standard, (journalism, broadcasting, cinema and other published material) that, while exploiting forms of regional speech and what McArthur calls "spoken prose" - discourse that is written to be spoken- detract from the standardness that was formerly attributed to Received Pronunciation or General American,

c) the international governmental, administrative, and legal standard, a formal usage that, while being essentially territorial (used in countries where English is the official language), can also have an international significance with regard to organisations like the United Nations Organisation, the International Monetary fund and the European Union.

d) the international commercial and technological standard, the one that McArthur describes as being the least ordered and consistent of all, is used by business concerns, executives, academics and technologists the world over in ENL, ESL and EFL contexts. It can go from the highly normative "MBA English" to the "fractured" or "approximate", "off-shore" Englishes that are instrumental in negotiating and clinching deals and in computer use, special interest bulletin boards and other communication instances on the Internet.

e) the international educational standard is the dynamic structure that propagates the highest possible level of literacy and fluency within an international concept of the language. This standard is highly controlled or influenced by the educational entities that are based in the Inner circle countries and have world-wide dissemination through schools and educational materials. Its patterns influence the other standards and have a

stabilising effect on them as the young people or professionals who benefit from this educational process are the future practitioners of the various activities that generate the other standards. The educational standard is slow in absorbing the current linguistic trends used in International English that are the combined result of all these various different standards; this constitutes another factor that is conducive to the stability of *the* Standard[35]. McArthur, like Randolph Quirk (1983), feels satisfied with the success of English as the International *lingua franca* and with the maintenance of linguistic standard, for while English has enough flexibility to accommodate change in the different spheres in which it is applied, the educational standard checks the more excessive variations and propagates a stabilising model.

It is generally thought that there is a weakening of norms and a post-modern preference for innovation over conservatism. In language this will often entail a preference for vernacular over historically cultivated elite varieties. The more informal registers of Britain's ex-colonies, the world dissemination of English as an instrumental language and the tendencies described above, have all contributed to dimming the sharp frontiers between formal and informal registers in most professional genres. When people of diverse cultures begin to use English in their own distinct ways, there is a concern among language teachers that non-native models of English will lead to such a great diversity in the way English is spoken that soon English speakers may not be intelligible to each other. Peter Strevens, in 1977, discusses the problem of speakers of English not being understood by and not understanding other speakers who also speak English habitually. He also showed considerable foresight when he wrote about the rise of world English and predicted a time when:

> "English will be taught mostly by non-native speakers of the language, to non-native speakers, in order to communicate mainly with non-native speakers[36]."

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[35] The uses that McAthur makes of the word "standard", sometimes more in compliance with the notion of register (as in Halliday), other times suggesting normative use or "correctness", is frequently confusing but his idea of levels of competence and how various professional and interest groups use international English is pertinent.

[36] Quoted by COLETTE FLESCH, at a *FIGHT THE FOG:* EUROPEAN COMMISSION TRANSLATION SERVICE lecture, Luxembourg: 10 March 1998. http://europa.eu.int/comm/sdt/en/ftfog/lecture

While teachers should be rightly concerned with what is intelligible, grammatically acceptable and socially appropriate, there must also be a realisation that as English becomes more and more widespread, one of the inevitable prices it will have to pay is that the language will become less considered as the linguistic domain of its forebears, and less and less determined by the usage of its native speakers. In view of Widdowson's 1994 estimate that there are four non-native speakers of English for every native speaker of English, it would also be unrealistic for language practitioners not to build into the teaching of English an awareness of the existence of flourishing, effective, functional and sometimes elegant non-native varieties of English. The diversity of peoples using English therefore implies that the syllabus of the 2lst century must in large contain not only the teaching of basic grammar but also the learning and identification of different pronunciation patterns, as well as aspects on the cultural structuring of information. Since grammatically acceptable standard English can be spoken with many different accents, all learners should have to learn tolerance for different pronunciation patterns as well as the ways in which different cultural groups structure information. Problems of intelligibility associated with the recognition of different pronunciation models are generally a matter of exposure and familiarity (Widdowson, 1994). The listener who has many hours of experience listening to a non-native speaker is apt to find a non-native speaker more intelligible than the listener who has never heard non-native English before and vice versa. James (1998) discusses the wisdom of teaching the normative-native standard but advises against intolerance in receiving a less than perfect model back and in this way, places the responsibility firmly on the shoulders of education as the propagator of the standard. Widdowson (1994) speaks of English as a "world property", it has left the ownership of its native-speakers and as a *lingua franca* acquired independence from its origins in its everyday use but is held together by a (largely) uniform education standard.

I may therefore conclude that a great deal of variability is being tolerated in international English with the onus being put on the capacity to communicate rather than on sharply defined frontiers of correctness. This is truer of spoken discourse than of most written language use (an exception being the interaction that takes place through a written medium but that has all the characteristics of spoken language - Electronic mail and direct communication on the Internet). Pragmatism is simultaneously simplifying the more

elaborate structures in order to make them readily serviceable to more users in daily discourse while maintaining the standard that guarantees intelligibility through the media and print, but mostly through education. Most international communication in English is carried out within the disciplining models of standardisation. Only when breaches of the code go beyond the co-operative principle and affect intelligibility, does language lose its transparency as a vehicle of meaning and become problematic. The English used in the catalogues analysed in this work represents more than the product of the changes that languages undergo in the normal variance that affects them all as living instruments of communication serving different needs, users and contexts; it is problematic. The nature and extent of this problem cannot be justified with reasons related with language mutability within the normal framework of language use, for in many cases it adversely affects the communication it is supposed to promote.

2.4. COMMUNICATIVE ABILITY, INTELLIGIBILITY AND APPROPRIATENESS

True to the understanding that competence[37] in a language implies much more than just knowing that language's lexicon and grammar rules, I am going to discuss the aspects that are pertinent to communicative ability. Grillo (1989), basing his considerations on Dell Hymes (1971, 1972, 1975) who sees it as the ability to apply the rules of grammar appropriately in the correct situation, considers four strands of communicative competence from the Sociolinguistic viewpoint of migrants who need to avail themselves of the capacity/ability to communicate in order to integrate. Milroy and Milroy (1985) understand communicative ability as a totally purpose-bound criterion that can only be measured if we take into consideration the successful completion of the communicative act, whatever it may be. I have integrated these approaches into the adapted, six point model developed by van Ek and Trim (1986). This, I hope, will be a sufficiently detailed and differentiated description of the multifarious concept that communicative ability is while at the same time, giving due importance to both the discourse/linguistic and the cultural/social

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[37]Competence is seen here as an *expansion* of what Chomsky described when making the distinction between competence and performance, the expansion from a purely code dominated competence to a more socially involved one, is registered by McCathy and Carter and includes " what a speaker needs to know about how a language is used in particular situations" and that " a language user develops a set of competencies each one essential to using language effectively". The anthropologist, Dell Hymes also includes the sociolinguistic aspect in his concept of Linguistic competence. An in-depth account of the differences between competence/knowledge, as explained by Chomsky, and competence/ability, was given by Prof. David Taylor, University of Leeds, at a conference in 1996. I have worked much of his clarification into this section.

components. I will also consider the ways in which the various facets of communicative ability are affected by the particularities posed by English as an international *lingua franca* and the issues involved in intelligibility.

A *lingua franca* is, by its very nature, the adopted linguistic territory of practitioners who come from various language backgrounds. Any teacher who has had the good fortune to teach English to learners with different mother tongues will be able to bear witness to the range and disparity in the performance of these speakers in English. They have a basic common motivation: to be able to communicate in English - not the language that carries shared cultural referents and that can frame a particular group/s and be labelled as "British", "American", "Australian" or the English that identifies any other of the many groups that communicate their collective culture through this language. Their aim is to avail themselves of the communicative instrument that English has become in its role of *lingua franca*. They "arrive" with different needs and expectations, different cultural and social backgrounds, different linguistic capital, to learn the same language. It is only natural that the end results should not be uniform but, in order that a *lingua franca* may perform its instrumental function, there must be a common denominator: this is intelligibility.

The basic component of communicative ability is *linguistic competence*, without which verbal communication is impossible. It involves the knowledge of general vocabulary items and of certain grammar rules of the language and is observed in the language user's ability to produce well-formed, meaningful utterances and in his/her ability to determine the conventional meaning of similar utterances produced by others.[38] Conventional meaning must be accepted as being that meaning which competent[39] speakers of the language attribute to an utterance when used out of context. Linguistic Competence should be understood within the Saussurean concept of *langue* with the attendant assumption that the language of a particular community can, in relation to this aspect, be regarded as

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[38]"Utterance" in the sense given by Bakhtin, M.M. " The problems of Speech Genres" in <u>Speech Genres and Other Late Essays</u>, 1987, Where "an utterance is a real unit of speech communication (...) the boundaries of which are determined by a change of speaking subjects. Any utterance, from everyday rejoinders to a novel or treatise, has an absolute beginning and an absolute end".

[39] Van Ek and Trim (1986) speak of "native speaker" competence which I, (like Michael Byram- 1998) find unsuitable in this case given the amplified use of English as *lingua franca*.

invariant across that community[40] at a given time and also comprehend the relation between linguistic signals and their conventional meaning, what they mean in isolation, out of context. Considering that linguistic competence functions at the most basic level of language reference and is dependent on the more stable aspects of language, one can assume that it is this facet that constitutes the basis of intelligibility for all the users of a language. Where English as a *lingua franca* is concerned, the identification of linguistic competence across a wide and varied range of users takes on a more complex countenance. It is very difficult to delimit the boundaries of linguistic competence (and the attendant value statement of comprehensibility), from incompetence (with its underlying statement of incomprehensibility), even at this level. Nevertheless, it is within the ambit of linguistic competence that one can more aptly verify the availability of the code to its users. This takes us back to the importance of the code in the creation of the tripartite composition of meaning in register; especially in the creation of the field, for mode and tenor as Halliday describes them, are dependant on other components of communicative ability. All in all, it is at the level of linguistic competence that the more serious breaches of the code can be identified, for it is here that language is at its most stable, is less culture-dependant and is therefore the empowering element for all its users. Linguistic competence constitutes the basic building blocks of the code that assures intelligibility both within the same cultural group and across cultural groups; even as a *lingua franca*.

The choices that the language user makes with regard to language forms and his/her manner of expressing them, taking into consideration such conditions as relationships between communicating partners, communication intention and communication context, express her/his communicative competence in the dominion of *sociolinguistic competence*. It is totally context dependant and whereas linguistic competence focuses on knowledge of the invariant language system, sociolinguistic competence shows the application the users make of the language, their practice of linguistic competence within the context of production. The appropriate use of utterances to serve one's intentions, as well as the ability to interpret the intention of utterances produced by others, is an element that demonstrates sociolinguistic competence. Intention is an emitter-based factor at the

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[40] The concept of community is very difficult to distil in speaking of a *lingua franca* but if we consider standardness as preserving the fundamental meaning relations of a language, we can consider this "community" as being all the English-as-lingua-franca (standard) users, wherever they may be.

encoding end, and the intention with which the linguistic message is programmed is directed by the emitter, regardless of whether the receiver perceives it or not. At the receiving end, if the intention which was purposefully encoded is apprehended, its correct interpretation contributes towards optimal communication. The communicative goal has to be explained as an extension of intention, both are emitter-based. However, intention refers to the purpose with which a particular expression is endowed and communicative goal is the result of the sum of communicative strategies of a whole communicative act. In some situations the communicative goal may be achieved in one utterance alone and in this case the intention and goal will be identical. In other instances the communicative goal depends on the effectiveness of a text type: a genre. Here, effectiveness of communication is the result of the apt use of the genre by the practitioners of that genre. This is discussed further as situation context and purpose in the section on catalogues as promotional documents.

Other situational elements that must be taken into account when determining form and content of utterances are:
Personal characteristics of the communication partners (age, sex, occupation, nationality, etc.)
Relations between the communication partners:

   ? social (superior -subordinate, colleague - colleague, pupil - teacher, father - son, etc.)

   ? affective (attitude towards communication partner: antipathy, sympathy, degree of familiarity, etc.)

Personal relations and characteristics of the communication partners are parameters of varying, though none of them of negligible, importance. In a particular communication act each of them may assume an essential role, but they will rarely all of them be of essential importance simultaneously. The one that most often assumes particular significance involves the relations between the communication partners, and in this parameter the 'affective' aspect is the more significant one. Correctly estimating the attitude of a communication partner as well as effectively conveying one's attitude in the perspective of one's communicative goal, may well determine the success or failure of an act.

The interpretative ability and the capacity to encode, in a foreign language, those aspects that have sociolinguistic substance depends on the sensitivity the communicative partners have to the same aspects in their own language. Awareness of the importance of these sociolinguistic elements in one's own language does not, however, guarantee the correct transposition of the values that these elements represent when one is communicating in a language that is not one's own. One must also have an understanding of the values and culture of the other language to be able to successfully equate those elements in the target language: forms of address, certain details of social/business etiquette, taboo words, localised socio-cultural content, among others and use suitable linguistic representations for them.

Discourse Competence is the ability to use appropriate strategies in the construction and interpretation of texts. It is in this domain that we bring together the various factors that influence the construction or understanding of the various genres. Discourse Competence draws upon Linguistic, Sociolinguistic and other competences in the communicative situation, as well as intuition to bring about effectiveness in the speaker's/writer's choice of the appropriate genre but it also depends on the receiver as an equally competent practitioner, to be able to interpret the composite message that an example of the genre conveys and to supply adequate feedback.

Strategic Competence is the result of the apt use of communication strategies that allow a communicative partner to overcome shortcomings in his/her speech. Even while using our native language, certain situations arise when we may have difficulty in a sentence construction or not know what to call something or even how to formulate something in such a way that the communication partner/s, with their different backgrounds of knowledge, experience, attitudes and values, will interpret it in the way meant by us. In one's native language one normally is able to get intended meaning across by using a number of communication strategies that we have at our command, these include:

? retracing (when getting stuck in a complex sentence structure: 'Sorry, I'll start again')

? rephrasing ('Let me put it in another way')

? substitution by:

a general word (thing, person)

by a pronoun (this, it, they, something)

by a superordinate (<u>tree</u> for <u>oak-tree</u>, <u>meat</u> for <u>pork</u>)

by a synonym (<u>see</u> for <u>perceive</u>, <u>discussion</u> for <u>debate</u>)

? description by means of :

general physical properties (colour, size)

specific features (it has four legs)

interactional/functional characteristics (you can dress a wound with it)

? demonstration (here, look, this is what I mean)

? gesture, mime, sounds

? appeal for assistance (What do you call it again? Will you repeat that please)

Although strategic competence plays a greater part in the discursive tactics of oral communication, some written language stands to gain from it. The processes of circumlocution and paraphrasing are strategies that are frequently employed in catalogues and sometimes this is done effectively, at other times it only evinces linguistic incompetence and pitiful efforts at covering these up. Avoidance is yet another stratagem used to conceal perceived difficulty; this is discussed in the section on Industrial Catalogues.

Socio-cultural Competence is essential in the production of correct and appropriate use of a language, and when it is manifest, demonstrates how the learner's horizon of communication has extended beyond that of his own linguistic community. It enables him/her to realise the validity of other ways of organising, categorising and expressing experience, and of other ways of managing experience. Socio-cultural competence involves a considerable amount of factual knowledge of how certain manners of expression carry certain associations in a foreign language and how communication can be greatly disturbed or even break down if this is ignored. It also involves precise knowledge of lexical items that have no semantic equivalent in the foreign language and may have a socio-cultural contingency, or items that induce the user in erroneous transfer because of apparent similarity in form and total or partial semantic/cultural disparity. Non-verbal means of expression must also be known, as well as the conventional use of expressions in

everyday social rituals like thanking, leave-taking, greeting and complementing. A proficient socio-cultural competence requires knowledge of geography, history, economics, sociology, religion and literature and other anthropological material that groups/societies of people amass. The greatest need for socio-cultural competence will be felt by people who will spend their lives, totally or partially, in the environment of that foreign language and is indicative of a disposition towards effective integration.

A different need for this particular competence will be felt by those who use the foreign language primarily as a *lingua franca*, as an international means of communication with other non-native speakers. In this case too, a code is used which reflects a particular culture. In order to establish full communication it is necessary for *lingua franca* speakers too, to be aware of the socio-cultural implications of the language forms they are using and the socio-cultural connotations of the culture of each of the speakers that are involved in communicating, as the cultural references of each of them will interplay in their socio-cultural competence. The most important requirement is that the interlocutors accept the otherness and (possible) differences that each culture comprehends and respond to them with openness and a willingness to establish productive relationships through critical cultural awareness. Michael Byram (1998) considers Intercultural Communication Competence as a very important aptitude in all human exchange that transcends a particular culture and when divers cultural values come into contact, an attitude of open-mindedness and willingness to address difference is more conducive to effective communication than prescribed formulae.

With regard to the English used in the catalogues of the corpus, some cultural elements should undergo some adaptation from the Portuguese into the English texts. Usually these documents are distributed to a varied readership with disparate cultural backgrounds. It is impracticable to make a different catalogue for each cultural group who depends on the English version of the text to gain access to the communication. It is also inadvisable to presume that socio-cultural content is unimportant or is not going to interfere with the overall message of the document.

The final aspect of communicative competence is *Social competence,* which involves affective and attitudinal elements in communication and is demonstrated through the activation, by the interlocutors, of the suitable manner for the context. These are the social skills of empathy and congeniality, of motivation and the will to establish the requisite rules of co-operation.

Having discussed the linguistic and socio-cultural implications of what is understood by communicative ability, we have to come back to the "common denominator" referred to at the beginning of this section.

Breaches in the linguistic code have been regarded with variable degrees of tolerance in the different language schools. The Grammar/Translation approach favoured a strict adherence to the grammar rules, to impeccable spelling and pronunciation of interminable lists of words and rote learning of the verb forms in all the tenses and aspects - similar methods were used in teaching Latin and the "living" languages and very similar results were obtained. The proficiency of even the best students seldom went beyond the most rudimentary phrases spoken or written in fear of producing any errors, for these were frowned upon with great severity and even the most "accomplished" among them seldom attained any communicative competence at all.

The reaction to this school, Communicative Language Teaching (CLT), sought to root out these inhibitory pressures and the "unnatural" form-based teaching that was practised. It understood error to be a natural by-product of language learning and encouraged communication at the cost of correction. Only when communication was affected by the amount or nature of the errors produced, were these acted upon, but always with a view to restoring communication and not because the code had been breached. The permissiveness that CLT showed in the seventies to the whole issue of error and error correction and remediation was restrained by some studies that showed that tolerance of error perpetuated it. The recent need to address the issues of error tolerance and correction and the whole subject of purported language decline have brought about renewed discussion on the matter of what to do about errors. This discussion is particularly important in that it explores to what extend error erodes the common ground of intelligibility that is essential to keep

English serviceable to its various users. James (1998) writes in defence of a reappraisal (reinstitution) of Error Analysis but does not withhold criticism of the zeal of language prescription. He defends the need to keep English widely intelligible by upholding the standard but is sensitive to the linguistic sacrifice that speakers of the Expanding Circle and learners of English as a foreign language have to make in order to preserve this broader intelligibility. The compromise he advocates tends towards the use of the more "intimate" local standard in speaking, for here the issues of intelligibility are locally negotiable. However, he urges the preservation of the written standard in this medium for "anything more ambitious than a shopping list". This perspective is not new but it is always useful to come back to these issues in the face of changing approaches to the teaching of foreign languages and to more or less tolerant attitudes to error.

Preserving English in its instrumental capacity of *lingua franca* implies investing all the necessary means to keep it intelligible. It is imprudent to jeopardise that very quality that makes it serviceable to so many users. One cannot explain, much less justify, faulty use of the language with the argument that other non-native users also do so, that people have learnt to adopt compensatory measures to deal with deficient discourse. This statement was frequently offered by the respondents in this research as exculpation for their English language insufficiencies. It is true that Portuguese business concerns are not the only ones to mistreat the English language; many documents that are received by Portuguese businesses are riddled with inappropriacy but this does not exonerate our defective contribution.

An understanding of Intelligibility and Appropriateness has emerged, I think, through the discussion carried out in the sections on Communicative Ability and Standardness. The former relies mostly on the more invariant linguistic code and has a very important impact on the manner in which language is kept serviceable to its users. The latter carries the code into the communication context and considers language from the viewpoint of use.

CHAPTER 3

3. THE IN-TRADE CATALOGUE AS A PROMOTIONAL INSTRUMENT

International competition and marketing have been greatly aided by promotion, a powerful instrument. One that has grown, in the last half century, from the most rudimentary vehicles of product and service information into gigantic motors that command the attention, the capital and the effort of millions. It informs about new or established producers, informs about established, modified or new products and generally keeps the two main participators -the buyer and the seller- keyed in to the subject of their mutual interest; the moving of products and services to the best possible advantage of both. Promotion and Advertising have, till recently, been two virtually overlapping concepts. Miracle *et al* (1994) re-define the terms as being two marketing components in the information process. Promotion is superordinate; the transmission of information about the product/producer; Advertising, that component of the message that has been "worked or manipulated" and in this way produces what Corrigan (1997)[41] calls "reliable consumers", who respond to advertising to satisfy needs that are created by that same advertising and that lead ultimately to the consumers availing themselves of the products advertised.

The promotional tools used to inform about products create the atmosphere around the products and send messages - sometimes consistent, sometimes conflicting - to existing and potential clients. Promotion is carried out through various means: television, print, radio and outdoor advertising, direct marketing, sales promotions, sponsorships, special events, public relations - and the more indirect communications instruments including the firm's financial publicity, government dealings, employee relations and community service. Vendors of products and services have a constant need to relay messages to intermediaries and final buyers in order that competitiveness and profitability be maintained. One of the pitfalls of extensive promotion is the possibility of conflicting messages getting through to the customer. Customers buy products if they perceive that they meet their needs or, as in the case of the clients to whom the catalogues in this work are sent/given, they feel that the products promoted in the catalogues will be bought by the final consumers, their customers. Client perceptions and choice will be based on what they know about the goods or services. If the messages imparted to the client about a product, and in the

specific case of this study, the producers of the product, are congruent and positive, then there is less chance of uncertainty and hesitation hindering the buying decision, and a greater chance of customer loyalty.

Catalogues also contain, to a greater or lesser degree, "charged" messages that project meanings and create associations that persuade the reader to buy. What follows is a discussion of the in-trade catalogue that is the main object of my study, how it is structured for business effectiveness and whether or not it satisfies the purpose for which it is created.

3.1. INDUSTRIAL CATALOGUES

3.1.1. SITUATION CONTEXT AND PURPOSE

In comparison with other European countries, Portugal is a newcomer to international trade. The last fifteen years have witnessed increased exportation of Portuguese products and services to countries other than those with whom Portugal maintained political and cultural alignment up to the mid seventies. The dormancy of Portuguese competitiveness in the world trade arena was due to its privileged position as sole supplier to its colonies, to policies which were marked by conservative trade management and by the economic and political ostracism to which Portugal was consigned by the international community during its prolonged dictatorial regime.

In its awareness of the urgent need to modernise its trading attitude and behaviour, Portuguese business has made strenuous effort to innovate and adapt to the needs of a demanding world market. Some of these efforts have involved the improvement of its commercial documents; their appearance, their communicative efficacy and their capacity to convey a message of competitiveness and of efficiency.

Portuguese business concerns have invested substantial sums in these documents, aided by governmental and commercial organisations, some even subsidised by European funding.

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[41] Corrigan (1997) summarises the effects of advertising in the twentieth century in The Sociology of Consumption. I have considered what he says with regard to the language of advertising in various sections of my work.

Government bodies, (ICEP[42], IAPMEI[43] among others), and industrial and commercial guilds, chambers of commerce and associations have instituted specific grants to subsidise promotional/advertising documents. ICEP has offered subsidies for commercial documents up to forty per cent of their total cost (maximum 750.000$00 per catalogue or 1.200.000$00 -numbers for 1997[44]- in the case of the clothing and foot-ware sectors who have to create two catalogues per year due to seasonal fashion changes). Some organisations that have their own funding but which make occasional claims for European funding, like the *Centros Tecnológicos*, (Technological Centres, for ceramics and glass, for the textile industry, for the metal structures industry, for the cork extraction and processing sector etc.) have greater responsibility in the technological/research fields but have very frequently made contributions, material and supportive, to document design and improvement.

This investment in document improvement, both of their own documents and those of their affiliates, is sometimes also directed at the research and development of technological research papers and journals through which valuable information is disseminated to where it is most needed. All these entities also consider Web pages on the Internet essential as they have inestimable potential in the internationalisation effort of their associates' companies and they make great efforts to interest their associates in them. The Web page is a commercial genre that has generated much interest due to its novelty and to the fact that it is inexpensive and relatively easy to install. The importance of the Web page as a promotional tool and its obvious kinship with the documents that are the object of my study make further discussion pertinent, in the following section.

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[42] "ICEP - Investimentos, Comércio e Turismo de Portugal, é um instituto público com autonomia administrativa e financeira, que exerce a sua actividade sob a tutela do Ministro da Economia. Tem por missão promover a intemacionalização da economia portuguesa e das empresas portuguesas, dirigindo a sua actividade a cinco áreas específicas:

  promoção da imagem global de Portugal;

  promoção de bens e serviços portugueses;

  apoio à internacionalização das empresas nacionais;

  captação de investimento directo estrangeiro;

  promoção de Portugal como destino turístico, tanto para o mercado externo como para o interno."

(taken from: http://www.icep.pt/rota/index.html

[43] IAPMEI - Instituto de Apoio às Pequenas e Médias Empresas e ao Investimento.

[44] The pamphlet giving information on these and other conditions for subsidy is in Appendix.I

3.1.2. THE INTERNET AND THE CATALOGUE GENRE

Ever since the launching of the Internet, English has been its instrument and the empowering agent for almost all its users. This language has been determinant in establishing its technical path and, at the same time, has benefited from the enormous spread that this means has fostered. The interdependence of the Internet and English as a world language will be discussed in the following section, as well as the contribution that the World-Wide-Web has made to business and to the activities of finding, selecting and ordering products and services that are the basis of the catalogue genre.

The main factor that established what language would be used on the pre-Internet networks and later on the Internet itself was the country where it all started. The Arpanet[45] was the first important step towards today's Internet. It came into existence in the USA, at first as a local national network. One of its purposes was to link up the most important American academic and governmental institutions to facilitate dissemination of national research-and-development projects. Thanks to Arpanet, scientists and researchers could share one another's computer facilities and scientific findings from a distance. When other countries started to join the American national network to benefit from the connection with the USA's academic and governmental institutions, they had to accept the originator's language as the basic premises for use of this powerful communication tool were laid down in it. Later, when the network began to grow and the countries started communicating with one another, this was automatically done in English.

Recently the Internet has expanded all over the world and has connected countries with different languages to this multinational system. English provides the means for a great number of people of various nationalities (and therefore speaking many different national languages) to communicate and make themselves understood. The popularity of this new phenomenon is rising rapidly. In January 1994 there were an estimated two million computers linked to the Internet. However, at the end of 1995, ten million computers with

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[45] Forerunner of today's Internet, Arpanet was created by the Advanced Research Projects Agency, an entity of the United States Defense Department, and began operation in 1969. Research for it began in 1962 after the U.S. reacted with great concern to the 1957 launch of Sputnik, the world's first satellite, by the Soviet Union.

40-50 million users were connected to the network-of-networks. If this rate of expansion continues, most personal computers will be wired to the network at the end of this century (Gromov, 1998). The centrifugal action of the main service, along with the popularity of the Internet's newer services (World Wide Web, Gopher) has made the expansion easy. It has spread to the commercial sphere, people are connecting to the network through their phones at home, and even schools have found the advantages of using the net in their teaching and in leisure activities. English with its status of global language has become the natural communication medium on the Internet and concomitantly, its position as *lingua franca* in the world is strengthened by the explosive growth of the computer web as great numbers of new users are connecting to it every day.

There are several ways in which commercial organisations can benefit from their connection to the Internet. With the rapidly rising number of users, the World-Wide-Web is a potential World-Wide-Market and commercial organisations are now able to present themselves, their work and their products on the Internet. Thanks to English and the Internet, companies can interact with their partners abroad and respond to any question or give advice on any problem that their international customers can have almost immediately. Firms have used various media to communicate with their current and potential customers and these marketing communications have had to perform three functions: inform, remind, and persuade. As a commercial medium, the Web offers these, plus a number of important benefits, which affect both the client and the company (Cronin 1994).

Buyer benefits arise primarily from the structural characteristics of the medium and include availability of information, provision of search mechanisms, and online product trial, all of which can lead to reduced uncertainty in the purchase decision. Another important consumer benefit associated with marketing on the Web is the access to greater amounts of dynamic information, besides, its interactive nature allows for freer, non-linear searches initiated and controlled by the client or potential client. Hence marketing communications on the Web are more consumer-driven than those provided by traditional media. I have discussed motivation in the buying process in relation to conventional in-trade catalogues in the section that addresses this genre but this element is stronger in the Internet versions as interactivity and the client-centred nature of this medium places the onus of product

search, selection and ordering on the client. The ability of the Web to amass, analyse, and control large quantities of specialised data can enable comparison-shopping and speed the process of finding items. There is also the potential of wider availability of hard to find products and a wider selection of items due to the width and efficiency of the medium. In addition to the above, the advantages for industrial consumers are reduced costs to buyers from increased competition in the procurement because more suppliers are able to compete in an electronically open marketplace. This increase in competition leads to better quality and variety of goods through expanded markets and the ability to produce customised goods and services (Resnick and Taylor 1994)

Company benefits arise from the potential of the Web as a distribution channel, a medium for marketing communications, and a market in and of itself (Hoffman and Novak, 1996). The Web potentially offers certain classes of providers with participation in a market in which distribution costs or cost-of-sales shrink to almost zero, mainly through the elimination of the middleman, for buyers and sellers can access and contact each other directly. In this way some of the marketing and communications costs are reduced. So are constraints set by time and presence, for here less time will be needed to complete business transactions; this accrues additional efficiency for the firm, besides, Web sites are available on demand to consumers twenty-four hours a day.

Business on the Web transfers more of the selling function to the customer, through online ordering and in this way, helps to bring transactions to a faster conclusion besides capturing customer information. The technology offers the company the opportunity to gather market intelligence by showing the client's purchasing behaviour on the Web. This capability of the medium offers unprecedented opportunities to tailor communications precisely to individual customers, allowing them to request as much information as each desires.

> "If a company decides to distinguish itself through the quality of its customer service organization, the network can be a decisive asset in achieving this goal." (Cronin 1994: 32)

Further, it allows the marketer to obtain relevant information from customers for the purposes of serving them more efficiently in the future. Ultimately, effective customised

advertising, promotion and customer service is the most important benefit that the commercial Web offers to the business concern.

Considering all the advantages that the Internet holds for its users, both buyers and sellers, one would expect greater support for this medium by the Aveiro business community. One of the reasons for the sluggishness in this respect must be the low levels of competence in the use of English in so many of these companies for, given the interdependence of these two factors, "illiteracy" in English is tantamount to "illiteracy" in the use of the Internet. Some of the companies that have Web pages on the Internet are there due to the services of image-building concerns that have sites to which subscription is dependent on criteria that the site-managers establish. One of these sites, http://www.portugaloffer.com, a high-profile site that contains a selection of Portuguese companies in services and industry (only twelve from the Aveiro District) actually present the criteria they use to filter the companies they wish to include in their portfolio.

> ***This site*** *is the most exclusive business club in Portugal. Whatever contact you make, it's sure to be the best of its kind.*
> *The companies to be found at **Portugal Offer** have been subjected to very careful scrutiny and selected by fundamental criteria, cross-indexing on size, quality of product and service, financial soundness and corporate ethics.* (Financetar, 1997)

These companies are then included in a site where the pages are uniform, have the professional finish of well-organised catalogues and the upkeep that like-sites in other European countries enjoy. One cannot help wondering what promotional solutions are open to the small and medium-sized companies that are not accepted into this sort of "exclusive business club". The Internet, which is an inexpensive means that could contribute so much towards their business effort is, at the outset, linguistically out of bounds. When less efficient motors are used, the resultant product is sometimes very shoddy indeed. The more traditional catalogue is therefore favoured almost exclusively by these companies and even by the larger ones that make use of both the Internet and the conventional catalogue. We can therefore conclude that the Internet works as a supplementary medium only, the conventional catalogue is still the preferred means.

3.1.3. THE CONVENTIONAL CATALOGUE AS PROMOTIONAL MEDIUM

One cannot say that all efforts to up-grade promotional material, especially catalogues, have been unsuccessful, in fact, in certain aspects these documents have attained a very high degree of sophistication. They convey a strong marketing message of quality and competitiveness, but the one aspect that consistently falls short of an acceptable standard is the language content. Coupled with unsatisfactory language content, we invariably see inappropriate cultural register and other language-bound elements which are unsuitable.

In Portugal, the product catalogue is the most significant of all the marketing/informative documents that international trade depends on. As a result, this genre has increasingly engaged the attention and the capital of the business community and the consequence of this interest and investment has resulted in an assortment of catalogues that are made from high-quality materials and boast professional, well-integrated photography and design. Nevertheless, the language component still leaves much to be desired. Considering that most of these catalogues are for international distribution and that English is by far the most frequently used language in the commercial exchanges that these catalogues aim to induce, the faulty use of this language is all the more damaging.

Chambers of commerce distribute catalogues to potential clients in the various client countries when these are solicited by entities like ICEP and associations at international fairs, by specialist centres that manage mailing lists and through the more domestic channels of self-promotion that firms create for themselves. The publication that ICEP issues as a guide for all the companies that wish to apply for funding to make or improve their catalogues[46] has indications on the need to include foreign languages in these documents. The good quality of the translations is one of the criteria that this government entity stipulates as essential in order for the catalogue to qualify for financial aid. It is fitting that ICEP should have such a direct participation in the making of these catalogues for it is this organisation that distributes many of them. These catalogues are usually the first contact the potential client has with the company. At trade fairs, the potential client still has the opportunity to obtain other informative materials or to view products and

contact company staff, and in this way, reach a more informed idea of the supplying company's competence and general image. When the only information the potential client has proceeds from the catalogue, then its importance as an image-builder is paramount. Most potential clients have their first encounters with their suppliers through industrial catalogues.

The catalogue is put to yet another use. It also serves as an initiating promotional element in canvassing investment for the companies of the region. The promotion of foreign investment especially is very frequently aided by these documents at the beginning of promotional campaigns that are carried out by entities like ICEP. Obviously this initial stage is complemented by documents of greater trade specificity and information depth but the catalogue is very frequently the "visiting card" by which potential investors first come in contact with a specific company, type of industry or important industrial cluster from the region. The catalogue incorporates two purposes in this case; its usual trade promotion function; giving information about its products/services, and provides the potential investor with an inadvertent preview of the manner in which the company carries out its promotion. Serious language problems can only be of damaging consequence here too and hinder this promotional effort[47].

There is a growing consciousness that this language problem exists, that most of the catalogues produced have texts that are defective in grammar and lexicon, inconsistent in the terminology used, not adequately adjusted to the receiver's cultural background, and are, as a consequence, not appropriate for the purposes they wish to serve.

Sensitivity to the problem is more noticeable among the people who represent the interface between Portuguese industry and foreign trade; the public relations officials of associations and guilds and the delegates of government bodies who are sent to international fairs or form part of investment seminars. Managers and board members are normally more

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[46] This publication is issued by Direcção de Promoção e Apoio à Internacionalização - the sector that supports promotion and internationalisation (copy in Appendix I).

[47] A Report drawn up by ICEP and JICA (Japan International Corporation Agency) : *Summary Papers for Convergence Meeting on The Industrial Development Promotion Study of Aveiro-Viseu Region in the Portuguese Republic*, gives indications on the need and value of better promotional materials both for trade and to encourage foreign investment.

focused on indicators of trade performance. When these are not satisfactory, the manager will seldom, if ever, impute the blame to inappropriate or incorrect language on their catalogues. Indeed, it would be very difficult, if not impossible, to objectively ascribe the blame for poor commercial performance to faulty use of English, but it does indubitably contribute to a company image of imprecision and inefficiency.

If managers and directors gave due importance to this aspect of the problem it might not have arrived at the stage where a person who is representing the Region's/Country's business concerns feels compelled to offer an excuse for the inept linguistic content of the catalogues she or he is offering. This is a very frequent complaint made by representatives of promotional organisations.

During the interviews carried out in order to assess the confidence in the use of English by business managers in the Aveiro Region, the catalogue issue was discussed. Some of the informants showed a total lack of awareness of the problem which, in itself is not surprising for, in most cases, they were the composers of the defective texts themselves. In the Data Analysis section of this work (starting 131), the results of the questionnaire and of the interviews are compelling in demonstrating the lack of confidence the managers of the respondent firms feel, when they are involved in the productive tasks of foreign language communication. Be it in speaking or writing, the respondents disclosed their lack of assurance in the output of discourse in English although, in many cases, their appointment or promotion into their present positions had supposedly been partly dependent on their knowledge of foreign languages. When they had not felt equal to the task (in the Data Analysis section, item 2.13.r, section 4.1.), most did not seek help from an accredited source, as they did with the design or photography in the catalogues, where great care was demonstrated in choosing the best possible professionals in the fields, but engaged the help of people who, in many cases, were only marginally better at English than themselves. The English texts were created or translated by a varied authorship with assorted levels of competence in the language: e.g. the manager's secretary, adolescent son, wife, friend. It is not surprising that the end product should attest to this amateurism.

Even when the managers sought institutionally creditable help, (from advertising agencies, image building entities, professional translators etc.) the end result was often less than satisfactory. Unlike what happens with the design or photography components of these catalogues, defective competence in a language can be of a degree that will adversely affect the quality of a text they may produce, yet not call upon itself any open censure in its daily use. The people responsible for the photography and for the design/lay-out of the catalogue, professionals in their field, carry out the specifications of their clients by activating the capabilities they have acquired through training and experience. Upon completion of the assignment they apply their expertise to assessing the finished product together with the person who requisitioned their work. Meetings are held between personnel from the manufacturing company and the advertising firm to discuss adjustments to the drafts; decisions are made with regard to the aspects of the document that is being designed and some drafts are rejected outright on the weaknesses of photography, design and lay-out. Where the English language text is concerned, the author/translator usually does not have skill in this field, the manager who requisitioned the work does not have the capacity to appraise and, as a consequence, the final assessment is left to the potential client.

The receivers of the catalogues, according to the questionnaire findings and from the interviews, are to be found in all the countries with which our respondents maintain business dealings plus those they wish to include in their client portfolio. All the catalogues reviewed used English in at least one of the generic stages. French was the second most used language followed by Spanish; German was present in only four of these documents, in the introductory description of the company. The European tendency towards the trilingual catalogue (Brilman, 1991) containing the firm's national language/s, English and the client's language or a third language, is still not general practice in Portugal. When it occurs, one will normally find that the languages represented are Portuguese, English and French.

The procedure of sending/giving a trade catalogue is motivated by the immediate purpose of calling the attention of a potential client to the product/s or service/s indicated in that catalogue. Katzenstein and Sachs (1992) and Brown and Buskirk (eds. 1989) describe the

specific setting and objectives of this genre within the field of direct marketing[48]. The ultimate purpose is to incite the potential client to avail herself/himself of the said services/products[49]. Some of the means employed in the catalogue to secure this ultimate purpose are common to other document forms but the genre recognised as the catalogue has characteristics born of a combination of specific functions that are attributable to it alone[50].

The purposes of the industrial catalogue are to:

      a. inform of the existence and location of the company,

      b. give overt or covert information to initiate and/or sustain a feeling of confidence in the company and in its products,

      c. inform as to the range and characteristics of the products/services provided

      d. inform on ordering, handling and delivery procedures, and

      e. indicate the suitable channels through which more information can be obtained or transmitted.

Although the catalogue is an advertising genre, because of the specificity of its business context, it spans a field that is at once broader, in that it gives more *information* than is normally provided to the general public, and narrower; in that it usually makes less use of the *metaphoric appeal* that other advertising genres rely on. This last deviation is due to the relationship this genre establishes with the potential client; there is a stronger purchasing probability in someone who is viewing a catalogue than in someone whose attention has first to be captured by the advertisement through its instruments of attraction or *arousal devices* (Katzenstien and Sacks, 1992). When a potential client is consulting an industrial catalogue he/she is already aware of a personal need, a customer's need or a need

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[48] These two references are central to my discussion of catalogues and their professional context.

[49] Rossiter and Percy (1987) describe the purpose as "informing customers about products and services and persuading them to buy" (p. 3), they include catalogues in the mainstream advertising genres and point out that "...the point or purpose with which any individual advertisement is produced... is of course to sell products" (p. 190)

[50] Katzenstein *et al* (1992) give a clear description of the various types of catalogue according to circulation and target reader in Chapter 12 on *Catalogues*.

of the entity she/he is representing, alerted to the product source and/or the product and is almost predisposed to purchasing.

The fact that the potential client is, in almost every case, not the final consumer and only an intermediary, also reduces the pertinence of final consumer advertising appeal in the catalogues but increases the focus on the selling company's image, "Image advertising versus product advertising". Foxall (1981)[51] describes the special considerations and constraints of in-trade buying and outlines the non-economic factors (like reliability and efficiency of the supplier) as strong psychological motivators in the process. When the product is to be sold to its final consumer, then the mission of advertising focuses more strongly on the product, not so much on the producer of the product. Consequently, of all the purposes listed above, the advertising potential will only be more prominent in point b. give overt or *covert* information to initiate and/or sustain a feeling of confidence in the company and in its products. It is the *covertness* of the indicators in this point, the connotations, that endow this purpose with stronger advertising force. The other points will be less permeable to the affective values and referent systems employed in advertising,[52] their purpose is essentially informative and their language denotative.

Although Industrial Catalogues are a mixed medium genre (Forceville, 1996), the pictorial and design components will not be discussed individually. However, taking into consideration that the message here is sometimes the inseparable product of language plus one or even both these constituents, I have no doubt that there is a frequent need to consider them. Like Forceville (1996), with regard to the documents that I am about to analyse, I will consider the linguistic message as comprising everything expressed in language, whether it appears as a text, caption, name or headline, associated with an image or independent of it[53].

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[51] Foxall (1981) in <u>Marketing Behaviour: Issues in Managerial and Buyer Decision-Making,</u> also describes the differences in the buying interests of Industrial buyers- a subject that is discussed in the Data Analysis (questionnaires), section 4.1.
[52] Williamson (1978) presents characteristics of advertising and how they influence affective values through processes of association.
[53] Katzenstein and Sacks comment on the length and type of language that is expected on a catalogue. They refer to the "crispness", "directness" and "awareness of space" that the copy writer has to attend to. They also make recommendations on prioritising and the organisation of information.

3.2. STRUCTURE AND TEXTUAL BOUNDARIES OF INDUSTRIAL CATALOGUES

In chapter three we discussed Systemic/Functional grammar and how it is the foundation on which Genre Analysis rests. It provides the basis that allows investigation of the relationship between grammatical choice and rhetorical function, starting by studying wordings at the surface level and moving to a deeper, "thicker"[54] description of language use. Bhatia (1993) has identified possible approaches when carrying out genre analysis, they fit into what he considers "language description as explanation" and affirms that applied genre analysis is "pattern seeking" rather than "pattern imposing". This asserts the descriptive nature of this study, contrasting it with rule-imposing prescriptive norms, and underlines institutionalised language use in socio-cultural settings by placing heavy emphasis on communication as social action.

The Textual Boundaries of genres divide one genre from a like-genre e.g. a promotional pamphlet from a catalogue. Here, some of the generic divisions of the pamphlet are similar to those of the catalogue. In fact, it is common practice to use the same text in both genres in a promotional campaign: a short history of the company is appropriate both in a promotional pamphlet and as Approbation in a catalogue. The different purposes that these two genres have and the language forms that each must employ in order to satisfy these purposes, generate difference even if they do contain some similarities. The frontiers separating these two genres are the textual boundaries. These also divide the various form/function related sections within any one given genre. Because they are abstract frontiers that lie between the various parts of the genre, they separate the wording that fulfils each function within the different sections of the genre. Sometimes these divisions are clear-cut and the boundaries have a clearly definable "presence", e.g. between the Company Name and the Approbation, sometimes the textual boundaries are not well defined and wording that textualises Information on Products is interspersed with Product Endorsement. Many instances of the latter type appear in the analysis and although the boundaries between the two sections cannot be pointed out precisely, the wording used to

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[54] The term "thick" is used by Geertz: 1973 in describing the development of language in use from a surface level or formal one to a deeper-thicker functional one; from a "usage to a use". The same type of differentiation is continued by Widdowson (1983) with the terms "grammar" to "discourse" and "communication", although "grammar" develops a different set of meanings in the work of Halliday. Bhatia (1993) also uses the term "thick description" in referring to the detailed "in depth" level of genre analysis.

carry out the purpose of one is different from that of the other and the two types are clearly identifiable.

Although Genre Analysis is a newcomer to linguistics, it serves as an insightful and "thick" description of professional texts by being a potent instrument to arrive at significant form-function correlations that are very useful in applied linguistics. The description of genres, whether these are surface descriptions that simply account for statistical data: the number of reports, letters, technical papers and other documents generated by certain professional users of a certain genre, or thicker descriptions of specific features of lexicogrammar or discourse organisation, contributes enormously towards Applied Genre Analysis and to the teaching of English for Specific Purposes.

Bhatia (1993) incorporates the notion of competence as a standard in genre production by referring to each genre as an instance of *successful* achievement of a specific communication purpose.

> "...using conventionalised knowledge of linguistic and discoursal resources, as each genre, in certain important respects, structures the narrower world of experience or reality in a particular way, the implication is that the same experience or reality will require a different way of structuring, if one were to operate in a different genre" (page 47)

In Vijay Bhatia's view, we can understand that the characteristics that allow the receiver of a particular piece of discourse to classify it as belonging to a distinctive genre, also help one to rank it regarding its success as an instance of communication.

We can now summarise the primary concerns of Applied Genre Analysis as being twofold:
  a) to characterise typical or conventional textual features of any genre-specific text and in that way identify form-function correlations that can be used in the teaching of the forms and functions of the specific genres in ESP,
  b) to explain this characterisation in the context of the socio-cultural as well as the cognitive constraints that operate in the relevant area of specialisation, whether professional or academic.

The generic analysis I will be undertaking will recognise as a constituent part or stage the element of text that fulfils a function relative to the whole. I will only consider a part of text to be a stage when and if I can assign to it a functional label. The assigned label will describe what that stage is doing relative to the whole in the simplest and most direct manner possible. The lexico-grammatical patterns, the forms in which each stage is realised, will be described using the grammar nomenclature adopted by the genre analysts of the Australian school[55].

As a descriptive grammar, functional analysis will allow me to explain, in part, the constraints on the use of non-standard forms although Genre Analysis does not do this by means of value judgements born of the comparison between the language found in the documents being analysed and normative prescription. The constraints on the use of non-standard forms are usually indicated through statements of assessment of *appropriacy* or *inappropriacy* as instances of choice, for some choices are appropriate in some contexts and inappropriate in others. The appropriacy or inappropriacy of certain linguistic choices is always dependant on *the given context of use* which has been amply defined above.

The statements of *appropriacy/inappropriacy* that Genre Analysis propounds do not yield a classification of sufficient specificity for the purpose of this study. These two terms alone appear to be too blunt an instrument to account for the deviations that the texts I am to analyse contain. All the analyses that have been studied consider genres produced by people who are communicating with "native speaker" competence in the language used in the document. Error Analysis will supply more detailed description that will "refine" the linguistic discussion and give a more sensitive account of the efficacy of the language used in these catalogues.

Halliday distinguishes between understanding a text and evaluating it (1985) placing each of these on different levels; the lower level, of *understanding*, involving the use of

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[55] The European Genre School: S.J. SCHMIDT, H. HAUPTMEIER, G. RUSCH among others, study literary and media genres in their psycho-social and cognitive aspects, but functional genres have not, till now, warranted their attention. I find their theories on *Special media systems* and *Cognitive structures and mechanisms* particularly interesting but as they were not conceived with functional genres in mind and their social referents apply to a vaster practitioner group than the one I am working with, any projection of these concepts within the framework of this thesis would be a corruption.

linguistic analysis to show "how, and why, the text means what it does". This level should always be attainable, given an appropriate functional grammar of text as an analytical tool. The more ambitious level, the one that Halliday places above understanding, is the analysts' contribution to *evaluating* the text. That is:

> "..the linguistic analysis may enable one to say why the text is, or is not, an effective text for its own purpose - in what respects it succeeds and in what respects it fails, or is less successful." (Halliday 1985 : XV- XVII)

Halliday maintains that this is a far more difficult goal to achieve because:

> "It assumes an interpretation not only of the environment of the text, its 'context of situation' and 'context of culture', but also of how the linguistic features of a text relate systematically to the features of its environment, including the intentions of those involved in its production" (Halliday 1985: XV- XVI)

Considering this, we can conclude that the systemic model offers an effective tool for exploring a higher level of text analysis as it establishes the realisational connection between each metafunction and the grammatical system, and between the tripartite meaning organisation of language (experiential, interpersonal and textual) and the tripartite construction of register (field, tenor and mode), between cultural context and the schematic structure of text.

It is not within the scope of this work to perform a comprehensive analysis of all the catalogues that constitute the corpus, it would be time-consuming and serve no particular purpose. I will therefore analyse some catalogues in my corpus in their entirety (In-depth Linguistic Analysis of In-trade Catalogues: 194) and perform quantitative analysis on the others, with a view to collating relevant information in relation to the problems I have identified above. The catalogues that will be submitted to more detailed description are those that contain more *optional elements* in their generic structure. My reason for doing this is that the inclusion of these elements conveys the intention of exploring the promotional potential of the catalogue more fully. Both sides of the generic purpose of these catalogues are manifest: the purely informative, that makes use of simple denotative

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language - and the more promotional, that taps into the covert dimension of language and suggests, arouses and creates needs. I must stress that many of the catalogues that are included in the Combined Linguistic Analysis also have these optional elements but they were either shorter or had been elided through Avoidance. I had to select a sample and I chose to base my selection on the variety and extent of these optional elements. The Combined Linguistic Analysis (292) contains a less detailed analysis of all the generic sections and an appraisal of all the findings.

3.3. GENERIC STRUCTURE POTENTIAL OF INDUSTRIAL CATALOGUES

In this section I wish to isolate the relevant theories and applications of Hasan's framework for genre analysis that can accommodate the Generic Structure Potential (GSP for short) of the Industrial Catalogues produced by some of the business concerns of the Aveiro District. Keeping this in mind, I will briefly outline her concept of GSP.

GSP is an abstract categorisation which is descriptive of the total range of textual structures that are available within a genre. Firstly, this instrument is designed to highlight the variant and invariant properties of textual structures within the limit of the same genre. GSP must specify all those elements of structure whose presence is obligatory within the genre in order that the text be considered a complete instance of the genre by the professional community that uses it. Secondly this instrument must also enumerate those elements whose presence is optional, in such a way as to indicate that their presence or absence, while affecting the actual structure of the text, will not affect the text's generic status; whether the text will or will not be considered as belonging to that genre. Thirdly, the GSP must also specify the obligatory and optional ordering of the elements in relation to each other, including the possibility of iteration. In this way the GSP will represent the total potential of the structures for one genre and any one instance of that genre will comfortably fit within the genre and represent a particular configuration of it.

The GSP is a statement of the structural resources available within a given genre and carries no implications about which of the permitted configurations will be patent in a given instance of that genre. A text will be considered complete if it contains all of the

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obligatory elements of the GSP, since each of these elements is crucial to the generic status of the text. The fact that optional elements can be present in instances of the genre builds into this theory the possibility of text variation. The ordering of these elements is yet another factor of potential variance within the genre.

The availability of this framework for the analysis of all genres is explained by Hasan in her analysis of nursery tales as genre.

> "What has been said about the Generic Structure Potential above is true for all genres, so that we may claim general applicability for the theoretical framework, even though the specific details will vary from one genre to the next" (Hasan 1984: 54)

GSP of the Industrial Catalogue

?Company Name? ^ (Product Line/s?)*? (?Approbation?)* ?Product Information ^ (Packaging*)(?Product Endorsement?)*? ? Address.

Key to signs used in the GSP

( )   round brackets - enclose elements which are optional: the elements not enclosed in round brackets are obligatory.

? ?   angled brackets - enclose elements whose lexicogrammatical realisation may be included or interspersed with the lexicogrammatical realisation of some other element or elements

*   the asterisk - refers to the fact that the order of the elements on either side of the asterisk is reversible.

^   the carat sign - indicates relative fixity of the elements: the element to the right of the carat sign cannot precede the element to the left.

? ?   block brackets - indicate the limits within which a mobile element can move. Most mobile elements have restricted mobility, they can move only within a given range - block brackets confine this range.

? ?   arrows - symbolise the possible iteration of that element.

These symbols were selected on the basis of their mnemonic value, and are largely self-explanatory, nevertheless, whenever the complexity of the Generic Structure merits it, further explanation will be provided.

GSP of the Industrial Catalogues -explication

The *Company Name* is an obligatory element of the GSP of this genre and is presented without the enclosure of round brackets; it also has the symbol of iteration as there can be more than one occurrence of this element. Its first appearance is, however, not mobile. The Company Name is realised through a proper noun or nouns appearing on the frontispiece of the catalogue. This is the obligatory appearance of this element. The reiteration/s of this element can be on each page, section or even paragraph of the document.

It is common practice in Portugal to coin company names from the proper names of the main shareholders/partners of the company, either by forming acronyms, using the two first letters of each name or in other combinations and blending. It is also common practice to include part or even the whole of the place name where the company is located in the company name. Reference to product type or to a characteristic or component of the product can also be included in the Company Name.

Name coinage does not seem to take into consideration the difficulty that foreign clients may have in pronouncing certain names. There are some characteristics that render names more user-friendly; brevity, simplicity, patterned phonetic structure and phonetic combination - these will be discussed during the analysis.

The naming of the Product Line (enclosed in round brackets) is an optional element but, when it appears, it is found in the vicinity of the Company Name when used for the first time. Subsequent iteration can occur more than once. It is realised through a proper noun, a noun phrase or even an adjective. Product Name tends to refer to some characteristic of the product and does not have the same variety of sources as Company Name. Where the catalogue is composed of various pamphlets, it can occupy the frontispiece of the pamphlet that promotes a particular line of products.

The Approbation element (enclosed in angled brackets) is optional. and its lexicogrammatical structure can be interspersed with the other elements thus obliterating textual boundaries between the two sections. However, it is very frequently discreet and

usually occurs within the sequence that I have placed it in. It usually comprises a short history of the company, of its achievements and expansion, and a highly complimentary view of its contribution to the quality of the products marketed within the sector and/or a laudatory account of the expertise of its personnel. This segment may also contain growth plans for the future or even commendations proffered by notables in that particular domain of industry, business or even politics.

The wording that distinguishes this section from the others is frequent use of adjectives or other attributive forms. It may also include expressive meaning and connotation as well as other literary markings. Because of the narrative nature of related company history, there may be a high frequency of verbs in the past tense as well as expressions that indicate progression. The parts that design growth plans for the future will contain the language of projection and forecast and will involve verbs marked by future aspect. This is by far the most interesting part of the genre, for the purposes of this work, as the language through which this element is expressed is rich in variety and complexity and allows for a delicate study of appropriacy at all levels; the various strands of meaning are present.

Product Information is the most important structural element of the Catalogue, occupying the largest expanse of document space and is one of the obligatory elements. It is fixed (hence the carat) and will appear before Packaging and other elements, such as Product Endorsement. It is one of the elements that more closely satisfy the purpose of the genre and much of its efficacy stems from the apt use of informative lexicogrammatical choices. The language is highly conventionalised within the sector and, excluding a few particularities, like product name, is ruled by such technical specificity that discourse becomes highly repetitive in the catalogues generated by the same sector. Practitioners hold that the absence of technical information that is clear, precise and in sufficient amount to constitute an aid to decision-making when the customer wishes to order, is the most serious drawback of many of the catalogues produced by my informants. Whereas shortcomings in the other generic sections are reluctantly tolerated by the receptors of these documents, in the Product Information section they are abominated.

One might be inclined to include Packaging within the Product Information element but the lexicogrammar is different and there is a particular bias to the type of information given. This segment is marked by a high frequency of numerical reference; packaging specifications are encoded in conventionalised icons that dispense almost entirely with language. It is an optional element and is mobile within the range that encloses Product Information and Product Endorsement.

The next element, Product Endorsement (placed within angled brackets) can have some of its lexicogrammatical elements interspersed in the Product Information element or even in Approbation, but can also occupy a discreet location in this sequence in the Structure of the catalogue. It is optional and shares the same mood and textual markings that characterise Approbation; it is, however, different in that it uses divers referential strategy and applies to the field of product and Approbation to the field of producer. It is also mobile and can appear within the range delimited by block brackets.

The Address usually appears on the last page of the catalogue and is one of the obligatory elements, the iteration arrow shows that it can appear before. This is more usual right after the Company Name or even every time the Company Name is presented in one of its reiterations, either in its full form or abbreviated.

The obligatory elements are therefore, Company Name, Product information and Address, all the others are optional. A text that does not have one or more of these stages cannot claim to be part of this genre. The presence of optional stages/elements is a clear indication of the large number of variations that the genre can encompass but which will still allow them to be recognisable as exemplars of the genre. The frequent potential mobility of some of the elements also contributes towards this variety within the genre. In my first selection of the texts that make up the corpus of this work, I sought to filter out all those that did not observe the Generic Structure of the genre. On this basis, very few texts were rejected: from the total number collected, (seventy-six) only four were rejected[56], which serves to

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[56] One of the catalogues did not have any Product Information as such, only the materials with which they produced their products. The other three failed to present a company address or any reference that the client might use to "get in touch".

illustrate that there is considerable consistency among the producers of the genre as to the basic requirements of what constitutes an Industrial Catalogue.

The Structure of the Industrial Catalogue genre, or of any other text type- can best be analysed by means of a close study of semantic properties and how these realise, by means of lexicogrammar, the intended meanings that the text needs to convey within the professional context it serves. The study of meaning and how it is realised in the lexicogrammatical patterns will permit the identification of the portion of text that brings about a certain element, a particular stage. This brings us back to the premise from which we started- Generic structure is dependant on meaning and how that meaning is encoded for use within a given context of situation and context of culture.

3.4. AVOIDANCE

Avoidance, where this work is concerned, is the choice-governed procedure of someone who recognises the need for a specific word, grammatical structure or textual form in a particular situation and does not use it, choosing to evade the censure its erroneous use in the foreign language may bring about. Sometimes an alternative; a form of circumlocution or paraphrase that *may* adequately convey what the speaker/writer wishes to express in the foreign language, is given. However, in many instances, avoidance is radically debilitating and no alternative structure is provided. This has happened frequently in the catalogues I am analysing, with regard to words/phrases and to whole generic sections that should appear in English. Those formulations that are perceived to be more problematic are simply left out of the document.

Whenever it was possible to find out about the policies that motivated certain choices in the making of these catalogues, I questioned the people/person responsible for these choices as to the reasons why certain generic sections had been left out of their catalogue. Some of the reasons they gave me were of a purely pragmatic nature: their inclusion made the catalogue more expensive to make and they did not feel it was important, they did not think they had anything worth saying in that particular section (Approbation, Endorsement), but in at least eleven different cases, the more linguistically challenging

sections of their catalogues had not been given in English because they were scared that the text would not "come out" as they wished it would.

Avoidance is not as frequent in the obligatory sections of the genre as the lexicogrammar used to present the Company Name, Product Name, Product Information and Address is highly conventionalised in most cases. Nevertheless, one frequent avoidance manoeuvre in Product Information is the labelling of pictorial representations of products with numerical reference alone: even the name of the product or product part is avoided. But most serious of all these is the avoidance of technical information which is the key to many of the purchase decisions these catalogues aim to encourage. This technical information incorporates specifications that allow the clients to judge if the product or product-part conforms to their needs. To avoid furnishing this technical material due to some language failing - or indeed, due to any other reason at all, can only be considered a demonstration of serious ineptitude.

3.5. SPECIFIC USES OF ENGLISH BY AVEIRO INDUSTRY

I have discussed the importance of English in the competitive international market place that Portugal is interested in entering, and have chosen one of the most important promotional genres, the in-trade catalogue, as the subject of analysis to observe how English is actually used here. It is not the aim of this work to discuss in depth other forms of communication carried out in English by my informants but, considering that some of the industrial sectors of the region have particular language needs or applications of English and these particularities have direct bearing on their use of English on the catalogues and other promotional material, I will discuss them briefly.

Cork is the only product in which Portugal currently leads the world, both in its production and in the manufacture of its applications. The manufacture and the processing of cork products is a core activity in the Aveiro district as it represents 12,5% of industry and provides 7,6% of total employment. It also makes use of some very advanced technology in some manufacturing units. The main products are cork stoppers, cork agglomerates such

as surface finishing, gifts and cork insulation. This activity is carried out essentially in Santa Maria da Feira (96.6% of the production in cork in the district).

Portugal manufactures around 65% of all the cork products produced in the world and imports a considerable amount of cork produced elsewhere, (23,859 tonnes). Although Portugal was not the first country to use cork, (the first applications of cork were found in Egypt dating back to XII century B C, and other countries have evidence of various applications of that material long before Portugal was known to have used it), it was here that this raw material found most of its applications and according to Oliveira and Oliveira (1991), its most noble vocation - stoppers for the Port wine industry.

Many of the manufacturers of the primary cork products: the products that do not require a very complex transformation process, very skilled know-how or very expensive machinery- for example, cork stoppers- are family concerns or micro-companies. These have very little or no interest in this research as they do not generate or receive any discourse in foreign languages. The large concerns are the focus of my interest in this sector.

The cork industry in the Aveiro District has the greatest economic group in this sector in the world and dominates the research and technology that feeds into this industry. CINCORK, the centre for professional training for the cork industry and CTCOR, the centre for technological research for the cork industry and LABCORK are the infrastructures that have provided this sector with the expertise that has made it the world-wide leader.

It is interesting to observe that the cork industry, firmly established in Portugal from the production stage to the manufacture of its applications, makes use of a specific lexicon that is, strangely enough, not entirely Portuguese. It uses Portuguese to designate the conditions, states and processes related with the husbandry of the cork oak and with cork extraction. The Portuguese words register very fine points of reference that ascertain differences apropos tree age, cork age and appearance, the instruments used to extract it, and the diseases that afflict the tree and the cork and their subsequent treatment. The

Portuguese language is also used in the classification, in some chemical and physical properties of cork and in the more traditional applications of this product but the more recent discoveries relating to composition and applications have brought about name coinage in English (RUBBERCORK, "Pin boards") even though the processes took place in Portugal. Brand names are mostly in English too ("DEKWALL", "FLOOREVERY"). The informants in this industrial sector explained that in a multi-lingual market which sometimes finds Portuguese-sounding names difficult to pronounce, the best decision is to neutralise this problem by coining English-sounding names, or simply adopting an English word for the element, process or product to be designated.

The processing of leather and the production of footwear is heavily concentrated in this district and 57% of our footwear companies and like industries are situated here. They are clustered in three different locations, Feira, Oliveira de Azeméis and São João da Madeira, and represent 35,3%, 29,7% and 25,7% respectively of employment in this sector within the district.

Although Portugal is a country that exports most of its production in this sector, competition created by fashion and the use of footwear that is not made out of leather, tends to inhibit Portuguese exportation to other European countries. The growth potential of this sector depends largely on the improvement in quality of the products and a more aggressive marketing attitude in non-European countries. The niche that this sector hopes to fill in the world market is for quality, medium to high priced products that need a strong positive consumer image to compete with other producers like Italy, France and Germany. APICAPS[57] gives effective communication, marketing and improved sales policies as the principal agents towards growth and that the commercial representatives can only stand to gain from creating effective marketing instruments to represent this industry. In most other sectors potential growth is pointed out as being dependant on factors that range from capital investment towards improvements in production, improved technology, better design, and more competitive prices, but the leather and footwear sector points to marketing and advertising instruments as the areas that require added attention. APICAPS warns against the

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[57] APICAPS, Associação Portuguesa dos Industriais de Calçado, Componentes e Artigos de Pele e Seus Sucedânios, (The Portuguese Association for the Leather-goods Industry).

poor quality of promotional material and the habit their associates have of leaving their production until the last minute, with all the detrimental consequences of this.

The industries of products that are dependant on metal structures (bicycles, camping and office furniture, perambulators and nursery equipment and moulds for the plastics industry) that are strongly established in the Aveiro District, have a particular problem with the technological description and safety certification of some of its products. This sector was spawned by the bicycle-manufacturing era of the early forties and fifties, which then had to diversify when bicycle manufacturing suffered a crippling slump in the seventies. Traditionally, this sector produced mainly for the home market but its diversification launched it into the international trade arena and it has profited from a considerable boom in the last ten years, particularly with regard to the metal moulds for plastics sector and has conquered a large slice of the market both in Europe and elsewhere. The problem here is a lack of consistency in the English lexicon used for describing the characteristics and specifications of the products. The safety norms and quality regulations that have to be complied with by all the countries in the European Union exact a precise specialisation in the writing up of quality and safety certificates, instructions leaflets and warnings by the makers of products to be used with or by children. These texts have to be simple, clear and accurate. The delicacy of this matter has concerned both the managers of these firms and the institutions that give them support, (CATIM[58] and AIMMAP[59] amongst many others), yet not all of the texts produced are satisfactory and stand to compromise the image of quality and reliability the products seek to and deserve to project.

The University of Aveiro has contributed greatly towards the upgrading of personnel and products of the Ceramics and Glass industry by offering a course in Engineering for this sector and carrying out research projects in close co-operation with it. There has been a substantial improvement in the quality and consequent image of the products and the services this sector produces for the international market -various official texts bear witness to this. The marketing strategies in the sub-sector that produces ceramics products as floor and wall coverings in the Aveiro region, is particularly aggressive and constitutes a

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[58] Centro de Apoio Technológico à Industria Metalomecánica.
[59] Associação dos Industriais Metalúrgicos, Metalomecânicos e Afins de Portugal.

well-integrated growth area. However, one of the important requirements for future expansion of this sector (and others), given by the Ministry of Industry and Energy, is its capacity to present product-packages which include good client advisory services. This seems to require even greater competence in foreign languages in general or at the very least, in English.

All language on packaging (box copy, instructions and descriptions of contents) is normally presented in three languages; in fact, this is said to enhance the desirability of the product. The language is typically concise and abbreviated and it calls for specific knowledge of the product and a specialised lexicon. One is frequently confronted with packages that pay the products they enclose a grave disservice; not only do they fail to provide buyers with the information that they need, but also impart a message of shoddiness that can affect the buyer's image of the product. One of the directors of ICEP spoke of four unfortunate incidents when whole consignments of products had been returned due to language inaccuracies on packaging. Packaging is normally made in very large quantities and at considerable cost to the firm; great care should be taken to preclude the errors that are not product dependent and are brought about by totally avoidable elements. The services of competent, professional translators, who are institutionally and professionally accountable for their work, must be engaged as these errors imply loss; of business and of face, for besides the obvious damage that gross blunders cause, the smaller ones have the residual effect of denigrating company image and annihilating company aspirations to Total Quality. What follows is a discussion of Total Quality and the importance that it has in business.

3.6. THE CATALOGUE AS A LINK IN THE *TOTAL QUALITY MANAGEMENT* CHAIN

The view in Management that propounds defect free work from the start to the finish in the devising, production, promotion and sale of any product or service, understands Quality as being the result of "Zero Defects" in all and every stage and element that relates to it. Quality is achieved through the effective mapping and implementation of all the processes and materials that will guarantee conformance to specifications and in this way avoid problems and preclude the need to correct shortcomings. A defect in any element that bears

directly or indirectly on the product is seen as a problem that must be eliminated promptly and methodically.

Obviously, problem prevention is far more conducive to sustained quality than problem solving, as corrective action, besides entailing added expense, can leave residue of varying liability for the partners involved in the business exchange. It has its costs but Quality Management rationalises this by submitting that Cost of Quality is materially and psychologically much lower in the end than the Price of Non-Quality.

Total Assurance promises to provide products and services that are predictably and consistently defect-free and the circularity of this promise - quality products offered now are an assurance of quality products for the future - relies on an unbroken chain of quality: product promotion is one of the links. Total Quality Assurance seeks to identify all the processes in the product conception-production-promotion-sale continuum which affect quality and to standardise them. This means making sure that each process achieves the desired result. Quality Management seeks to continually re-evaluate these processes and adjust them to ensure that, in the changing scenario of exigencies, resources and competition, the clients will continue to get what they need while the company functions more efficiently. The desideratum is that customers are content as they are buying products made to their specifications at the best price and delivered *Just-In-Time*[60] and companies are gratified as they have maximum profit, obviate hitches and shortcomings and in this way secure general satisfaction and guarantee customer fidelity.

Quality Control and Certification is a growth area in Portugal and many national and international entities are involved in the certification of products, companies and services. Many practitioners see these processes as problematic: expensive, sluggish and difficult to satisfy with regard to particularities and specifications that have frequently not been established with Portuguese circumstances in mind for, despite the unquestionable gains that quality certification promises, it entails costs and the intrusion of outsiders into the company circuit. Government certification entities exert unwelcome pressures and

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[60] *Just-in-Time* (JIT) is a management component of the theory of Total Quality Control and the concepts that come under the heading of Just-In-Time go hand in hand with Total Quality Management., especially in inventory management and procedures that involve optimising supply and demand. (van EWYK, 1996)

demands on the companies and on the entities that audit and specify the Quality requirements, but no serious player in the business arena fails to recognise the pertinence of quality control. Portuguese companies cannot compete in the international business market if they are not able to offer Quality with all its essential standard guarantees and certification.

All documentation comes under the disciplining effect of Total Quality Management and the in-trade catalogues that are the object of this research are an essential link in the Quality continuum that it propounds. A good document is able to inform practitioners and change them into knowledgeable and confident users. Ideally, before initiating the design of these document, all the needs that they are meant to be satisfied must be taken into account. It is indisputably profitable for all concerned that the designers of industrial catalogues be familiar with the theories and practical implications that this particular genre makes on whoever designs it. Each aspect of the document and the optimal manner in which to devise it must be mapped out, keeping in mind all the external and document particulars that it must observe plus the availability of materials, cost and time. A document designer has to respond to the following questions satisfactorily in order to produce a defect-free catalogue:

Extra-Textual:

1. What is the purpose of this catalogue?
2. Who is going to use this catalogue?

How?

For how long?

3. Is the reader of this catalogue going to be the final consumer of this product or an intermediary in the product chain?
4. What is the best format/design/pictorial support that this catalogue can have with regard to serviceability, impact and cost-effectiveness?

Textual:

5. How best can the Company and Product Name/s be presented?

a) Are the name's readable/liable to give offence/effective for my market?

6. What generic sections are essential for this company's catalogue to work well?

a) Is Approbation and Endorsement really important if my readership is interested solely in the specifications of the product parts and only going to read technical information?

b) Can I be sure that all the technical information I provide is clear/precise/sufficient?

c) Do I give enough Packaging/Technical information to allow my clients to make a judicious choice in favour of the products that I promote or do I encourage them to pass on to the next catalogue that is more information rich?

7. How can I make my Product Endorsement pertinent, would it not be better to indicate certification logos/references instead of more conventional and wordy endorsement forms?

8.What are the best communications channels that I can furnish for my clients/potential clients to "keep in touch"?

9. What languages must I choose in which to make my catalogue the more operative for the market/s I wish to target?

10. Am I certain that the translations of the texts for this catalogue are linguistically correct/appropriate/attuned to the market that is going to use them and how can I guarantee that this will continue to be so?

Point 10 is of particular pertinence to this work and I will discuss it further, taking into consideration the premises and requirements of the Total Quality ethos.

A translation can be appraised using two approaches: 1) Revision, the more prevailing exercise to which some translations have been submitted, and Quality Control/Assurance, a new approach to the act of appraising translation as a product and, at the same time, generating debate on the translation methodology used and on other dependent and independent factors that compound the act of translating and its product (Durieux, 1999). Revision should not be confused with quality control and quality insurance for the latter constitute quite another approach.

Revision is a complementary activity carried out on a translation to check its correctness and put right the possible omissions, mistakes and mistranslations. It is focused on one text with the purpose of polishing it up, of giving it a final review and tightening the language and the format. The reviser usually reads the translation in comparison with the original text, the process is source text-oriented. It is most often carried out taking intrinsic quality as a reference, as a target to reach. Revision somehow presupposes a single standard of acceptability but as it is text-centred it does not aim to satisfy the extra-textual dimensions of functional texts.

Quality control consists in checking that the characteristics of a product or service meet specified *requirements.* Quality control in translation is target text-oriented. The evaluator reads the translation and proceeds to assess it with regard to who will use it and for what purpose: the extra-textual dimensions that revision fails to consider. The manner in which the text is appropriate to intended purpose, its completeness and compliance with specifications given by the client company to the translator (described in the next section) are the main reference factors.

Quality control clearly comes within the relative quality perspective: here, quality is relative to purpose, to intended receptors and recalls the theoretical frameworks that were discussed both with regard to Translation and to Genre. Now, while Quality Control is an ex-post activity, Quality Insurance consists in setting up ex-ante procedures which will give assurance that the resultant translations will *consistently* comply with the agreement worked out with the client who has ordered them and that the translation will satisfy the purpose that is inherent to the text/genre. This process can only be carried out successfully if the person who is ordering the translation has the competence to see the need and scope of this act - many of the respondents in this work are not aware of the demands of good translation and the consequences of bad ones and cannot negotiate a framework of quality insurance. Nor can they carry out the quality control or engage someone who can verify it if they are not sensitised to this need. The other link is obviously the translator: one who has a clear perception of the purpose, specific linguistic and para-linguistic requirements and contextual constraints that the task of translating holds and, at the same time, is able to

carry out her/his professional responsibility to the client company in a mutually satisfactory manner.

It is evident that most of the catalogues in my corpus would not pass in any Quality appraisal: they are far from defect-free as they do not contribute actively in the business chain towards an image of predictable quality. The damage they must have done now swells the inventory of liability that has reduced the efficacy of many Portuguese endeavours to establish and consolidate competitiveness in the International business world. The next step is to devise corrective action to make the catalogue contribute as much as possible to the Quality ethos.

3.7. TRANSLATING CATALOGUES: VARIABILITY ACROSS LANGUAGES AND CULTURES

All that has been said about the need for cultural adaptability of the players in the international market is true of the documents that bring about or aid the communication that those players exercise. It is unthinkable that a text produced for a specific receptor should be relayed in an "untreated" form to different receptors, especially if these have a different linguistic, social and/or cultural background. The form that international marketing has found to submit its documents to necessary transformation in most cases is through the process of translation. This is evident, where the documents in my corpus are concerned, through the presence of the source and target texts in most of the catalogues. Where no Portuguese texts are present, there are still many signs that evince transfer from Portuguese as the language of departure in the English texts, this is to say, none have been written by someone with native-speaker competence in English. Unfortunately, due to the fact that language has been relegated to an inferior status to that of any other aspect of document design by most of the people who have direct responsibility in the making of these promotional documents, most of the translations are lacking in quality. They are left to the amateur endeavours of any chance participator in the process; the cheapest, most frequent practice, or to inexperienced translators working in a language or languages in which they do not have adequate competence, or to a translator who does not have the specific competence that translating highly specialised functional texts demands.

Having concluded that translation is the process that is being adopted by most companies when adapting their documents for international marketing, I will now discuss the roles of the Translator and the Client Company in the communicative transformation of the marketing instruments. I will also discuss some of the important procedures involved in the translation processes that will ensure effective transposition of the relevant content of a document that is originally created in Portuguese but has to be put into English for an international readership.

As I had the opportunity to mention in the section on Translation, most translation theorists still focus on literary genres when propounding methodology or practices for this activity. Yet the translation of functional text is the more prevalent practice of professional translators. Translation as a professional activity has grown out of its purely vocational status, where people who were considered "good" at languages but without any specific schooling or training, dabbled in translation, and has called upon itself the recognition it deserves as an acquirable competence and specialised activity. The translation of functional material in specific fields now demands the attention of professional translators, for specialised needs and specific purposes claim the sort of expertise that needs to be acquired after some translation experience of a general nature has been obtained.

Competent translators explore the various strands of communicative ability bringing each facet into play in accordance with the demands that each translating task makes on language and on their performance. These demands are inseparably interrelated with the purpose of the source text, the nature of the languages used and the purpose of the target text, which may or may not be exactly the same as that of the source text. The finest requirement made of translators is that they exercise the adaptations that are necessary to make the target text as immediately relevant and functionally appropriate to its purpose and to the target audience as the source text is to the source audience. These adaptations go beyond the transposition of meaning; they involve interlingual pragmatic adaptation that may entail what Franco (1995) calls "strategy of explication, reformulation and compensation" when, in the target language, no immediately equivalent structures are to be found. Translators must take on the responsibility of bringing together user intuition, communicative competence within the specific situational context that the text requires,

plus the skills of translation that are specific to each individual task. Intrinsic quality of a translation, as a text, is determined by the compliance with the criteria of correction, compliance with standard wording for the specific genre, connectivity, cohesion and coherence. In addition, a translation also has to comply with accuracy criteria based on fidelity to the source text..

From a methodological point of view, the intrinsic quality of a translation is not determined by the intrinsic quality of the original text although if the latter is defective it will compound the difficulties of the translator. Since to translate is firstly, to understand a meaning, and then to express that meaning in another language, there is no point in complaining about the poor quality of the source text. Once the meaning is understood, the translator may forget the (possibly poor) original wording and concentrate on the best way to express the meaning in the target language. So long as the translator focuses essentially on the content and not on the linguistic form, there is little risk of reflecting the possible poor quality of the original text. However, there is an exception: if the terminology used in the source text is inaccurate, the translator will have to carry out research to make up for the deficiencies in order to produce a high quality translation. Terminology accuracy in the source text is essential for the translator, since technical terms may be used as key words providing a starting point to research reference texts and specialised literature. The ultimate quality of the translation is determined by its satisfactory compliance with the intended purpose of the text for its intended readers.

Translation of functional documents must be seen as a team effort that involves co-ordination and takes time. Upon engaging the services of a professional Translator (T), a Client Company (CC) has to provide the translator with the source text and with the supporting information that will allow satisfactory completion of the task. This is certainly not common practice nowadays as most translators do not get the opportunity to exchange any information with the client or indeed, to clarify any doubts about terminology or the purpose of the text. Translations seem to be solicited at the last minute and have to be carried out under conditions that preclude collaboration. The power relationship that is established between Translators and the clients does not benefit this sort of exchange: the

clients are not sensitised to the need for this collaboration, nor are they prepared to plan and budget for the time and expense that this entails.

Ideally, in specific situations like the ones I am addressing, the CC should provide for frequent consultation between the T and the technical or production personnel of the company (Franco 1998[61]) in order that any doubts about the appropriate lexicon and wordings and their equivalents may be dissipated. In fact, special terminology must be tagged for the glossary after it has been identified and defined with the help of engineers and other technical/commercial staff. The T must have a "hands on" knowledge of the objects that the work refers to; specific jargon is sometimes the product of coinage in the source language and, what may appear as accepted nomenclature for general, standardised use, may be no more than lexical liberties taken by a group of users in the CC. Translators must avail themselves of normalised lexicon from reliable sources for they must always use standard and consistent terminology. The change of specialist language as a support to the advancement of technology and science makes conventional dictionaries obsolescent and to a greater or lesser degree, depending on the nature of the product that is being described or promoted, terminologically inadequate. New and more reliable sources of up-to-date terminology must be engaged. Difficult and unclear language in the source text must be discussed and alternate expressions found in the source text as well as in the target text.

There are established lexicon systems that are made available to translators upon request, in fact, some are already open to free consultation on the Internet. Besides these lexical lists there are extensive user inventories of wording for specific technical and scientific fields, these can be obtained from entities that represent the practitioners and some are also available through the Internet[62]. A terminological databank can make available to users

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[61] FRANCO, A. C. (1998), presented a paper on "O Tradutor e as Linguagens Específicas na Comunicação Intercultural" at the V Journadas de Tradução in Oporto. He discusses the needs and conditions of working with language that is used for specific purposes and explores the particular characteristics of translation in such conditions and how instruction and training must be furnished to future translators with a view to training them in the highly specific exigencies of this work.

[62] E.g. http://www.consultbai.com/glossary.htm … A glossary of industry terms

http://www.knowledgeispower.org/hi/f_help_glossary.html … Electric utility industry terms

http://www.teleflexhose.com/glossary.htm … Highly specialised glossary of sleeves, hoses and pipes for industry

(even those with less experience in the use of language technology) a tool of easy and prompt consultation, yet at the same time efficient and exhaustive, complementing the traditional references and flexible in its updating when employed in a systematic translation.

Machine Translation and an array of translation programmes are precious aids that translators may engage to help carry out their work quickly and efficaciously. Computers and the programming that enables them still do not obviate the supervision of a competent translator. Despite their sophistication, they still cannot exclude the possibility of lexical and structural mismatches and ambiguity nor can they effect the fine tuning in meaning and contextual appropriacy that promotional material requires. The future promises considerable improvement in these fields but the sheer size of the undertaking of creating a system that is sufficiently precise, flexible and comprehensive of linguistic nuance, leads one to believe that any automatic system that is independent of human supervision is still a very long way away.

Regardless of the huge strides that machine translation has taken in the last few years where quality and accuracy are concerned, human intervention continues to be the most important factor in the process of creating accurate translations. However, the ever increasing amount of information that has to be translated demands that the more basic, straightforward work of rendering text from one language into another be taken care of by machines. Computer *assisted* translation is invaluable for political, commercial, social and cultural reasons and the training of translators in the expedient use of this aid must be attended to by the schools and other institutions that provide learning in this field.

The CC must create a list of acronyms in use by the sector and by the Company. These should be coupled with their derivations and subsequently checked against normalised use before being translated and rendered into target language acronyms. The T must feel free to question any member of the CC staff as to the purpose of the text, its composition and the intended receivers of the target text and should consult exemplars of the same genre produced by companies in the same sector, both national and foreign. This has the immediate advantage of allowing the Translators to confront like texts with the one they

have to work with and to compare the wording. English is being used more extensively and more intensively than ever: people talk about specifics and use highly technical terms, and often use very delicate and controversial wording that compounds the difficulties of translators. Marketing is very susceptible to catch-phrases, to buzzwords, to circumstantial slogans, to cultural references and to various other fashion-bound applications that are incorporated into marketing-speak almost overnight but can very quickly fall out of favour with the market and make a text rapidly become "outdated". But the translator cannot simply expurgate the target text of these for fear of creating a drab, disengaged text that no one wants to read. This compels the translator to be constantly vigilant and, of course, to exercise good sense in applying these. Knowledge of these discursive strategies relies on continuous renewal of the translator's communicative competence both in the source language, where they have to be identified and interpreted, and in the target language, into which they have to be adequately rendered. Ideally, translation should be carried out from a source language that the translator has good communicative competence in, into his/her *own* language. This, unfortunately, is still not practised in the real world of Portuguese international promotion where corners are cut and pennies are pinched in domains that can ill afford this skimping.

The process of Internationalising documents implies that *localised* cultural content must be removed from them or else adapted into a more widely appreciable reference. One of the ongoing debates (Snell-Hornby 1994 and 96, Seguinot 1994) that besets translating into English for international consumption is whether cultural adjustment should be biased towards the receptor's own culture- this has added pertinence when there is a marked cultural distance between the source culture and the receptor's, like between Portuguese and Japanese, or whether any cultural adaptation should tilt towards the common ground that English comprises. There are obvious advantages in opting for the analogising *lingua franca* culture, reduced costs being perhaps the one that holds more for profit-sensitive business people, another is that one cannot ignore the inherent artificiality of embedding Japanese culture, for instance, in the English medium.

Even when the decision is taken to bias cultural content towards *lingua franca* culture, care still has to be taken with aspects that may have an unintended interpretation or cause

offence in the receptor culture. The whole process of preparing a text for international consumption is never finished nor tension-free: language and language-assisted marketing is always in a state of flux. This requires that frequent revisions be made of the texts in functional genres like those in this study.

In the case of functional documents it is possible to construct a source text in such a way that its translation into English can be better accomplished. One of the postulates of Genre Theory is that effectiveness in specialist writing is dependant on the practitioners' using the code according to the features that support the optimal furtherance of the purpose of that genre. In fact, Halliday and Martin (1993) go to great lengths to identify the characteristics of specialist writing in various fields and point to the differences in the lexicogrammar that is used in domains that may appear to share many affinities.   One can infer that a text of a particular genre that is well written in its source language has greater possibility of spawning a good exemplar of that same genre in the target language given the attentive contribution of a competent translator, rather than a deficient one. However, there are certain linguistic aspects that do not constitute those features that identify a particular genre yet can adversely affect the end product of a translation from Portuguese into English. This is due to the inherent differences between the two codes and to the stylistic practices that have become part of the linguistic culture of its users. In the particular case of these two languages there are certain measures that can be taken with regard to language in the source text that will prepare the way towards a more problem-free translation:

- ?   clear, precise terminology and process description is very important and must be assured by the participants of the document design team
- ? the use of active prose in the source language; changes in verb tense and transformations from active to passive voice complicate the translation process considerably,
- ? the precise use of prepositions or consonant structures in the source language; to facilitate transposition into a system which is inherently more complex and more specific than the source text one,
- ? the avoidance of over-modified nouns and excessive attribution; it is difficult to translate a concept when it is originally expressed in this way,

- ? the simplification of sentence structure so that there is less call for inserted clauses or convoluted syntax in the target text,
- ? by using pre-organisers such as graphics, icons, numbered and bulleted lists, and charts as support for texts, many doubts in the translation of technical specifications will be cleared up.

To finalise I would like to quote Christine Durieux who presents a three-point model for translation assessment:

> "In that respect, there are three main utility criteria: transparency, efficiency, functionality. A translation is said transparent when the reader can understand the text without needing an extra tool. A translation is said efficient when the reader finds the information he expects in the text, in a suitable form. A translation is said functional when the reader can use successfully what he understands from the content of the text." (1998)

Interestingly this assessment conforms with the exposition of transparency forwarded by Mowlana (1996) and with the whole focus on purpose that has been central to the various different approaches of my discussion.

DATA ANALYSIS

CHAPTER 4

4.1. QUESTIONNAIRES

Eighty-four companies were visited during the course of the study over a period of eleven months and as many questionnaires distributed. I selected fifty to include in this study as the rest showed these informants to have either very limited contact with foreign countries or none at all. Most comments and queries that the respondents made with regard to the questionnaires were registered. Some responses to the questionnaires provoked further discussion and I tried to register all pertinent information. What follows is an analysis of the responses to the questionnaires in which I have integrated all the clarifications that I was able to register, as well as commentaries that pertain to the various findings that the questionnaires generated.

4.1.1. THE COMPANY

The question marked 1.1 was formulated in order to allow the informant to place the firm he/she represented within the activity types that the company was involved in. The aim of this question was to identify the professional activities most engaged in by the companies questioned with a view to characterising their situational framework. The immediate purpose of which was to see how much contact these companies had with non-national communication and, more specifically, with English. Only 6% of the respondents included extraction as an important activity and all of these belong to the ceramics sector. The majority included the making of products and/or components (88%) and their subsequent direct trading (56%) as an important activity. What is understood as direct trading takes place when the company does not engage the services of an agent for trading purposes but has sales or purchases relationships with retailers or companies that will further process or apply the products they make. Assembling was less frequently given as an answer (24%). Exporting and importing were given as frequent activities (66%) and here the need for foreign language use is obvious, for most of the trade that is exchanged with foreign countries is not carried out in Portuguese. The provision of technical and advisory services was less frequent (20%) and here the language issue also brought about certain pressures (please see Specific Uses of English, section 3.5.) which frequently impeded companies who stood to gain considerably from providing these services. This is an area of language

use that poses particular problems to certain industrial sectors where product certification, advisory packages and literature providing highly specialised technical details of products, is of paramount importance. Although there seems to be a modest practice in this language function at the moment, the specialist centres and the managers themselves foresee a very marked increase in these activities as many companies now seek standardisation and certification which relies strongly on correct product description, advisory services, technical support and other language-dependant practices.

The least frequent of all the activities listed, in which these managers participate professionally, was research (6%) yet, here too, there is an increasing tendency for managers to participate in conventions, conferences, and other meetings where they are expected to share experiences and findings with their peers. The overall message to be obtained from this question is that the activities most frequently engaged in involve communication with other companies and in most cases, communication with other countries.
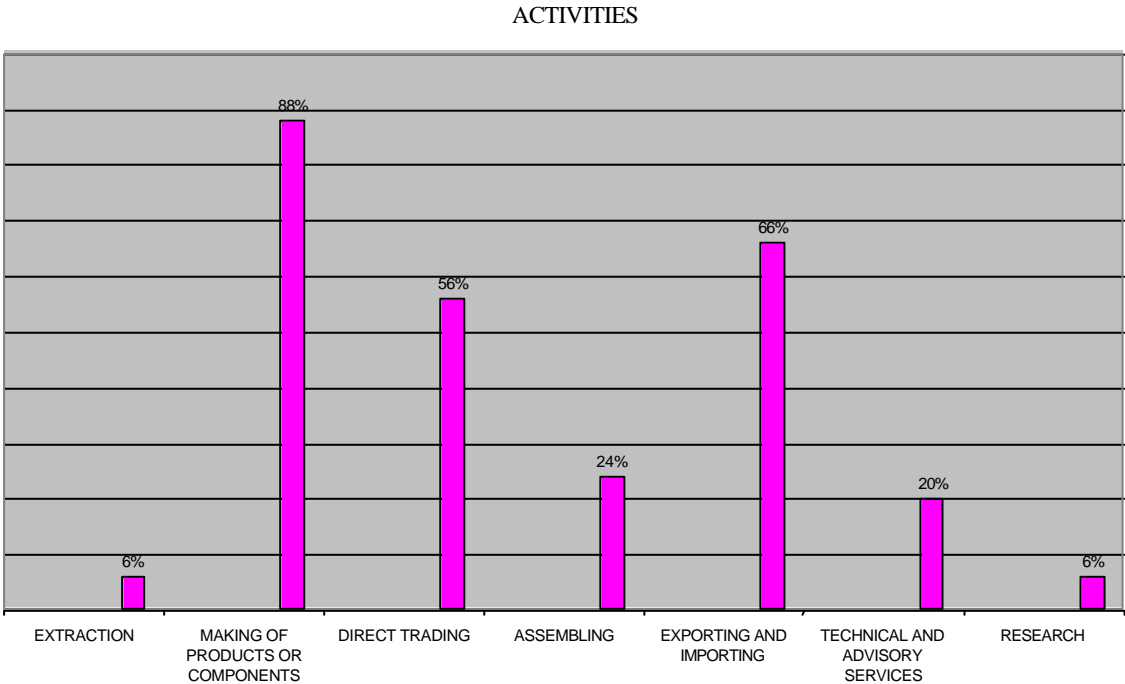
ACTIVITIES

CHART 1.1- on the types of activity engaged in by our respondents

The following question aimed to categorise the <u>firms according to their size</u> by applying the criteria established by the European Council for the definition of small and medium-sized firms. The criteria are as published in the <u>Official Journal of the European Communities</u> of the 19th of August of 1992 (No. C 213/4). We applied only one criterion (the one that is presented as the defining indicator), referring to the number of workers, i.e. up to 50 workers = small concern, from 51 to 250 workers = medium concern, more than 250 workers = large concern. I determined that the firms for which our respondents work have the following distribution 40% = small concern, 37% = medium concern, and 23% = large concern. My sample shows a distortion of the ratio of the number of small, medium and large concerns when compared with the actual situation in Aveiro. Many respondents excluded themselves *ab inicio* from participating in this research project as they did not use a significantly large amount of discourse in English and these tended to be small or medium concerns.

SIZES OF PARTICIPATING CONCERNS
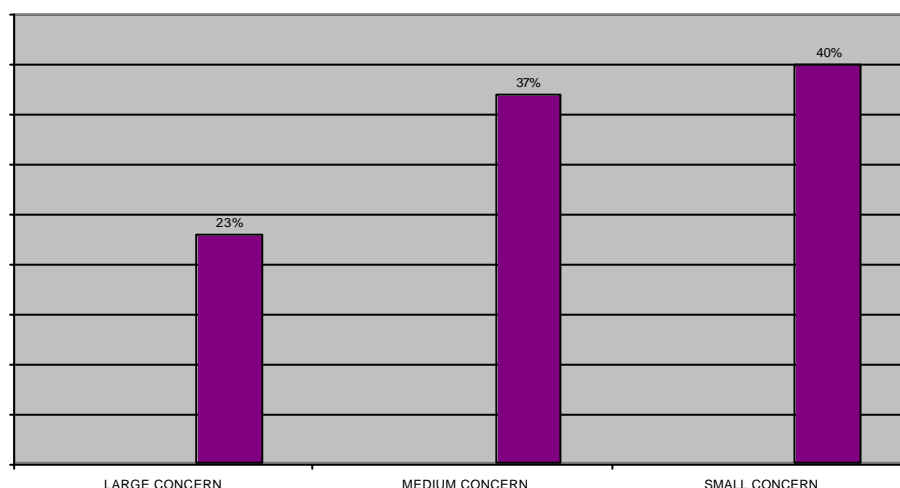
CHART 1.2- on the sizes of the companies that participated in this study

Asked if their firm was <u>a branch of another company</u>, only 10% answered affirmatively. The following questions sought to explore the countries where the mother-firm was located and the language in which communication between that branch and the mother-firm took place. Although eight different countries were mentioned, the official language of four of these was used in this communication, English was used in the remaining three, these being Holland, Greece and Italy. French was used by one firm in communicating with

Greece. This indicator is particularly interesting as the volume and frequency of discourse generated by the business relationship described in this instance, is great. The relationship of dependency and affiliation would lead one to believe that communication would take place in the language of the mother-firm yet, when asked during the interviews why this was not the common practice, our respondents gave reasons related with practicality and the fact that because the firm was a multinational one, the favoured language was English.

Question 1.6 enquired whether or not <u>the respondents had branches, representations or agents</u> in foreign countries and 28% answered affirmatively. In question 1.7 they were required to list the countries where these were located and the language in which communication took place. The countries given were both numerous and varied, the most frequently mentioned were in Europe and in Africa, followed by South America, North America, Asia and Australia (referred to only once). Of all the countries of Europe only one country received all communication in the official language of this country; English to England, every other country communicated with Portugal in more than one language. France communicated in French in the majority of instances but Portuguese was also used in 30% of all discourse. In dealing with Spain, Portugal used Spanish in 75% of its discourse and Portuguese in the remainder. German was used in communicating with Germany in 43% of all exchanges but English was favoured in all other instances. Italy, Switzerland and Belgium communicated in their official Language/s in less that 20% of all instances and English was the alternative in the remaining cases. Holland, Poland, Turkey, Israel, India, China and Japan received all communication in English. It is obvious from this sample that most international communication generated by Aveiro Industry to agents affiliates and branches is in English; in fact, English seems to be the recourse language. When the language of the business partner is not Portuguese, Spanish or French, English is the support language.

4.1.2. THE MANAGER

Question 1.8 aimed to glean <u>the age of the informants</u> and we found that the majority (39%) lay within the 30 to 39 age group, 29% belonged to the 40 to 49 age group and only 9.7% were in the 20 to 29 age group. 68% of the informants lay within the 30 to 49 age-

bracket, which allows us to infer that the majority must have at least 3 years of formal instruction in English. It has been the practice in the educational system in Portugal, in the past twenty-five years, to include at least three years of compulsory study of English up to the 9th grade (9º ano). Some of the managers interviewed do not have a university degree or even any tertiary education, they still belong to the tradition of "inheriting" managerial positions in the family company. However, the majority have at least some higher education, and when this is the case, their schooling in English has often been furthered. Some university courses provide English as a subject in the first year of degree courses but most other formal schooling in English is sought from language institutes and schools.

Question 1.9 permitted me to conclude that 51% of our informants have occupied their present position from between 6 to 10 years. We supplemented this information by asking, in the course of the interview, what they thought had been the decisive factor that had procured their present position for them. 51% of the informants answered that it had been their professional experience in the field of sales, marketing or both. 40% gave their knowledge of languages as the decisive factor in procuring their present positions. This disclosure is particularly alarming, for if fluency in foreign languages is a criterion for selection into a managerial position involving international trade, and the English that these informants use is indicative of general competence in foreign languages, then the level of fluency in language that is expected of graduates and other aspirants to the job market is indeed poor.

They were asked what they considered to be the main attribute that would secure promotion for them in the company they were working for at the moment and 36% answered that it was a question of time before they were promoted. 41% gave "a considerable increase in sales turnover" as the determinant and 8% presented the acquisition of know-how in a specific area (a greater competence in the use of computers, a better proficiency in English and the mastery of another language, namely Chinese, German and/or Italian), as the means towards promotion. I consider this figure as expressive of the low importance given to the furtherance and diversification of managerial/communication skills in higher ranking personnel in business concerns. When in-house courses are sought for a particular company, they are normally aimed at satisfying

language needs of secretarial or other administrative staff; very few managers take advantage of the opportunity.

Asked what they considered " a considerable increase in sales turnover" to be dependent on, the following factors were given, in this order -
1) a more aggressive marketing strategy
2) more competitive prices
3) more quality products
4) more and improved communication in English
5) more concerted marketing efforts (through ICEP and other National organisations).

Despite the fact that some gave the learning of other foreign languages (previous question) as important in improving their chances of promotion, they submit improved communication in English as being conducive to better trade performance. At first I considered this slightly contradictory until I realised that the answer to the first question reflected a more long-term aspiration while the answer to the second, reflected preoccupation with more immediate needs. This answer may also have been prompted by the context of the interview/questionnaire itself and by the emphasis that was given to competence in English.

Question 2.1 refers to <u>all international contacts</u> the informant makes with companies in foreign countries and asks for a quantitative assessment of these. 75% answered that they made very frequent contact with foreign firms and indicated the countries most frequently contacted. Spain registered the greatest number, closely followed by France and Germany. The United Kingdom, Italy and the United States of America had roughly the same number of contacts followed by Holland, Japan, Brazil and Belgium.

<u>4.1.3. LANGUAGES</u>

When asked <u>what language was used in foreign contact</u> (2.4) the following responses were obtained;

English	59%	French	18%
Spanish	8%	Italian	4%
German	4%	Portuguese	3.5%
Others	2.5%		

LANGUAGES USED IN FOREIGN BUSINESS
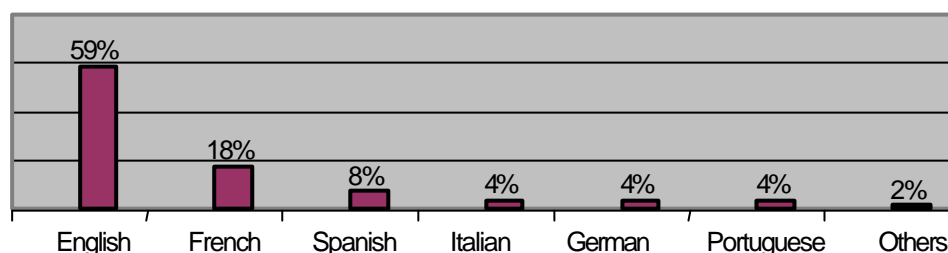
<u>CHART 2.4</u>- on the languages used in business

The answers to 2.5, a question on <u>which language was used most frequently in our informants' professional dealings every day</u>, reflected the same sort of distribution as the previous question, English being, by far, the most used language followed by French then Spanish.

It is interesting that, to the question on how the foreign languages that they know were learnt, the general feeling is that the informants consider that they learnt far more French than English at school but 56% considered themselves more fluent in English than in French. This question was supplemented with a further question in the interview and the resulting picture became clearer. The majority of the informants felt that the frequency with which they were called upon to communicate in English made them keep in touch with this language more. They also felt that they learnt a lot simply by being in contact

with speakers of English - which occurred with far greater frequency that with speakers of French. Most of the documentation they worked with, whether of a technical or commercial nature, when not written in Portuguese was mostly in English and this, they felt, contributed greatly to their competence in the language. It is also interesting that language courses financed by the company as well as courses taken by the informant during his or her own time were mostly to improve competence in English - 11 informants have done a course in English, two informants completed a course in German and one in French. Although this may seem, at first contact, an encouraging piece of information with regard to English, it is less so when one considers the amount of English discourse that international business generates and the deficiencies that are patent in the discourse of our informants. Their opinions were invited in assessing the need their companies will have for foreign languages in the coming ten years. English came first, followed by French then Spanish then German. Chinese and Russian will also be needed, according to our informants, but to a far lesser degree.

The linguistic support of business between Portugal and Spain is complex and marked by a *sui generis* complicity of multi-lingual codes that justifies, in itself, particular study. Unfortunately, this lies beyond the scope of this work, but the manner in which this reflects general language-learning and language-use attitudes must be addressed here.

Spain is one of the privileged partners of Aveiro business relationships; it is both exporter and importer of goods and services and one would expect that Spanish should be a prime concern of Portuguese managers. This is, however, not the case and here lies the motive for some perplexity. Although Spain is one of the favoured business partners and trade to other Spanish-speaking countries is a potential marketing target of Aveiro industry, Spanish only comes fourth in the languages most used in business. Portuguese is used in many of the exchanges but most are negotiated in an *ad-hoc* mixture of Spanish and Portuguese. Spanish is taught in very few language schools and the Spanish used in written documents is poor. Granted, there is great structural and lexical similarity between the two languages and this lulls Portuguese business people into believing that they can solve their linguistic problems in Spanish, but the absence of formal schooling in this language is evident in the written production of documents. It may be passable that managers negotiate in fractured

Spanish with frequent Portuguese transfer but consciousness of incompetence in this language has made it common practice for business concerns to *avoid* using Spanish in their catalogues (and other documents) even when these target a Spanish-speaking market.

This serves to further illustrate the general lackadaisical attitude that is demonstrated with regard to foreign language use in business. I have no doubt that other examples can be found.

4.1.4. THE USE OF ENGLISH

Question 2.8 sought to establish who had the greater involvement with English discourse in the company our informant worked in. It set out five areas of professional activity in which the informant had to indicate who used English more frequently, the informant or some other staff member. What transpires is that the tasks that involve the use of English are shared among various staff members but our informants tended to use English more frequently in the tasks that involved oral competence in English such as negotiations, telephone calls and socialising. The one great exception was the creation of texts for promotional material or the activities associated with supervising their creation; they made the final appraisal of all materials and, in some cases, assessed the work of professional translators when these had been engaged. The secretaries and other personnel dealt with documents of a general commercial nature and production engineers and technicians with technical genres.

Question 2.9 required the respondent to indicate whether there were members of staff who were called upon by themselves or any other staff member to translate in particular situations where English was used in the company. They were also required to indicate the frequency with which this was done. The answers show that the respondents do not call for this sort of help frequently when receiving correspondence or even when emitting it but that they have some recourse to translation done by members of the staff when holding conversations of a technical nature, in these cases they call upon the technical engineers. Further analysis of the data allowed us to clarify this point. Our respondents do not need help frequently in dealing with correspondence because they seldom have any contact with it. Correspondence of all types is the responsibility of secretaries and only when some

breakdown in the commercial relationship occurs, when there is an alteration in negotiations or when an unusual situation needs dealing with, will the commercial manager intervene. Asked whether he/she felt confident enough to do this, the answers were in the majority negative. Their lack of confidence was due to the delicacy and novelty that these situations normally entailed or even to the fact that they involved technical terms and cultural details that they did not feel confident to manage in English. There seems to be frequent solicitation of linguistic help by almost every other staff member, in fact, it is accepted practice for personnel to ask for aid when in linguistic straits, but it would be professionally looked down upon if aid in any other domain was sought. The general feeling is that competence in a foreign language is a rare "talent", if one does not have it this does not imply loss of professional face for, after all, there are so few people who can aspire to more than just the rudiments of foreign language competence. Professional translators were only called in by a very small percentage of companies (10 %) and then, only for what they considered occasional incidents or needs: translating contracts, or documents involving specifications or technical data of a sensitive nature. I feel that this infrequent recourse to competent professional help and the tendency to rely on in-house team efforts to resolve language problems, perpetuates the inferior quality of the English discourse produced by business concerns in Aveiro.

Although our respondents admitted to lacking in confidence when carrying out negotiations in English (question 2.13), I noticed that they very seldom called for any help at negotiation meetings, even when they solicited the help of their more linguistically competent secretaries in other circumstances. Asked why this was so, they gave the following reasons;

    a) this would compromise confidentiality,

    b) that it would be cumbersome to have someone translating,

    c) that the secretary lacked the prowess they felt they wielded in the business field,

    d) that their business partner would feel uneasy and

    e) they were aware that their professional standing was exposed in showing this sort of dependency.

In many cases, saving face appears to take priority over values related with functionality, a fact that managers would only admit to under great duress.

It is interesting to note that, administrative staff are the most called upon to act as translators in these companies (46%), but this help is also sought from other sectors. I see this with some trepidation. Secretaries have specific language training for administrative work; some courses for secretaries offered by the good secretarial schools seem to dedicate substantial course time to foreign languages. However, translating for negotiation meetings or translation of promotional material (two of the language production activities that the manager most frequently engages in) requires specific competencies that may be beyond what can be expected from someone who has not had specific training in these fields. Taking into consideration the delicacy of negotiation meetings, I feel that managers should be held accountable for adequately fulfilling this need in English. The commercial/sales departments are frequently mentioned as helping in giving foreign language support in specific situations, (17%) followed by production/technical staff (9%) and in 4% of all instances our informant was the person most called upon to help in these circumstances.

Question 2.11 required our informants to give <u>the language/s in which certain fixed documentation is emitted</u> to certain given countries. We included the following; contracts, instruction manuals, technical documents, orders, order confirmations, bills, catalogues and advertising material. We gave the following countries; Germany, France, Holland, Sweden, Italy and allowed for the inclusion of another country that the informant might consider an important business partner.

The responses to this question were surprising, the most salient being the considerable amount of English documentation sent to the various countries where it is not the official language. Only one country listed received most of these business documents in its official language - France - over 80% of all documents were written in French. Documents sent to Germany were written essentially in English, only 12% were written in German, to Italy the percentage was even lower, 8%. To all the other countries mentioned the documents were written in English in the majority of cases and in Portuguese in very few instances, less than 9%. When asked to clarify these occurrences, our respondents advanced reasons of a pragmatic nature -

1) it is more practical to have one template for each document type and English has a more general application,

2) certain computer programmes have these documents in English and they only have to be adjusted in small details to be immediately appropriate,

3) there is not enough confidence in the use of these other languages to risk using them in writing up documents of this nature.

Further discussion on the use of language in the catalogues is carried out in the section that deals with this subject, Chapter 5.

Question 2.12 aimed to encourage the informants to disclose <u>their reactions to four statements made about language use.</u> This question was followed up with further discussion in the interview. The statement on the desirability of Portuguese companies projecting themselves as such through the use of the Portuguese language got a very mixed reaction. 25% of the respondents were absolutely in favour of this (group a), 29% were loosely in favour of this (group b), 20% disagreed (group c) and 26% disagreed altogether (group d). Those who agreed with this statement without reservation, maintained their positions for the following reasons (only the most frequently mentioned are given in decreasing order of frequency)

1. if other countries stand their ground when it comes to using their language why should we not,

2. we should try to arrest the homogenising force of English and Anglo-Saxon culture,

3. Portuguese is an important language with a growing number of users, it can claim as much international attention as other languages.

Reasons bound up with the impracticability of using Portuguese in International business tempered the vehemence of group b, and although the reasons mentioned above were frequently forwarded by this group, they were followed by expressions of concession such as (presented in order of frequency)

1. it is impossible to check this hegemonic momentum of the English Language,

2. after English, other languages have stronger claim on international recognition than Portuguese,

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3. having English as an international language is not too bad, much better than having this place taken by a more difficult language or one that brought other constraints.

Group c emphasised the impracticability of this aspiration yet some respondents still acknowledged the desire to see it happen. The group who were totally in opposition to this statement (group d) stressed the foolishness of such a statement and some even submitted that it was not at all desirable that Portuguese should be used internationally as it would then be abused as English so frequently was. It is interesting that at both extremes of the range of answers we find attitudes that are very marked by strong national feeling and conscious protection of the perceived prestige of the Portuguese language.

The statement propounding the desirability of maintaining English as the main language of commerce in Europe was assented to by the vast majority of the respondents, 71%. Only 19% were not in absolute accord with this statement and the reasons given were in the same vein as those presented for the previous statement. Unlike what happens in other European countries, there seems to be very little resistance to the propagation and use of English in business in Portugal. The view that most of my informants held seems to prioritise the pragmatic value of having a common instrument of communication that will make professional life easier; they welcome the use of English as the *lingua franca* in their professional environment.

The statement on the desirability of the companies financing courses for their managers to learn foreign languages met with the approval of roughly 60% of the respondents. Further probing yielded that some of the managers interviewed (23%) had shares in the companies they managed and they felt that a skill as basic as competence in English should be furnished by the institutions normally entrusted with educating, the company should not be called upon to supplement, at a considerable cost, their workers' faulty education. Between supplementary training in English and supplementary training in other foreign languages, there was still a marked preference for the former. The reasons given were that when an employee first came to work for the company, he/she normally had at least a grounding in English. This made the attaining of a workable competence in the foreign language that

was studied at the company's expense more viable. This situation is also true of French but the need for a greater competence in this language is not seen as pressing. The other foreign languages that were referred to as being of particular interest for those companies that were prepared to finance language lessons for their managers were Russian, Chinese and German (in this order).

During the late eighties, there was a very pronounced surge in foreign language lessons for business as many companies took advantage of financing by the European Union for this purpose. Lessons were provided by schools and programmes devised for in-house learning but, unfortunately, not all these funds were channelled into the most effective uses and not all the right people benefited. The fruits of these efforts were not very satisfying, as can be attested by the quality of the English language produced by some people who supposedly benefited from them, and now these courses have fallen into disfavour. Few companies see language learning as deserving of investment, indeed, they justify themselves with excuses such as the ones given above and forget that certain areas of linguistic expertise, certain fields of technical and commercial practice that their companies need, cannot possibly be considered within the curricula of general language learning courses.

4.1.5. CONFIDENCE IN THE USE OF ENGLISH

Question no. 2.13 seeks to appraise the degree of confidence that each of our respondents feels when carrying out various linguistic tasks in English. The concept of confidence begs clarification at this stage; it must be understood as the perceived autonomy that language users feel they have in carrying out a language-dependent task *and* the degree of communicative success they expect while conducting it and upon its completion. This means that if the respondents engage someone's aid or if they perceive that communication is not carried out satisfactorily, they cannot give a response of total confidence. All this was explained to the respondents. One can argue that judgements regarding successful communication made by people who are involved in the exchange and who probably use imperfect English, may be too near-sighted to be objective and accurate but what I wish to estimate is *perceived competence limitation. Actual performance limitation* is to be

evaluated from the speech production of the respondents by means of the catalogues and the taped interviews.

I sought to include every single type of discourse that can possibly occur in their professional and socio-professional lives and to obviate any shortcomings I allowed for the inclusion of any discourse forms that I had not foreseen. Only two different types of discourse were added. The interviews, both in English and Portuguese, served to clarify particular answers to the questionnaires and, in some cases, did away with incongruities. Because of the importance this part of the questionnaire has in the overall perspective of this research, I will analyse each item individually and confront/supplement it with the observations made during the interviews.

The three major sections of this question correspond to the communication skills: listening, speaking, reading and writing, distributed among various professional linguistic tasks. The respondents were instructed to indicate the degree of confidence they felt in relation to each by attributing a value ranging from:

    0 = very little confidence
    1 = some confidence
    2 = total confidence
    N = not relevant in my work

It was felt that a category that indicated no confidence at all might activate filters and wound professional pride, producing antagonism and a breakdown in co-operation.

Item 2.13 a. assessed the <u>understanding of</u> <u>technical and/or commercial terms</u> when orally expressed to which 53% responded that they only felt some confidence 36% felt total confidence and 9% very little confidence. The most salient fact is the perception our respondents have that they only feel some confidence in the understanding of technical and/or commercial terms, this seemed strange as our respondents were in the majority people skilled in the field of commerce; commercial managers or sales managers. When they were asked to explain this, it became apparent that the wording of the question, by including both technical and commercial terms, had produced a distorted result.

Apparently, the degree of confidence regarding commercial terms is far higher; it's the technical terms that create problems. Relating the answers to this question with those of question 2.9, I conclude that our respondents do not feel confident in the use of technical terms and make frequent recourse to the services of members of the technical staff to translate. Even after I had clarified this point, the number of respondents who only felt some confidence in understanding commercial terms, was still surprisingly high, 45%. The reason given was that these terms were normally generated during negotiation meetings and these appear to be the source of very frequent lack of confidence when carried out in English. This can be confirmed in the responses to the next item.

Item 2.13 b), on confidence in <u>following negotiation meetings</u>, shows a very high incidence of responses of only "some confidence", 58%, 11% have "very little confidence" and 31% "total confidence". Combined with the question relating to reliance on the services of a staff member to translate (2.9) and to the supplementary information collated through the interviews, I infer that negotiation meetings are one of the communication situations in which our respondents feel the least confident. The reasons given for this are tied with the frequent occurrence of new situations, the establishment of particular conditions and the discussion of fine points of contention in a non-aggressive, culturally acceptable manner that will produce results that are satisfying to all parties. Even for native speakers, negotiations are a problematic area of professional discourse and one that has engaged the interest of various researchers.

> "Negotiation involves more than a decision to confer: there must be an operative desire to clarify,
> ameliorate, adjust or settle the dispute or situation." (Morley and Stephenson 1977: 22)

If this is the case for someone to whom language is transparent and the content of the exchanges constitutes the sole focus of attention, then one can assume that when a negotiator has to divide his/her attention between two foci, language and content, feelings of uncertainty will be greater. I can also conclude that, in spite of this difficulty, they are averse to seeking the aid of a staff member with more competence in English,. Not a single respondent considered this item as being "not relevant in my work", this fact makes the response "very little confidence" with a relative frequency of 11% all the more portentous.
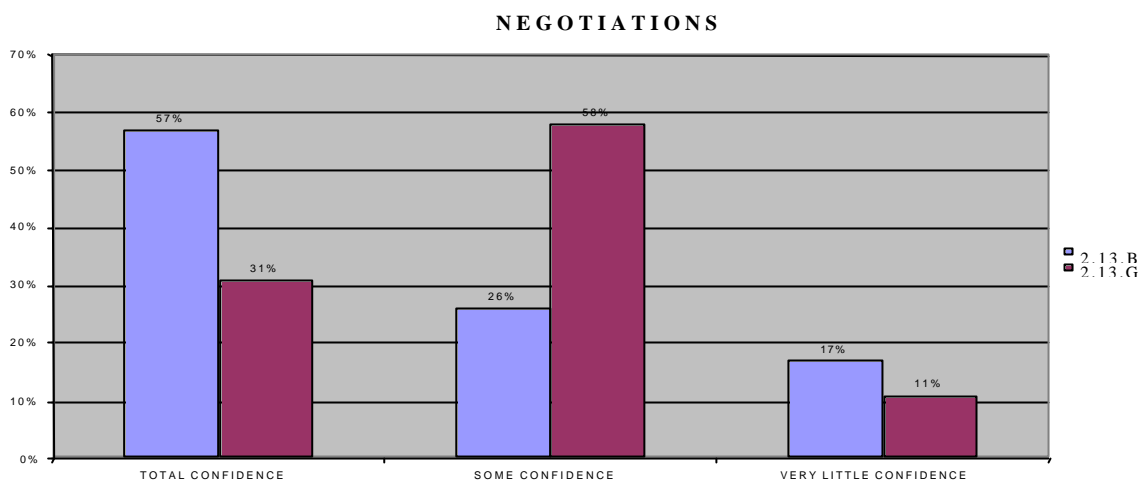
NEGOTIATIONS

CHART 2.13 B-on following business negotiations and G- sales negotiations

Item 2.13 c), on the <u>understanding of instructions expressed orally</u>, showed a high incidence of "total confidence", 53% and 41% of "some confidence". The reason given for this was that instructions were normally associated with everyday occurrences, the placing of orders by telephone, packaging, costing and invoicing and centred on the same expressions and lexicon. Only 2% of the respondents indicated "very little confidence" in relation to this item.

Item 2.13 d), on <u>simple business contacts abroad</u>, showed a high incidence of "total confidence" 56%. I have to explain that the respondents were informed that this item did not include business meetings for the purpose of negotiating. My informants seemed to assume that these contacts also included short stays of a more social nature abroad; I did not alter this notion. The informal character of these meetings gained a response of greater confidence in the use of English from the respondents. Some respondents were quick to point out, that on occasions like this they felt more confident because the onus to communicate and make a good impression was more the responsibility of the host. This fact is corroborated by the responses to 2.13 i) where the task is to play host to foreign business partners and the respondents give a greater incidence of less confidence, only 46% felt "total confidence".

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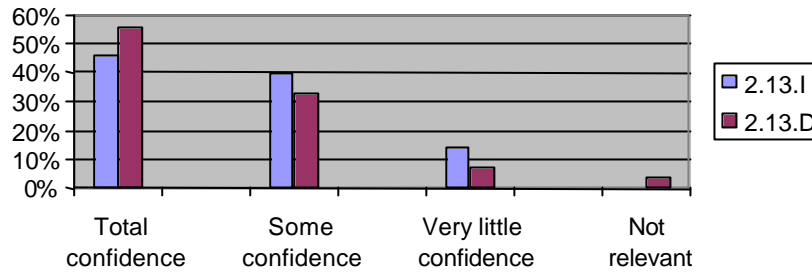
SOCIAL CONTACT

CHART 2.13 D. on simple business contacts abroad and F on playing host to visiting business partners

The item on talking with prospective clients at fairs (2.13 e) showed a 46% rate of "total confidence" and a 34% incidence of "some confidence". I compared these responses with those to the following item, on making telephone calls, and noticed that there was a considerable incidence of "very little confidence" here, 17%. The reason given was that at fairs, the sales manager was not called upon to communicate very frequently and even when this did occur, the meetings were usually short and involved very short conversations that consisted mostly of exchanging visiting cards, advertising material and catalogues with the prospective clients.

SPEAKING WITH CLIENTS
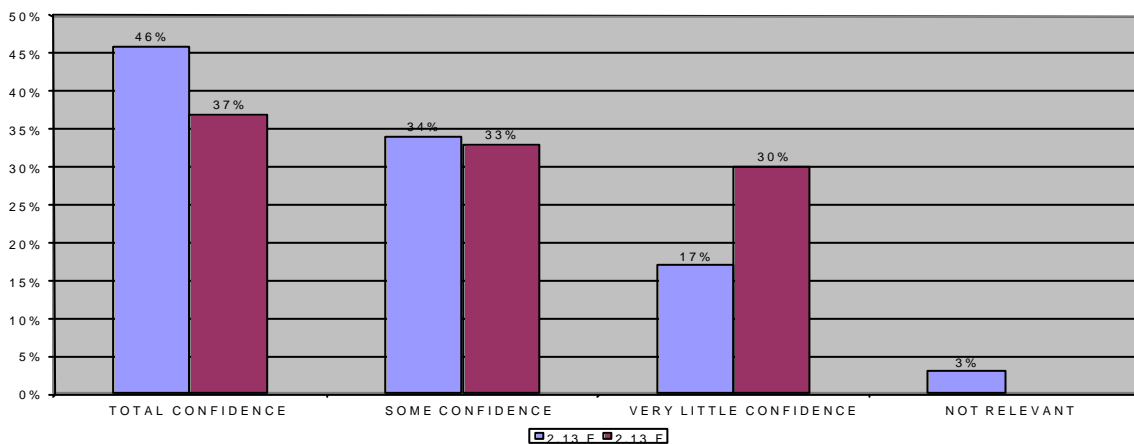
CHART 2.13 E/F, E – on talking with prospective clients at fairs and F- telephone conversations.

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As I pointed out in the previous paragraph, the item on telephone conversations, 2.13 f), showed a sharp increase in responses of "very little confidence", the reason given for this was the impromptu nature of these conversations and the quality of immediacy that any response on the telephone involved. All our respondents claimed to use this discourse type frequently making the response of very little confidence even more pertinent. 36% gave answers indicating only some confidence which adds up to 63% who do not feel total confidence in speaking English on the telephone, a number that evinces a marked insufficiency in this type of communication and, I venture to add, a very significant shortcoming for Portuguese business practice.

Question 2.13 g) on <u>conducting sales negotiations</u> obtained roughly the same distribution of answers as the question on telephone calls. The most salient of which is the response of very little confidence (17%). If a lack of assurance while making telephone calls is serious due to the frequency with which business people have to resolve problems in this way, it is all the more significant when applied to business negotiations, as these are the lifeblood of this activity and an area where our respondents should be strong. The answers to this question showed that 43% of our respondents did not feel total confidence in conducting sales negotiations in English, an inauspicious mental state for a process that sets the competitive pace in the commercial world. In my discussion of question 2.9 on 147, I present the reasons given for our respondents' reluctance to call upon other staff members to act as translators. The resultant picture, of a business manager who does not feel confident in negotiating in English and does not engage help from someone who can translate for him, is grim indeed.

The answers to question 2.13 h, on confidence in <u>managing purchasing negotiations</u>, have roughly the same distribution as the one on sales negotiations, with a marginal increase in the responses of "some confidence". The "very little confidence" still elicits a 17% response and when I asked for an explanation of this, the following reasons were submitted;

a) purchases for industry consist mostly of raw materials and components and normally entail standing orders or long term contracts that depend on negotiations involving very large sums of money and fine strategic decision making. The negotiating for this

purpose places a lot of stress on the managers' powers to confer and to arrive at a mutually satisfactory resolution, no matter in what language negotiations take place. The added obstacle of language only adds to the problem

b) the majority of our respondents were essentially concerned with sales, with commerce from the sellers point of view, and when they had to manage or participate in purchases meetings they did not feel at ease.

Section 2.13 i), on <u>playing host to visiting business partners</u>, 46% felt total confidence, 14% felt very little confidence and 40% some confidence. One would expect that our informants would feel more at ease in an ambience that is more relaxed and less fraught with the anxieties of business exchange yet this does not seem to be so. One explanation was that, no matter how frequently they played host to their business associates, the situations that arose were so varied and new and so dependent on social as well as linguistic skills, that they did not feel equal to the occasion. Another explanation stemmed from the respondents' lack of confidence regarding cultural issues and the nuances of business and social etiquette that situations of playing host created. Many had amusing and sometimes embarrassing anecdotes to tell which initiated discussions on the importance of cultural sensitivity in the schooling/training of business people.

There is an overall comment to be made on the results of the preceding four sections (2.13 f, g, h, i). They are all heavily dependent on oral production of English and they entail decision making and linguistic as well as strategic resourcefulness. One imagines that these activities might stretch the businessperson's talent even in her/his own language, but they will be considerably more stressful when the language in which the exchange is taking place is not the speaker's own.
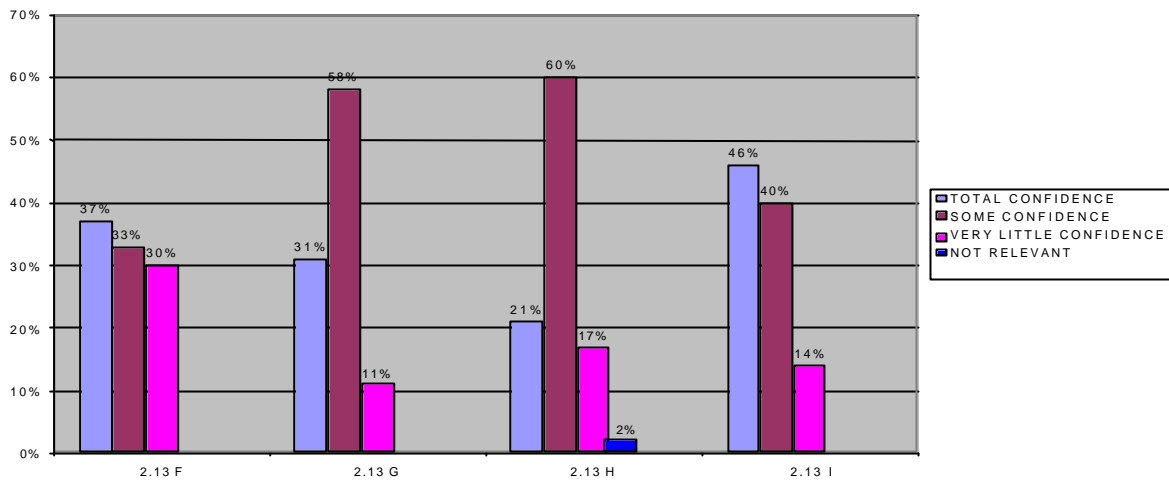
CHART 2.13 F/G/H/I, F-telephone calls, G-negotiation meetings, H-purchases negotiations and I- Visitors

Reading correspondence (point 2.13. k) is a far less problematic occupation for these managers, 65% feel total confidence and 26% some confidence. Point 2.13.l on reading instructions also showed considerable confidence from the managers interviewed (51% total confidence and 31% some confidence). These two entries are of the same type: both involve reading, both are fairly routine and do not entail impromptu response and can be carried out at the reader's own rhythm, aided by whatever reference or help he/she may choose to use. The slight reduction in total confidence in reading instructions is owed to the fact that some instructions may be more technical or on new procedures or products. A response of no confidence was given very infrequently in both cases, and in all instances the reasons that were given were always tied to the fact that these activities were not usual for those particular respondents; in these cases, secretaries or technical staff usually took charge of this activity.

Item 2.13.l, the reading of customs documents, obtained a high incidence of N, not relevant in my work (32%), but the majority of the remaining respondents answered that they only felt some confidence in carrying out this activity (37%). Only 5% of the people who had frequent involvement with this kind of documentation said they felt very little confidence, this was due to the fact that this type of documentation was invariant, and once the format

had been mastered this no longer posed any problems to the user, as it became a simple exercise in adjustment and adaptation. When the interviews were being carried out this changed, for then, only 27% felt total confidence in dealing with these formally routine documents. The reason given was that recent changes in ordinance in the European Union had given rise to alterations in the pro-forma documents, and they involved new rules, new specifications and new formulae and these entailed a lengthy adaptation and learning process, first in Portuguese and then the transposition of the new know-how into English.

READING Nº 1
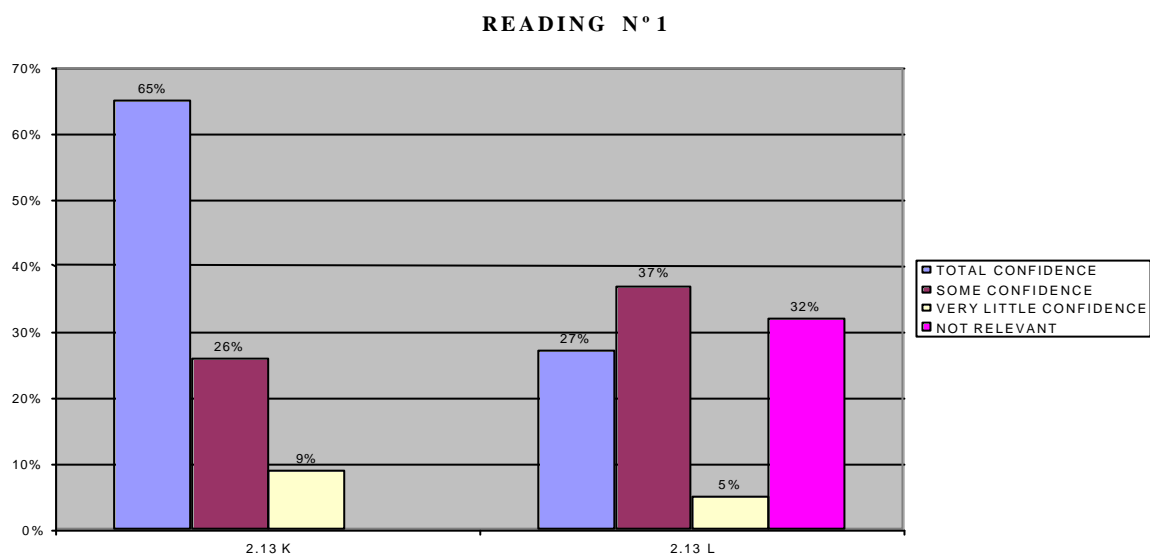
CHART 2.13 K/L, K- on reading correspondence, L- customs documents

2.13.m, the item on the reading of contracts, obtained the following distribution in response, 10% very little confidence, 46% some confidence, 36% total confidence and 8% not relevant in my work. This shows that 56% of all respondents feel only partial confidence in reading contracts. One would expect this type of document to be fairly routine, that the wording be familiar and, to a great degree, invariant and therefore not particularly challenging to experienced managers. The act of reading, paced according to personal rhythm and possibly supported by available reference material, usually guarantees a better performance but, in this case, these factors did not give rise to greater confidence. The reasons given were that contracts involve a highly specialised and arcane language and exactitude of wording that requires concentration and language competence from the person dealing with them. The consequences of any misunderstanding can be highly

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damaging and the added difficulty of working with these documents in a foreign language increases the possibility of misunderstanding.
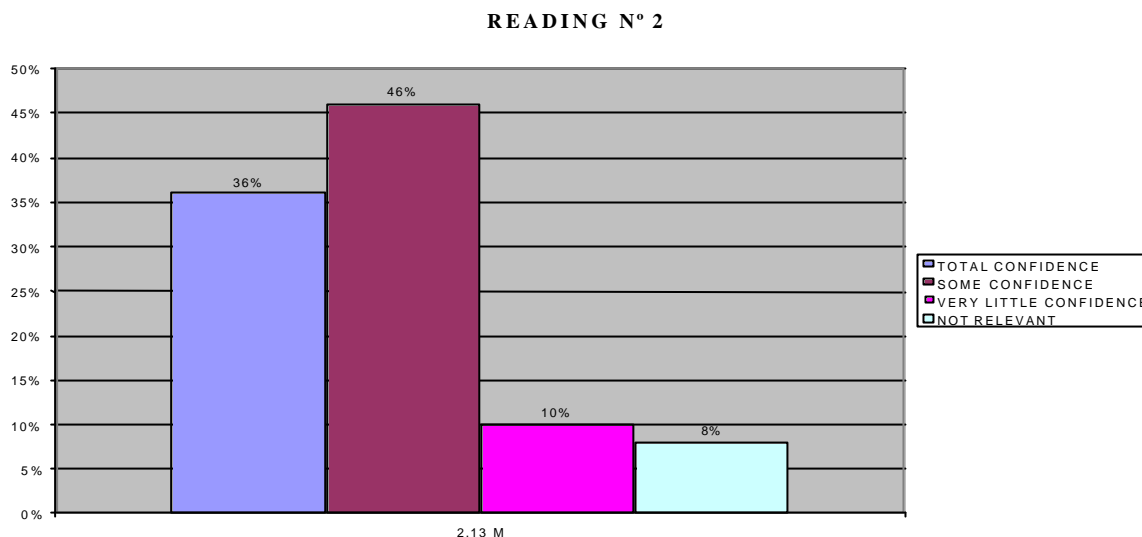
CHART 2.13 M- reading business contracts

The reading of technical documents (2.13.n), obtained a high incidence of only some confidence (51%), 37% total confidence and 5% very little confidence. Our informants explained that what they understood to be technical documents could be grouped into various different areas of expertise and they dealt with them in different ways. Technical documents that pertained to production or any matter related with it were sent to that division, those that concerned the commercial sphere of duty were normally dealt with by their immediate staff or by themselves and did not present any particular problems. The mixed nature of the responses to this question leads us to believe that it was incorrectly formulated and that there should have been a higher specificity in describing the technical nature of the documents.

Item 2.13.o, on reading advertising material (including catalogues), secured the second highest response of total confidence (61%) and only 2% answered that they had very little confidence. The explanation given for this comparatively high confidence rate lay with the very nature of the material; frequent use of illustrations (in diagram and picture form), familiarity with the subject matter and with the document type, simplicity of the language

used and the relaxed psycho-professional context, all contributed to our respondents' greater confidence.
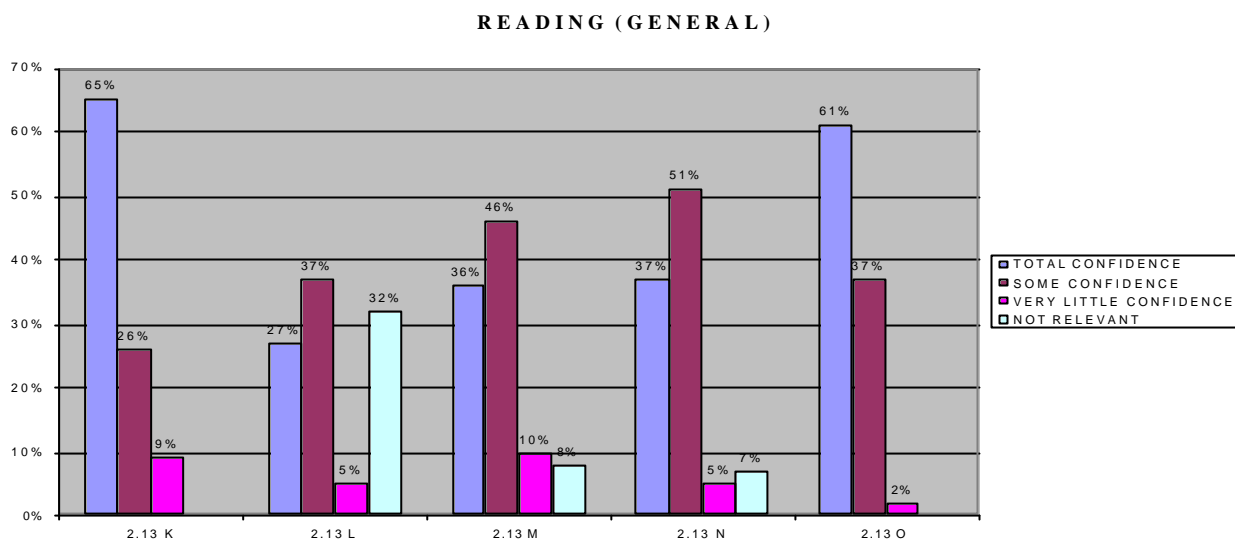
CHART 2.13 K/L/M/N/O on reading activities in business

Items 2.13.p and q on <u>writing up the conditions of negotiations</u>: sales and purchases contracts, registers a high incidence of very little confidence (20 and 37% respectively) and only some confidence (37 and 29% respectively), only 29 and 17% respectively felt total confidence. These are the first items of the section that deals with the production of documents - with writing. A very clear tendency is immediately apparent; there is a very high incidence of very little confidence and only some confidence, with a corresponding decrease in the number of total confidence responses. In explaining their responses (to items 2.13.p and q,) our informants focused on the sensitive nature of the text that has to be produced, how an imprecision, no matter how small, can endanger the outcome of a business venture or even of a business relationship. To the question "If you do not feel confident in drawing up the conditions of a sales/purchases contract and if it is indeed such a frequent and critical area of business activity, how do you solve this problem?" The majority of the respondents who had given a low confidence reply said that they relied on 'outside' help: their secretaries, other staff, a lawyer, or a friend. Only two companies sought the help of experienced translators and even these did not do so on a regular basis. In the end some felt dissatisfied with having to disclose these shortcomings and felt that it was one of the major drawbacks of not knowing the English language adequately.

WRITING Nº 1
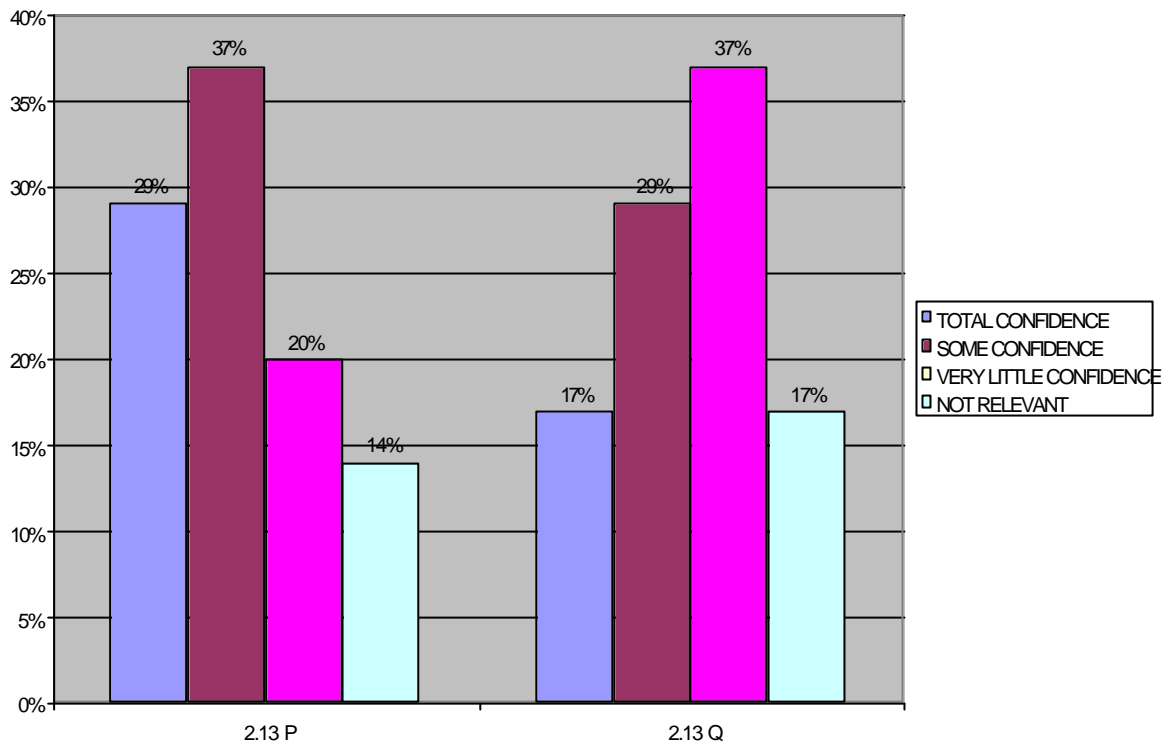
CHART P/Q, P- on writing up sales contracts, Q- on writing up purchases contracts.

Item number 2.13.r, the <u>writing up of texts for advertising material</u>, also obtained a high incidence of very little confidence (29%) and a higher incidence of only some confidence (34%). Considering that only 19% of our respondents do not participate in this activity and of the ones who do, a full 63% do not feel completely confident about what they do, I can infer that the linguistic production of the advertising material produced by these managers is not satisfactory. If I consider the reach and significance that this type of document has for this sector, I understand how seriously confining this ineptitude is. Some of the respondents who said they did not participate in this activity entrusted this work to agencies or translators but they were still responsible to give the final word on the finished product. This matter is extensively discussed in chapter 4.

WRITING ADVERTISING TEXTS
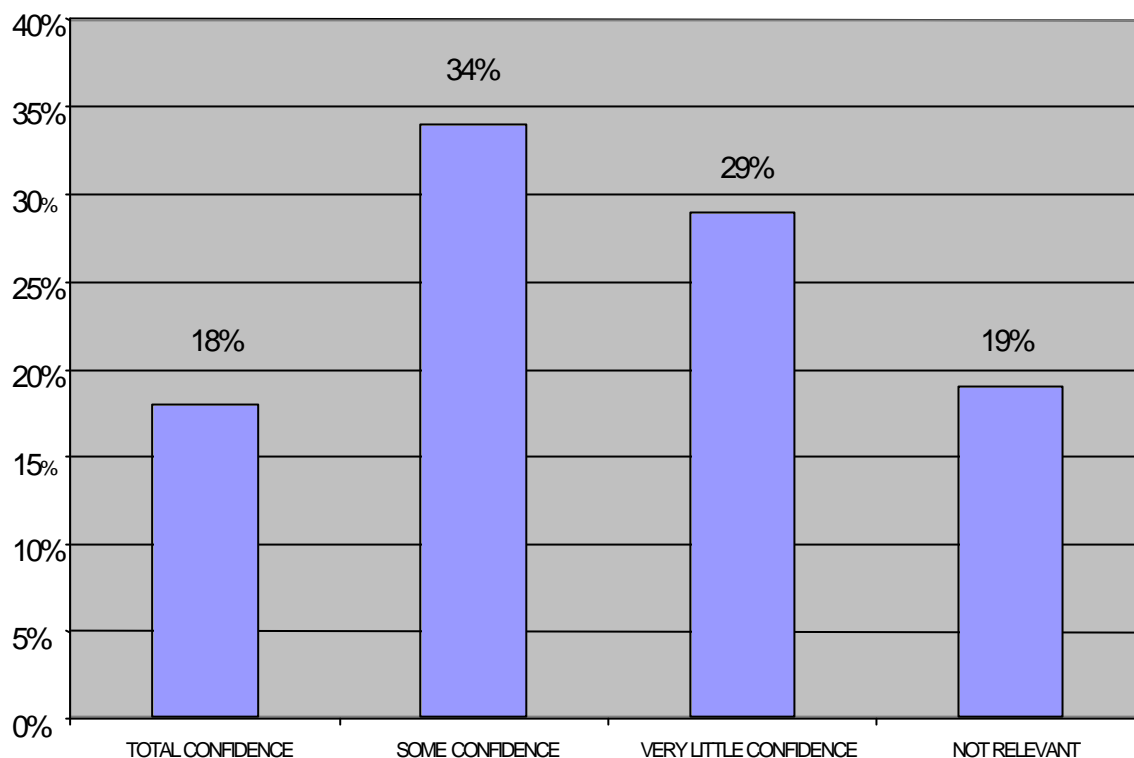
CHART 2.13 R- on writing texts for advertising material

2.13.s deals with the <u>writing of dictation</u>. The reason why this item was included was that in the pre-test I noticed that some of the companies were affiliates of international ones and I assumed that there would be frequent call to take down information over the telephone. I over estimated the frequency of this need, as 29% of our respondents never engage in this activity at all, for those who do it is only to take down an address, short instructions and short memoranda. Any longer text is sent via facsimile. Even so, 21% had very little confidence and 29% only some confidence in carrying out this activity. As I noticed in discussing telephone calls, speaking impromptu with no other supplementary means of communication (gesture, facial expression etc.), taxed our respondents' linguistic capabilities and reduced confidence levels considerably. It is not surprising that even in taking down short instructions our respondents should feel inadequate.

WRITING OF DICTATION
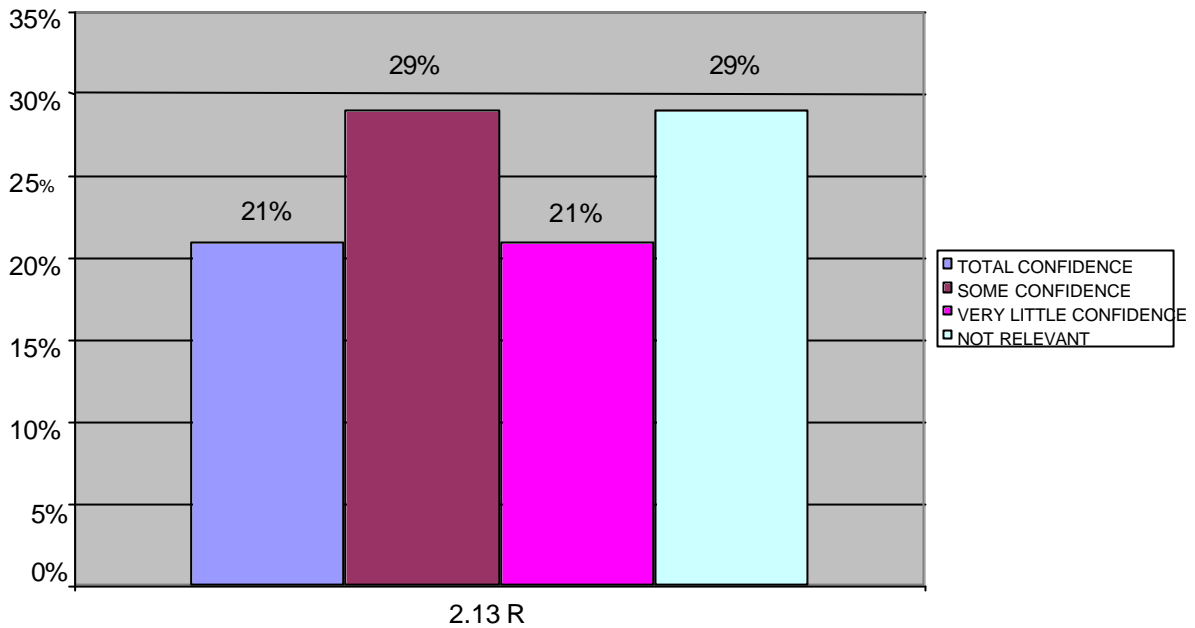
CHART 2.13 S –on the writing of dictation

The item on <u>writing technical documents</u>, 2.13.t, is also subject to the explanation given for 2.13.n. This item does not differentiate between technical documents of the productive activities from the commercial ones and therefore does not reflect the true difference in confidence that our respondents felt.

One might expect that <u>letter writing</u>, item 2.13.u, would not be troublesome for our respondents; it is a frequent form of communication and one that is ruled by formulae that simplify production. But, as was mentioned in discussing question 2.8, correspondence is taken care of by secretaries and other administrative staff and only when an unusual situation arises, of a complaint for example, or a request for further information, does the manager have to dictate or even write, a letter. This makes the task of letter writing fraught with peril for the anxious manager, only 48% felt total confidence in writing letters.

WRITING LETTERS
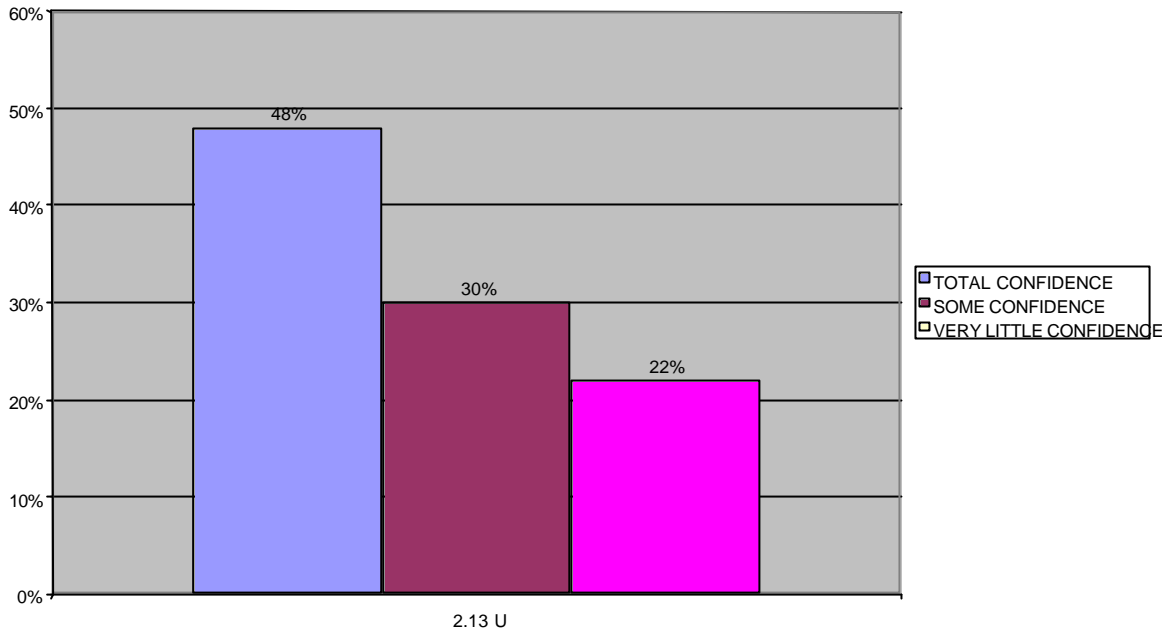
CHART 2.13 U –on writing letters

Writing instructions, item 2.13.v had a 24% incidence of very little confidence and 29% some confidence. Some informants stated that, because they did not carry out this task every day, they found this type of text very difficult to produce. Some of our respondents had to produce instructions following stringent specifications given by commissions or particular authorities and these were especially difficult. In four different cases help was sought outside the company, from translators or other people who were engaged on a non-permanent basis, to ensure that the instructions were correctly formulated.

The filling-in of forms was yet another text-type that our respondents found difficult, 20% felt very little confidence and 29% only some confidence. Some of our informants included the forms to claim subsidies and grants in this item, which was not what I was searching for but this served to reinforce the fact that the filling in of forms is not perceived as being easy. It involves reading and writing and, in the case of the application forms for grants and subsidies, the formulation of short descriptions of the applying company, its products and other pertinent information. Some of our respondents sought the aid of agents and firms who provide assistance in preparing the paperwork for these applications but, as they

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made a point of emphasising, these agencies concentrate on all those aspects that are related with financing, production and personnel, they don't pay attention to language. When the application has to be presented in English then, in most cases, it is given to a professional translator.

FILLING-IN FORMS
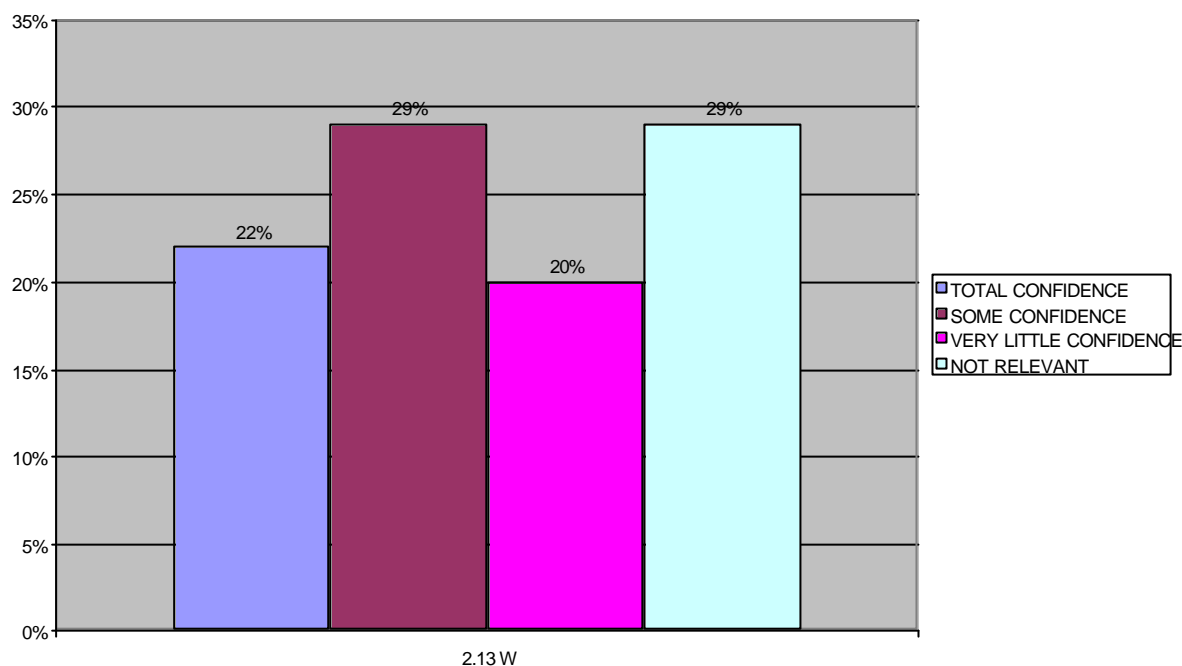
CHART 2.13 W –on filling in forms

We allowed our respondents the opportunity to include any other uses of language that I might have overlooked and two other items were submitted: the presentation of papers at conferences and the certification of products. Both these items were carried out with total confidence by the people who included them.

In comparing the responses of Total Confidence to some of the activities that involve the use of English, the difference between the more receptive activities and the more productive ones is immediately salient. Our respondents felt more confidence in reading and listening in English than in speaking and writing. The activity with the largest range involves advertising materials where there is a difference of 43 percent between the receptive and the productive aspects. The activity with the smallest range between reception and production is contracts involving sales. The range between the reading of

sales contracts and the writing of the same type of document was only 7 percentage points which shows that the specialist language of this document type and the tension created by the responsibility connected with this activity reduces confidence levels in our respondents even in reception. Dealing with correspondence, a more relaxed business activity, earned the highest response of total confidence both in the receptive and the productive sets.

TOTAL CONFIDENCE IN USING ENGLISH
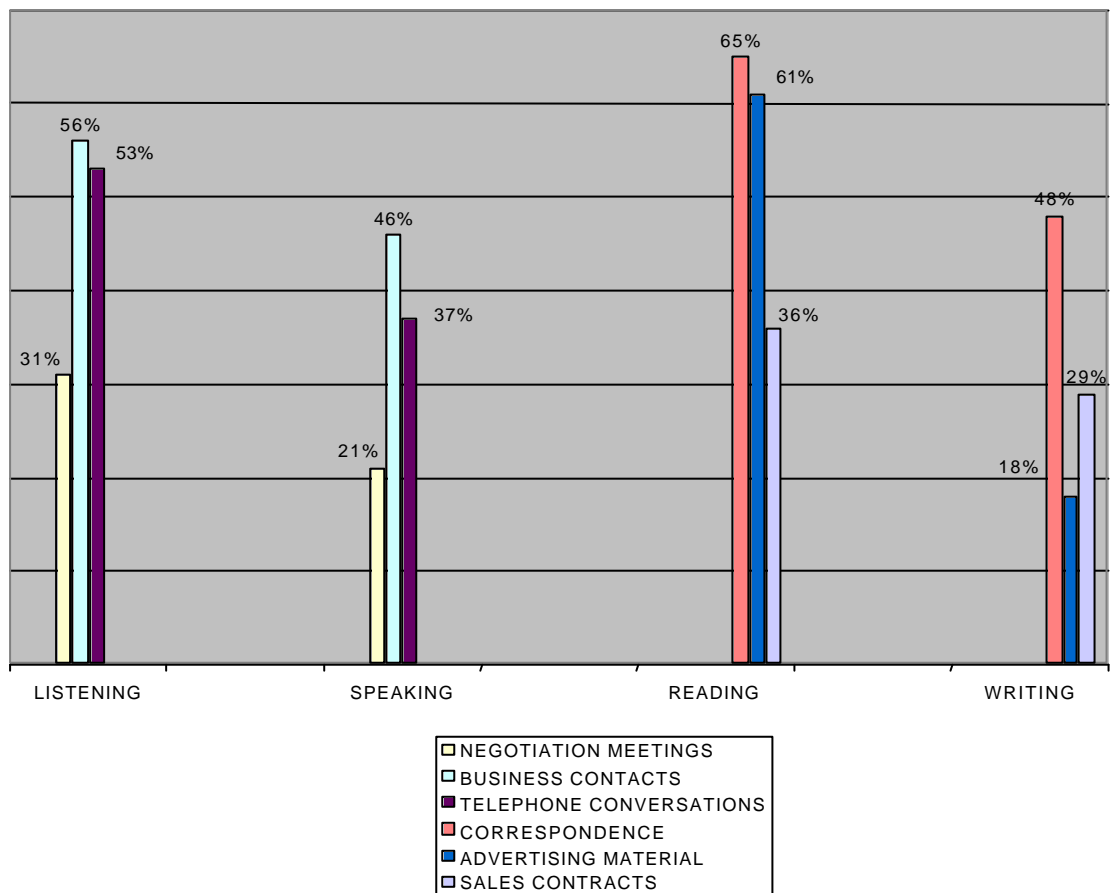
CHART 2.14- on responses of Total Confidence given to some language activities carried out in English.

I was influenced in my selection of activities for chart 2.14 and 2.15 by the following considerations:

a) the activities included have both a receptive performance and an associated productive performance,

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b) they are generally considered to be very important by all business practitioners, and

c) they have particular bearing on the objectives of this research.

d)   Number of Respondents   50

The total number of Total Confidence responses to the tasks registered in each of the four activities in 2.14 are:

Listening   140
Reading   162

Speaking   104
Writing   95

Total number of Receptive activity responses   = 302
   Total number of Productive activity responses   = 199

4.1.6. EVALUATION

With regard to the production of foreign languages, there is no doubt that English is the language that commands most of the attention and the effort of the managers who participated in this study. It is by far the language that generates the largest amount of discourse and the one that enjoys the more general application for it makes communication possible between a larger number of non-native speakers of the language than any other.

The overall attitude of our respondents is of almost total acceptance of this state of affairs, in fact, the general feeling is that English is a facilitator in the business world and that if this function should fall to a language other than the respondents' own, then it might as well be English. This however, does not guarantee a correspondingly important quota of our respondent's attention or company investment. Personnel are expected to arrive on the work scene with a minimally functional capacity to "solve problems" in English and if this does not happen, the company does not seek to rectify the deficit by providing extra training in the language. Even if the English language needs of the company are very

specific, of a type that staff cannot be expected to have had any training in during the courses that are normally supplied by the institutions they attended, companies are still reluctant to finance language training courses in these fields. On the rare occasions that training is paid for by the company, it is not done systematically nor does it usually include the managerial staff.

The respondents generally have what they consider a working knowledge of English yet very few of them felt confident in the majority of tasks that they carried out in that language. They felt the need to resort to secretaries and to sundry other sources for aid in the production of documents but were reluctant to call in outside help for business negotiations. Loss of professional face seems to be the most restraining factor in allowing the managers to seek aid from professional translators.

There are many areas of perceived competence limitation but the impromptu oral production tasks that the mangers have to engage in are the ones that elicit more responses of low confidence and these are the ones that the respondents have to engage in more frequently, for the written ones are normally the responsibility of administrative staff. One fact needs to be clarified here: secretaries have to produce most of the texts that are sent by business concerns but the person who has to sign them, and in this way endorses a possibly imperfect text, is the manager. I cannot help wondering if the secretaries are in a position to take charge of these documents, if they have the adequate language training to fulfil this need or indeed, if this tacit autonomy can be expected of them. If the supervisor does not have the competence to evaluate the secretaries' work, who will? The client?.

The written productive tasks in English also pose some problems for the respondents, especially those tasks that involve new or unexpected situations. The writing of catalogues is one of them. It is still the managers who have to decide who will be in charge of the translating tasks if they decide not to do them themselves- a professional translator of their choice or someone the advertising agency or any other external participant may care to engage. Many of the documents in this work are the product of having agencies and other like concerns take on the task of producing the texts – usually those in foreign languages- and the results are indicative of how this is carried out- in a haphazard, unprofessional

way. Even when the English texts are not produced by the managers it is still they who have to give the final word on them. They are accountable and ultimately to blame for the substandard quality of the English language texts on these documents.

4.2. INTERVIEWS

The difficulties I encountered in recording the interviews have already been made known in the chapter on Methodology. It is sufficient here to say that of the eighty-four companies I visited only twelve agreed to allow me to tape the interviews. One can safely assume that the people who agreed to have their interview taped must have confidence and a positive perception of their capacity but one cannot exclude the possibility that some respondents who did not agree to being taped did so for reasons other than perceived competence limitations. The "presence" of the tape-recorder was very intrusive and it took at least five minutes for some of my respondents to forget it, others were not able to. It is not the aim of this work to analyse all the interviews in great detail but a sample of the English used by the respondents will, no doubt, help to demonstrate actual performance limitations and enlarge on the information gleaned through the analyses performed on the catalogues.

I have selected excerpts from some interviews, taking care to disregard at least the first five minutes (an attempt to neutralise the inhibitory effect that the recorder had) and seeking to focus on more extended responses. There were long tracts of transcript that only had my questions and monosyllabic answers - no doubt due to some maladroit questioning on my part, but also to the underlying lack of confidence in the production of English that is evident in the interviews. I chose to disregard them in favour of more extensive, more complex and more linguistically rich answers. My selection therefore, contains four excerpts from four different respondents working in diverse industrial sectors. Because they contain longer, more complex language structures, they are what I believe to be the products of more confident informants and are possibly more consistent in their linguistic expression

These excerpts will not have any quantitative evaluation: my analysis does not aim to quantify or to classify the language used. However, there is a need to harmonise the manner in which the communicative features will be observed. In order to do this I will

discuss these features by placing them within the framework of the various components of Communicative Ability. The language components and what constitutes competent communication will be proportionately considered in all the excerpts and the general appraisal of fluency and communicative effectiveness in carrying out the task will be commented on. The facets of Communicative Ability[63] are:

1. Linguistic competence - general vocabulary items and grammar rules to produce well-formed, meaningful utterances,

2. Sociolinguistic competence - the apt use of language items, taking into consideration such conditions as relationships between communicative partners, communication intention and communication context,

3. Discourse competence - the use of strategies in the construction and interpretation of discourse, to use the genre that best fits the purpose of the exchange,

4. Strategic competence - the apt use of communicative strategies that allow communicative partners to overcome shortcoming in their speech,

5. Sociocultural competence - the perception of variance between the linguistic and social codes of different cultures and the adoption of suitable procedures to overcome the tensions created by them.

6. Social competence - involves affective and attitudinal elements in communication and is demonstrated through the activation, by the interlocutors, of the suitable social skills of empathy and of motivation for the context.

I will present the excerpts in chunks usually containing at least one extended response and will make any necessary comments under each. In the interest of confidentiality and trust I have eliminated references to people and company names and have attributed a number to each excerpt..

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[63] The components of Communicative Ability are discussed more extensively in section 2.4.

T = INTERVIEWER

R = RESPONDENT

(~) unintelligible discourse

(-) prolonged pause

4.2.1. INTERVIEW No 1

Excerpt

T. Um.. do you get any specialist literature em journals or magazines that you read or do you get any information on the computer for instance Internet are you connected to any net that gives you specialist information?

R. About the products (~)

T. about products and clients

R. No.

T. About new technology

R. About the products usually what I do here in the company we are going several exhibitions like in the two times a year Japan two times a year in United States as well in Germany Italy Spain and we have as well the Portuguese exhibition in Oporto so during the exhibitions eh during the night we are looking around to the shops to see what kind of products different countries are selling well what the clients expect for the next seasons and altogether we (~) ask our ideas we get the ideas as well from our clients and we build up the collection after that we exhibit in Mocap after Mocap the clients gaves the opinion during the visits that we make as well to Italy because we go to Italy four times a year sometimes more but minimum is four times we are looking to the shops we deal (~) with some people that we knows very well in Italy and the comments we take the best ones for us which which adapt better in our production so after that we show to our clients they gave (~) the ideas that its okay that one we should move leather soles one stitching more one stitching less the buckle or all details and after that we get our collection of course countries to countries we should make different products on different collections but we try with one offer(~) what we can do to all countries (-) its not easier to do it but sometimes

we can mainly on Spring Summer we can get it because its more sandals everybody likes sandals.

The question to which the interviewee responds in this chunk has two parts but he chooses to focus on the aspect that refers to information on new products. There seems to be no actual hindrance in the use of specific vocabulary for there are few hesitations, few instances of unintelligible discourse, very few fillers and manifest fluency in the use of the terminology of this field. Grammar is not so appropriate and we find frequent misapplications of prepositions, verbal tenses and aspect, adjective comparison as well as a lack of idiomatic appropriacy in simple fixed expressions e.g. *two times a year Japan* for 'twice a year to Japan'. The respondent's pronunciation does not obstruct overall comprehension and I could only identify two instances in this section in which words were said in a non-standard way although the instances of unintelligible discourse can have been rendered so through mispronunciation.

The interviewee took up the questions and managed the answer in order to focus on the aspect that he was interested in discussing, guiding his response to include what he considered to be a favourable view of the company's policy in innovation and the attention they gave to suggestions from the clients. This appears to be an intentional discourse management procedure that allows one to see that the speaker is able to focus his discourse on the aspect that he is most interested to convey.

T. hmm likes sandals right its very interesting there's one more question I would like to ask you in what opinion eh in your opinion what can better English do for your company if you had to have more people in the company who knew English in what way would this help you concretely in specific aspects?

R. So we have different jobs here in the factory the problem sometimes is only one person or two persons can speak English if we have more people what we can do we can divide the jobs because we have faxes to send letters answers to write as eh lot of things(-) that can be done that with an explanation someone can do it eh when we have some contacts of course if the contacts start with one person should follow up till the end with that person never change because some business mainly with the Asian countries should be always the

same person because the people know what which other what's to do and the people after that people prefer deal always with that person on the other countries of course the contact with is important as well if possible always with the same person because he can knows better the client's philosophy(~) company the market what products should go in direction of that market and can help as well our styling department this is important as well it means if we have more more staff who knows very well English or he knows English (~) he can help us because we can divide and we can go or we can take better results by market.

There are more pockets of disordered speech in this excerpt, especially where syntax is concerned: *client's philosophy company*, *can help as well our styling department*, although it is not of a degree that compromises overall intelligibility. In fact, in the sequential pace of spoken discourse and supplemented with non-linguistic support for communication: gesture, prosody, they may create no communication problems at all, but seen in the analytical light of transcribed speech, excerpts like *what which other what's to do* seem particularly garbled. The interviewee is confident in his choice of vocabulary: there are no prolonged pauses or hesitations in his discourse flow here but verbal time or aspect are misemployed, especially in conditionals and with regard to the third person in the present tense. Prepositions and personal pronouns are sometimes simply left out of the discourse: an avoidance stratagem that, in this case, affects comprehension only with regard to discrete items.

The respondent is one of many managers with a particular awareness of exigencies created by cultural difference: sociocultural competence, but without the material means to respond satisfactorily to them. He understands the preference that Asians especially, express in doing business always with the same staff-member alone during the establishment and maintenance of business dealings and explains how more personnel with better knowledge of English will make this possible. The interviewee organises his response into two separate parts: one addresses more administrative needs, the other focuses on negotiation processes and is therefore more directed at managers. This separation feeds into the results obtained through the questionnaires: as I will show later, businesses need both administrative and managerial staff with more and possibly differentiated competence in English.

T. Do you think it would increase your client response as well would it make it any better for getting a better market or to contribute towards a greater competitiveness on the side of your company?

R. Yes of course.

T. It would. Would you increase your sales if you had more people with English language knowledge in your company would you increase the export the commercial component?

R. So (-) in this moment no because as I explained to you the shoe industry is not running well and people are not interested to increase quantity because they should expend money in investments in machinery and so on and(-)

T. yes

R. the people now are reducing the orders and the people are reducing as well the capacity production but I'm sure that it helps because we can (~) the staff is enough instead we are working sometimes for different countries with their own brands and so we can introduce our own mark on the market our own brand this is what the shoe industry should do but it will be necessary have the right staff and the investment as well on the market and the companies in the moment

T. can't take that

R. don't stand the (~) much money on that that point which one is the more important one.

This chunk shows more instances of disordered speech than the previous one but this may have been due to the slightly overlapping nature of the questions: one on improved client response, the other on market increase, which the informant answered less adequately and only after some deliberation and hesitation. One particular language item seems to disrupt a line of logical reasoning: *because they should expend money in investments.* Not only is the word *expend* marked by a less frequent distribution than its more usual synonym, 'spend' and there are collocational constraints that render *expend* inappropriate, but the modal, *should*, mystifies the logic of the statement; the phrase should be 'they would have to'. In this chunk too, the interviewee chooses to omit verb particles and prepositions. The consistency of this factor supports the explanation that it is due to the strategy of avoidance.

Vocabulary does not appear to constitute a communication problem for this interviewee: he makes very few pauses, hesitations and does not make recourse to circumlocution nor does he paraphrase. He does however, self correct (brands for marks), a sign of awareness of potential negative transfer. Grammar poses some problems in the more typical areas of known difficulty for native speakers of Portuguese: prepositions, verbal time and aspect, pronouns, among others. Fixed and idiomatic expressions are two more areas of linguistic hazard for this respondent. I wish to stress that the language limitations in this excerpt are neither so frequent nor so serious as to hinder comprehension and the overall impression that remains is of a confident speaker who knows about this subject matter and is able to express himself fairly intelligibly in English

The interviewee managed his discourse satisfactorily, he answered the questions tending to emphasise those aspects where he could display the more positive policies of his company and justifications for any shortcomings. Pronunciation is not a problem area with this respondent, there are five deviant renderings of words and fewer instances of incomprehensible discourse. Although interactivity cannot be discussed without reservations in this particular type of more structured speaking activity, the fact that the interview was carried out in the freer atmosphere of a discussion allows some comment as to the effective management of discourse and appraisal of competence in this area. The respondent was able to sustain a relaxed exchange with good sequential turn-taking showing adequate understanding of the questions and sufficient language competence to make his output comprehensible.

4.2.2. INTERVIEW No 2

Excerpt

T. I would like to ask you is what you feel about your particular products the products that you produce here eh do you feel that they are very competitive in the world market?
R. My Enl (~) English is very terrible (~) but about cork, cork is a product of the nature that is em Francês plusiers is plusiers eh (~) applications many many applications em.
T. Yes.

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R. eh And we don't(~) know yet another others applications they are studying on it about cork is a product who a natural product eh and eh in nowadays is is a object(~) object of of many studies eh of a application (~) and about cork can I you want to know what I can say about

This chunk is extracted after the 15-minute mark of this interview and the respondent gives some form of explanation for his faulty use of English three times during those fifteen minutes. It is at first surprising that someone has allowed his interview to be recorded despite such apparent self-criticism with regard to his performance. I say apparent because they are really just statements of fact and not, as it may seem, any demonstration of self-consciousness. The reason why I chose this particular interview is that despite the respondent's perceived limitations and his obviously inadequate linguistic fund in English, he processes his limited vocabulary and is able to communicate, after a fashion. It is obvious that the informant has been exposed to this sort of circumstance before, the situation is not new and, in this particular case, not exceptionally stressful, hence the lack of self-consciousness. I must emphasise that this is probably a very common scenario in the real world of Portuguese business and even in international business involving people from various nationalities when they use English. They make no pretence of speaking English well, they make frequent recourse to their mother tongue or to any other language they feel may constitute a common code (in this case, French) and bumble through the job of communicating. They take strategic competence to the limit, in fact, they go beyond resources that are to be found within the same language. I can safely assert that a gathering of businesspeople who share common English language failings will activate co-operative strategies even more frequently than in circumstances where the interlocutors are fluent in English, making a special effort at negotiating concerted communicative strategies rather than individual ones. I think that the only reason why more respondents didn't take on this attitude during the interviews and were reluctant to have me record them is that they did not see me as a peer but as an outsider to whom a certain amount of linguistic mindfulness had to be displayed.

There is a lack of prompt response to a question that could have been answered with a simple yes or no but to which the interviewee decided to respond in a more elaborate

manner. This re-enforces the idea that despite the informant's recognised lack of linguistic capital, he is prepared to expose his shortcomings and make use of stops, fillers, circumlocution and linguistic evasion such as the implied request for repetition/rephrasing of the question. It is presumptuous to speak about grammatical correction in these circumstances: linguistic analysis, more specifically error analysis, would be futile, for error is ubiquitous in this excerpt. Discourse is so defective that phrases are strung together without any coherent patterning. Only contextualisation and the repetition of some words: *cork, application, studies/studying*, allows one to discern thematic cohesion and very basic referential coherence.

T. Well I what I would like to to to know is how competitive is this product do you have to keep on marketing it or does it market itself?

R. Yes yes indeed yes indeed because there is many many products substitute products who did who do the same the same as cork and they are em cheaper (~) cheaper but our our product is a natural product and with cork we can at last of the utilisation we can burn it and we recycle it that product its our our image is (~) it's a recyclable product and we have and because of that we have and because there are many substitutes products before eh we have to keep on and to

T. Marketing it.

R. To marketing it.

T. And discovering new products as well I'm sure.

R. Yes Yes.

T. I know that this this company has laboratories and has got its own facilities for invention and creation but I also know because you told me that there is a lot of copying what I would like to ask you is is innovation in cork a matter of copying or of invention of creativity?

R. (-) I think it's both.

T. In creatively innovating.

R. Yes (laugh)

T. Creatively copying (laugh)

R. Yes yes it's something like the Japanese.

T. Yes yes

R. It's both is of them but the most important thing in this product is the quality is quality is the quality in the life of the people who use cork eh the matter of the (~) how do you say the temperature thermical (~) qualities and of hearing is a eh (~)

T. Sound insulation

R. Is the be the bei

T. the best

R. the best is the best product in the market.

T. Do you get a lot of literature on cork from other countries?

R. No.

T. You don't.

R. No.

While I was transcribing this excerpt I was surprised by the number of prompts I provided for the respondent while I was interviewing him. After many hearings I came to the conclusion that the respondent was very adept at soliciting help and had polished his interactive manner to the point that I was providing language input or confirming his attempts, without realising it. All manner of solicitation was employed, from ascending intonation in unfinished utterances to direct "how do you say" questions. This can only come from considerable experience in negotiating discourse in a setting where communicative solidarity is commonplace and where linguistic inadequacy is not conducive to much loss of professional face. Although linguistic competence is very poor indeed, communication takes place by making intensive recourse to strategic competence and tapping the linguistic competence and the co-operation of one's interlocutor. What I must, however, emphasise is that this bilateral tolerance of linguistic shortcomings may be commonplace in business meetings but when they appear in writing they are far less likely to generate acceptance.

T. Do you generate a lot of literature about cork?

R. Yes a lot.

T. What language is it written in?

R. The first one is always in always Portuguese.

T. Do you translate it afterwards?

R. Yes.

T. eh Who do you get to do your translations?

R. Professional people.

T. Professional people um do you find that it is difficult to find people who you think are competent to translate the literature that you generate?

R. um Yes and no because this process is like that they they do the translation and then we do another translation with our people in the in the other countries our agents our enterprises in th in the (-)

T. in the client countries so then you supervise the translation that has been done here em by looking at it again with native speakers of the language?

R. Yes people who have the feeling of the commercial part of the question.

T. Oh yes that seems very efficient yes.

It was interesting to know that at least some of the companies in the region employ the services of "linguistic supervisors" in the client countries. This entails carrying out the translation from Portuguese into English here but then correcting any linguistic and/or cultural inadequacies in the client countries. Obviously this is a measure that can only be employed by companies that have branches or direct distribution facilities in their client countries - not the usual circumstance with most Portuguese companies who rely on independent distribution agencies in the client countries. As my respondent says, the translators in the client countries look into the commercial angle of the literature that the company generates as well as the appropriateness of the language. This is surely an excellent measure to obviate cultural mismatches and even adjust any flagrant stylistic discord, e.g. certain Portuguese functional texts display excessive linguistic embellishment in their English texts and this may be considered less business-like to clients who do not share this characteristic. Unfortunately only very large concerns - like the one my respondent represents - have access to this recourse.

This excerpt clearly illustrates that despite the fact that some English language users have very significant shortcomings where Linguistic Competence is concerned, they are able to communicate by activating compensatory measures of Strategic Competence. This appears to challenge the argument that considers Linguistic Competence to be, as I state in the

section on Communicative Ability, "the empowering element for all its users" but here I must stress that communication is the result of the <u>interplay</u> of the various facets and shortcomings in one of them can be compensated through the apt projection of another, up to a point. Obviously, if Linguistic Competence were to be eroded any further, in the case of this interview, I believe that communication would break down altogether. If my interviewee were to have another (less co-operative) interlocutor, or if a certain exuberance and self-confidence were not part of his personality, then the activation of Strategic Competence might not be enough to compensate for any further lack of Linguistic Competence.

4.2.3. INTERVIEW No. 3

Excerpt

T. Did you study English at the university level?

R. No no not at Porto now I'm studying in (~) it's an institute here over here.

T. And you're studying English there do you feel that the English you are studying is applicable to your professional

T+R (~)

R. No because the English is more general the English is more about England that than English.

T. The English that you use

R. Do you understand is more about England than the English.

T. So you're studying culture and not language is that what you want to say

R. Yes

This excerpt also shows some dependence on the co-operative construction of communication: there are strategic breaks, ascending intonation and paraphrase (*is more about England than the English*) which the interviewee repeats, and a direct question geared at harnessing the interviewer's assistance. There are, however, differences between this excerpt and the previous one, the most important is that this interviewee is less inclined to take risks and enlarge upon her answers although she seems, at first, to have

greater Linguistic Competence. Having said that, I must say that it is very difficult to assess Linguistic Competence in a situation where the interviewee is disinclined to take risks and limits her discourse to simple statements that she is mentally preparing while the interviewer is asking the following question. This is evident from the disruption of turn taking and the non-sequential quality of the exchange. The excerpt is taken from an interview that lasted forty-two minutes and it contains the longest responses this interviewee gave.

T+R (~)

R. Now I'm studying literature and culture (~) French

T. What would you like to know what would you like to learn in your English classes?

R.   To speak better English.

T.   To speak it what about reading what about learning and reading from...

R. And technical technical terms.

T.   Technical terms do you think it is possible for a teacher of English to teach you technical terms when she doesn't or he doesn't

T+R (~)

T. work in your factory how can we do it how can we possibly help you?

R. With teachers who have a degree in that kind of English commercial and(-)

T. Commercial and technical

R.. Yes.

T. Yes so you think the teacher should come to the factory?

R. I think is not necessary.

T. uhm

R. I think there is too much a few courses of commercial and industrial English.

In retrospect, I can see that it would have been very helpful to explore a little more, the meaning of what my respondent said with regard to "technical terms". Although the tendency in business is to require that technical and managerial staff be more versatile and adaptable in order that they may more easily fit into as many of the various areas of activity possible, with regard to language, many respondents seemed to regard intensive specialisation as requisite. Some respondents appeared to want recently graduated staff to

be conversant in the highly specialised English lexicon and technical jargon of areas like metal hardware, ceramics and textiles. Surely one cannot expect a young staff-member to use this sort of wording if they have studied English in a less particular field delimitation - despite it being considered English for Special Purposes, or have not received instruction in their technical or scientific subjects through this medium. The question that begs asking is "How specific must English for specific purposes be?" It seems that while ultra-specialisation is now frowned upon in most professional quarters, with regard to language it is still desired by many employees. This certainly places an enormous strain on the teacher of foreign languages for specific purposes. The comments on the possibility of the teacher coming to the factory to give lessons in English in the specific fields of commerce and technology, re-enforce the opinions expressed by other informants in the interviews: these are that companies want their staff to be conversant in specific lexicon and language skills and feel that these must be supplied through formal courses, but they do not want to bear the costs; this informant does not want on-site instruction.

The impression that remains of this interview is of someone who has a limited linguistic competence but to whom the impression of being in control is very important. This is evident from her activation of filters and strategies of concealment that end up interfering with natural conversational maxims.

4.2.4. INTERVIEW No. 4

Excerpt

T. Exactly so you have to copy but be creative at the same time about the copying all right so you get your ideas from catalogues from observing the product of other companies you get your ideas from journals I think where do you get your ideas.
R. Em
T. From the market and fairs.
R. Usually the fairs the the (~) international fairs and all companies present ideas ah new products new finishings and so on.
T. And then.

R. We must wait mostly one year or about the (~) reaction on the market sometimes the product is very nice but it cannot sell I don't know its its nice to see but the market there is (~) some times there are markets very(~) traditional they don't accept very well the new designs there is one the market that is very very conservative too much (~) conservative is the British market.
T. Really

Mowlana's description of language transparency and invisibility springs to mind throughout the interview from which I have taken this excerpt. The frustration of having a great deal to communicate on an issue which is obviously of interest to the interviewee and the difficulty that expressing it in English obviously entails is manifest throughout. One realises the tension and distraction that the respondent is subjected to while laboriously packaging a message into language that does not quite express what is intended and obfuscates rather than clarifies.

Linguistic competence is, once again, a serious limitation of this speaker. He has some of the building blocks of language: the lexical items, some expressions of current business-speak and even some idiomatic expressions, but the interconnecting grammatical material that processes discreet reference items into discourse, is sadly defective. One has the clear impression that the interviewee is translating his answers almost word for word. So much so that even certain language adaptation strategies that are internalised relatively early by most Portuguese speakers of English, like adjective noun inversion, are not applied and the resultant discourse has a quasi-Portuguese syntactical flow.

R. Um usually usually (~) uses practically the same designs amm (~) and then how do I say in international fairs usually the these all factories try to present something new not only the models but sometimes is finishings an then new ideas about(~) customs and we hear the opinions about the they about the expectations (~) the customers about the sales potential sales we talk and if the product have a good a good reaction on the market there is a product begin a way eh (~) in the sales and if you are attentive to the market we we can use this movement of the new product to make to decide or not to join the wave.
T. Quite right em you already told me that you get literature in English.

R. Yes.

T. From England do you are you the only person in this company who reads that literature.

R. No no no

T. Who else reads it .

R. My secretary.

T. Your secretary em does it have technical information as well.

R. If she.

T. No no does the literature you get have technical information.

R. Well no the literature that I receive from England (~) in English is the normal literature of commercial literature orders and so on.

T. Yes.

R. Invoice and so on nothing else when there are (~) some literature paper technical (~) that I read myself because I am (~) knowledge already of the technical words that my secretary don't understand about technical words ah than to read myself and then start a (~) with my techniques of the production(~) .

T. Right.

R. About how to study some details (~) technical.

T. Would it help at all if your engineers or if your technicians knew English would it help.

R. Well of course it would help but usually as you know there is a language a technical language that (-)

T. that is international isn't it.

R. And I know I know the basic technical words that is used in our production so it's (~).

T. It's no difficulty.

R. No difficulty.

This extract is almost unintelligible, whenever the informant wants to present a more complex statement or develop an idea, he trips over language limitations and the receptor is left to recover as intelligible a message as she/he can. I tried to extract longer answers and to solicit explanations in order to obtain longer chunks of discourse and the result is very defective indeed. There is almost no concordance of any sort between the language items, not many cohesive devices are used, and when they are, they are normally misapplied or the wrong choice.

T. Do you get a specialised journal or magazine or anything that deals essentially with your sector with your industrial sector for instance I know there are some magazines that deal only with cork or with paints or with shoes or textiles is there any specific journal for um metal finishings.

R. Well we used to receive some information about chemical finishings about the usually potential suppliers of ours some (~) ones are suppliers others are potential suppliers they supply us free innovations about parts and new technical products can be use in our productions for accessories or (~)components for our machines.

T. Yes.

R. Or some treatments in the chemical treatments or some other products that we can (~) with something that we can use they send free with these newspapers for us.

T. And you receive them regularly.

R. Yes yes what they have they send us regularly they send us.

T. What countries do they come from usually.

R. Mostly from England you know this comes also from Spain but the literature is written in English because usually these are multinational companies you know.

One must give this respondent very high marks for the effort he is making in trying to harness the constituents of communicative ability but unfortunately he is let down by the defective nature of his linguistic fund. One can perceive a keen professional interest in the manner in which the interviewee comments on the cultural makeup of his market and his clients. He is undoubtedly observant of the need to exercise sociocultural ability in appraising and communicating with different groups as he makes confident observations on the tastes and buying habits of his clients and is no doubt, an efficient manager of their exigencies and variances.

He tries to self-correct by re-phrasing, he backtracks, uses repetition and fillers and employs an ample array of strategic manoeuvres to overcome his linguistic shortcomings but his attempts cannot make up for inadequacies in his linguistic competence. I found it particularly difficult to understand some of the observations he made, in fact some feedback I gave to his explanations evinces perplexity and discomfort. I was striving to

respond in a more focused manner but had not been able to understand what he said. I must also add that this respondent had an above-average speed of talking that only intensified the clipped and disordered nature of his discourse and augmented my confusion. This serves to illustrate the fact that variables that are independent of communicative ability can have a very marked bearing on the successful outcome of communication: the exuberance of interviewee number 2 and the very fast speaking pace of interviewee number 4.

All the respondents in this sample are managers who are responsible for commercial dealings with clients at the highest level. They are the people who deal with the English-speaking visitors and day-to-day use of the language and supervise the documentation that other staff-members produce in English for this purpose; they have a strong, direct influence in the composite image that the company builds of itself. They are clearly among the more confident users of English from among all the respondents: they agreed to carry out the interviews in English and allowed me to tape them. This leads me to infer that these respondents, with regard to the English language, are among the more competent informants with which I dealt. All aspects considered, the overall picture of competence in English of business managers is distressing.

CHAPTER 5

5. CATALOGUES

5.1. IN-DEPTH LINGUISTIC ANALYSIS OF IN-TRADE CATALOGUES

The generic structure potential of the in-trade catalogue: three obligatory sections plus different combinations of four optional sections, generates different configurations of documents and consequently, diverse representations of all the possible lexicogrammatical choices open to whoever creates them. One must not imagine that all the documents make the same demands on the languages from which they are constituted, nor can one ignore that any appraisal of these documents must take the type *and* quantity of language used in the documents into account. As these linguistic differences are intrinsically dependent on the sections that make up the generic structure potential of the in-trade catalogue, any linguistic analysis must consider the inclusion/exclusion of each of these sections and, in the case of their inclusion, their relative length in the document. Length of the generic section is less pertinent in Product Lines, Product Information or even Packaging as the language of these is denotative and the amount of text is in proportion to the amount of information that needs to be imparted, but is very important when considering Approbation and Product Endorsement where the inclusion/exclusion of these sections can be considered a statement of intention. This intention lies in making use of the potential promotional capacities of these sections (shown by including them in the catalogue) as well as tapping into this resource for its full impetus (shown by using them extensively). Obviously these can be misguided intentions for if the nature and/or quantity of the language is such that these sections become unclear, communicatively unproductive or laborious to read, their purpose is defeated and their inclusion becomes a liability rather than an asset in the furtherance of the purpose of the document.

Upon considering all these factors, the selection and grouping of the documents in this corpus will naturally entail the observance of the generic sections and the wording that composes them and of the relative length of the more promotional sections: Approbation and Product Endorsement. All the catalogues that have been analysed in the following part have Approbation sections; these are the more language-rich generic divisions and offer a more challenging and delicate object of analysis. In order that a sampling of the various types

(combinations of the various generic sections yield more or less promotional/informative exemplars) is observed, there are two catalogues that have Approbation sections of over one thousand words, three catalogues that have Approbation of between one-hundred and eighty and three-hundred words, three that have between one hundred and one hundred and eighty words (this is the more frequent pattern) and two that have less than one hundred words in their Approbation. I have tried to make this section more reader-friendly by interspersing the lengthier catalogues that require analysis performed on longer chunks of text, with shorter ones. The quantitative Combined Linguistic Analysis that is carried out on the remainder of the catalogues of this corpus also includes the number of words in the generic sections[54].

METAL STRUCTURE PRODUCTS-Office Furniture
Catalogue 1

5.1.1.MARQUES E SILVA LDA.

Presented in three languages: Portuguese, English and Spanish.

Generic Structure of this Catalogue

Name？ Product Lines？ Approbation？ Product Information？Product Endorsement？ Address.

Frontispiece of the catalogue is made up of:

1.Logo + 2.Country of Origin	(2.condition for ICEP funding)
Company Name	Marques e Silva, Lda.
Product lines	Furniture - Softline and Multiline

There are two product lines presented; one is for office furniture, the other is furniture for the hotel, cafeteria and restaurant sectors (given in a separate pamphlet)

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[54] There is a complete list of the Catalogues in the corpus with number of words, total number of errors and error density on page 317 and a chart with error distribution on page 300

Office Furniture: divided into two product lines - Softline and Multiline

Furniture for the Catering Business: divided into indoor and outdoor furniture, hotel furniture, esplanade furniture, seat tops and finishings.

Product Endorsement for the office furniture lines is on the same page as the technical characteristics of these products. Product Endorsement for the furniture for the catering business is in the form of a caption to the picture of each unit.

Product Information is organised on a chart giving numerical product reference and fixed characteristics. Further product information; regarding finishings is given on the last page of the main pamphlet. The products have a numerical caption that is sometimes supplemented by a diagram.

The Address is given in full after the iteration of the company name and logo.

Telephone and Fax numbers are included

This company name: Marques & Silva Lda., is composed of two Portuguese surnames[55]. The two main office furniture lines this catalogue is promoting, however, have English names: Softline and Multiline. There seems to be no visible particularity that these names are referencing; both Softline and Multiline refer to office furniture and, according to the pictures and the *Technical Data* chart, the same sort of characteristics are present in both lines. *Soft* and *multi* have not been used as attributive affixes in the coining of these two names for the product lines. One can only suppose that values other than specific reference motivated this choice, that *soft* and *multi* were loosely applied to evoke semantic ties with regard to furniture in general; to comfort in the former and utility in the latter.

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[55] Antroponymia is a frequently used naming process for business concerns, both in Portugal and elsewhere. Its reference markings are very limited (unless the potential client knows the person/s after whom the company was named), and plays a very limited role as an appealing device. Moutinho and Coimbra (1997) have written interesting papers: O Nome é a Alma do Negócio: Um Estudo Linguístico dos Nomes da Lojas em Portugal and Vejaky: sobre desvios lingúisticos nos nomes das lojas on the naming of Portuguese companies. I find applications of the findings discussed in these articles in section 3.3 and again in section 5.2.

The opening remark of the Approbation section, a) "*This catalogue was created in order to supply all clients needs*" announces the aim of the document: an aspiration to being able to fulfil all the client's needs. Although there is no barrier to intelligibility in this statement, as no departure from linguistic norm is evident - other than the exclusion of the possessive pronoun "our" before "clients" and the omission of the apostrophe for the possessive in "clients", this statement is not concordant with the generic field of this section. The company, its settings, its description, objectives and/or history normally constitute the theme of this section in the generic requirements of this type of document. This opening statement does not comply with the remainder of the Approbation section which is more in keeping with the generic structure of this genre.

b) "*After an astute study on hotel market, we came to the conclusion that a both technical and human effort had to be done in order to offer the best gamut of tables and chairs*"

The use of the word *astute* in this collocation is inappropriate- astute is attributable to people not to a study. *Both,* as a quantifying adjective, precedes the nominal group in a non emphatic situation and should not come between the article and the noun. *Done* is not the appropriate verb to apply to this action. *Gamut,* a word used to designate a musical range- and figuratively, a range or series of emotions, of sounds and of steps, is not usually applicable to tables and chairs, there is a lexical disparity in this use of the word gamut. This may be a case of interference; the word 'gama' in Portuguese may have supplied a false friend.

c) '*The new products' design, the improvement of the old ones, the acquisition of high technological equipment and continuous human formation, stand for aesthetics' quality and perfect production process and for a client service of great quality as well*".

The word *product*, used as an attributive noun with *design,* does not need plural marking or the possessive apostrophe. The definite article is not required as there is no referential need. *Ones* is clearly an anaphoric reference and one presumes that it refers to *products* but, whereas the theme in the first segment of the sentence is *design,* in the second segment, the

theme is products (referred to by *ones*); there is an ambiguous reference process here. *Technological* is inappropriate in this context; what is required is an adjective to designate the technical nature of the equipment.

Continuous human formation can be a negative transfer from the Portuguese: 'formação humana contínua', where just the syntactical relationships of the adjectives have been adjusted. This phrase is so divergent from standard English (especially in the use of the false friend, *formation*) that it will pose serious questions of intelligibility to most readers. Only by retrieving the meaning of the Portuguese from which this phrase was transferred (either through translation from the original text or through the mental process of transposition) can I arrive at the conclusion that this phrase is about continuous personnel training.

Aesthetics' quality like in *products' design* applies a plural form to an attributive word (an adjective in the former, a noun in the latter) and apostrophises as for possessive reference, yet *clients needs,* in section a) does not have the apostrophe There is general confusion on the conditions and applications of the apostrophe.

      d) *"These are the reasons why, MS lda. - metalic furniture, keeps leader in a high competitive market."*

The use of the commas is inappropriate, it separates the subject of the sentence from the main verb. The word *metalic* is the only one that is wrongly spelt in the whole of this Approbation section but, like most non-standard spelling on these documents, is not of a degree that will compromise intelligibility. *Keeps* is an inappropriate choice from the lexical set of verbs related with permanence, in this context, it would be appropriate if the following noun were changed to leadership and the definite article, *the,* were added. The adjective *high* is inappropriate in this cotext; the adverbial form would be correct. This derivational change does not affect intelligibility, in fact, despite the non-standard nature of some of the structures, the whole of part d) does not really challenge intelligibility.

The Approbation section in this document is supported by three photographs focusing on heavy machinery in different parts of the factory. This contributes to projecting an image of modernity and efficiency which the text seeks to enhance through its reference to clients' needs, to the hotel market, to technical and human effort, to technology and training, to aesthetics, to quality, to perfection, to client service and leadership. The semantic network that is employed is part of the lexico-grammar that realises the function of informing and appealing to the reader- *astute, technical, improved, new, quality, perfect, competitive market*, are all lexicon that engage the reader as a potential consumer, as it encodes those cultural values that most potential consumers favour and pursue.

A top-down[56] assessment of the lexical content of this section will yield the idea that essential meaning references have been addressed, and according to lexical content alone, that the informative and persuasive functions that are required within the generic structure, have been satisfied. Lexicon which is inappropriate within the field of this text appears only three times (astute, gamut, formation) and one cannot say that the inclusion of these items detracts from its generic soundness. Further observation will, however, reveal that linguistic inappropriacy lies more in the morpho-syntactic embedding of these lexical items. I propose that this is due to the fact that the English text is a translation from the Portuguese and that the transposition of discreet lexical items from one language to another is far less problematic than their morphological adaptation into wordings or their arrangement into appropriate syntax. This fact also contributes towards the relative intelligibility of the text: I observed that when the word *formation* was inappropriately used, affecting the reader's capacity to understand the meaning of section c), this was mainly due to lexical inappropriacy, but as few lexical items are inappropriate, intelligibility, as a whole, is not jeopardised.

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[56] As applied by Hatim and Mason (1990) in that a functional context has been identified and analysed and genre and cultural context have been discussed. The procedure of top-down analysis is, of course, the basis of the Systemic Functional approach developed by Halliday but he warns against giving excessive emphasis to text and context: "...meanings are realised through wordings; and without a theory of wordings... there is no way of making explicit one's interpretation of the meanings of a text" (1985: xvii)

Product Information is supported by pictorial as well as numerical reference. Product Endorsement is given in short texts that appear under pictures of the furniture. These have been divided into four different sections (titles given in Portuguese -interiores, esplanadas, hoteis, tampos e revestimentos) and the endorsement texts appear in Portuguese, English and Spanish.

  i) *Presents a line of products for: Confectionerys Coffee Houses Restaurants Bars Discs Etc.*

The absence of a subject in the text requires the reader to make a rather forced retrieval of the company name from the frontispiece, four pages before. Even a logo-type reference, just before the text, would make subject retrieval easier and the text more cohesive[57].

Confectionerys is an inappropriate choice from its semantic field. Besides the fact that an unsuitable word form has been used; confectionery in stead of confectioner's, there has been a misapplication of the plural form. There is a cultural deviation in the use of the words, *Coffee Houses* and *Confectionerys,* from the lexical set of refreshment shops. From the pictures (and from the Portuguese text) one can see that the furniture is for cafeterias/cafés, places were refreshment can be taken on the premises. *Discs* is inappropriately used for discotheque or even the current abbreviated/clipped form, disco.

As this text is essentially a list of the various places where our subject's furniture can be sited, we find that it is composed primarily of naming words: there are eight nouns in a text of twelve words. The absence of functional words and verbs reduces the possibility of morpho-syntactic inappropriacy as there is little call for inflection or more elaborate sentence-building. Absence of punctuation makes the reading of this segment more difficult.

  ii) *Presents a both iron and aluminium lines of products preventing oxidation.*

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[57] B. MAIA (1997) discusses the differences in theme fronting between Portuguese and English sentence formation and includes considerations on the capacity of Portuguese to sustain ellipsis of the subject in situations where English cannot.

This text is appended to a picture of outdoor furniture. Once again there is no subject given and the cohesive retrieval of the subject is now seven pages away. With regard to marketing purpose, it is strategically inept not to have an iteration of the company name on each page: a total absence of the subject, even in pronoun form, can only be more damaging. The absence of a subject contributes to making anaphoric reference with regard to who/what is *preventing oxidation* difficult. In fact, this text is so grammatically defective that one feels that the lexical building blocks are there but that no composite meaning is arrived at. The context (and the inherent inclination readers have to imbue text with sense) leads one to combine the collected meanings of the lexical items into the following message: the subject has two lines of outdoor furniture; one made of iron, the other of aluminium. The aluminium line is not affected by oxidation.

iii) *Presents a line of products to conference meeting and dining rooms considering little space available in most hotels.*

Here again no subject is given, either as grammatical support to the sentence, (a noun or pronoun) or as referential support to the context- the name of the company was last given nine pages before. The use of the preposition *to* is an inappropriate choice that stems from the fact that in Portuguese "para" means both to and for. Although one may be inclined to think that a comma is the missing feature between *conference* and *meeting*, the Portuguese text supplies evidence that shows that the translation inexplicably yielded the two nouns for "conferência". *Conference* appears to have been used as an attributive noun describing the type of meeting under consideration. The plural is absent from the word *meeting* which exposes an inconsistency in the application of this feature, as it is given in the following noun phrase, *dining rooms. Considering* is given as equivalent to "tendo em consideração" possibly motivated by the hyper-corrective notion of not producing a word for word translation (takes into consideration), which would be appropriate in this case. The absence of a relative pronoun (which or that) to introduce the segment equivalent to "tendo em consideração" and the absence of the definite article before *little space,* render this text incoherent.

iiii) *Presents a gamut of both caps and revetments of high quality.*

This segment, once again, contains no subject. The word *presents* opens yet another short text offering a different product. This is common to both the Portuguese and Spanish texts which are also lacking in subject reference and consequently, in references to the company name; a serious omission in advertising practice. *Gamut* is once again inappropriately used as an equivalent of "gama" in Portuguese, while *caps* is given as an equivalent for "tampos". The word *revetments* is misapplied in this context as it belongs to the semantic field of hard concrete or stone surfaces in architecture and building, not to finishes for furniture. There are three inappropriate lexical items in this segment and this would compromise intelligibility were it not for the picture which provides a contextual basis and a referential checking system for the confused reader.

Product Endorsement for the office furniture lines, *SOFTLINE* and *MULTILINE*, is pooled in the upper-half of the page that holds their technical information in chart form. This is flanked by two pages on which each type of chair is represented by a photograph and by a reference number that is used to give the technical information with regard to various characteristics that are listed, e.g. whether the chair has springs or not, is adjustable, has a high, medium or low back, has arms, weight of each chair, etc. A lot of Information, given and categorised in this chart form, condenses a lot of the material and reduces the possibility of language misuse.

In order to make this section more reader friendly I will present the text in separate sentences and analyse them individually. Any comment about the text as a whole will be made at the end.

a) *The chairs presented in this catalogue were created to afford a good economy and a better functioning.*

Although this text has been "loosely" translated from the Portuguese: the basic referential material is present, the writer/translator did not seek to transmit all the information in the Portuguese text but opted for a functional equivalence. There is, however, an inappropriate use of the adjective associated with *economy* and a misapplication of the indefinite article. Unlike what happens in Portuguese, *economy* is not a countable entity and

does not require this item. *A better functioning* appears as a strained, non colloquial expression due to the inclusion of the indefinite article and to the form of the word with "function" as stem.

b) *Quality components, solid construction and design perfection of these chairs can assure you the best perfect integration at any place.*

The noun, *design* used as an attribute of *perfection* is inappropriately applied. This can be the result of misplaced corrective strategies, as noun phrases with adjectives and attributive nouns translated from the Portuguese can usually be strung together (*quality components, solid construction*) to avoid the more direct, less colloquial 'components of quality', 'solidity of construction'. This can also be evidence of the foreign language users acknowledgement of the power of interference from the source/mother tongue: suspicion of target language structures that appear to be too similar to those in the source language[58]. *The best perfect integration* is also inappropriate for *best,* with its superlative marking, cannot be coupled with *perfect*. One could explain this as a negative transfer, for the equivalent of this phrase in Portuguese, "a mais perfeita integração", is acceptable, yet inspection of the Portuguese text does not show this construction. *At* is an inappropriate preposition of place for this phrase and one wonders why the writer/translator chose to dispense with the lexical equivalent of "trabalho".

c) *In those places where a great changeableness of movement is required,* **SOFTLINE** *chairs perform every requisites with the new "gas" system.*

Changeableness is an unacceptable derivation from the 'change' stem and cannot be explained as being the product of transfer, for both the stem and the category change suggested by the Portuguese word would yield a different lexical item e.g. versatility. The unacceptable construction of a word based on an acceptable stem, using a common affix of derivation shows that the writer/translator knows the rudiments of word formation in English but is not sure of the instances of applicability. *Every requisites* is non grammatical and

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[58] Gomes da Torre (1985a) discusses the influence of this factor in learner errors and how some choose to circumlocute in order to avoid using, in the foreign language, what appears to be a very similar structure in the mother tongue.

possibly brought on by transfer from "todos os espaços" where plural marking is both in the adjective and the noun it quantifies.

d) *At those offices where there is a great diversity of departments, it's necessary to have a wide range of chairs, in order to get a perfect adjustment to any situation.*

Once again an inappropriate preposition is used, but in comparing this prepositional phrase with the first in section c) we notice that there is lack of consistency in the place prepositions used. The message should have a parallel construction and this is not the case, the first preposition is appropriate, the second isn't. This inconsistency might be the result of diverse constructions of departure in the source text: "Onde" yielding *In* and "(Em) A diversidade de sectores" yielding *At*. One can argue that the pronoun/verb contraction, *it's*, conveys inappropriate register and shifts the formality slant of the message to a more informal level from that of the Portuguese text but it can also be a strategy to adapt the formality level of the English text to satisfy a non-Portuguese readership, a cultural adaptation.

A perfect adjustment to any situation has the stilted feel of good words misapplied. *Adjustment* has collocational exigencies that this context/cotext does not supply, it is used to express a process and what is needed is a result.

MULTILINE *chairs complete the most exigent demands with several options to fulfil all the spaces of your office*.

The verb, *complete* is inappropriate as *demands* requires a verb that expresses satisfaction, in this context. *Fulfil* also has a different collocation, it is applied to intangibles not to physical entities like *spaces*. The last phrase, *to fill all the spaces of your office,* smacks of under specification or overstatement.

The most salient features of this Product Endorsement section are: 1) the relative lexical and syntactical freedom the target text enjoys in relation to the Portuguese text from which it was translated; it does not show the direct word-for-word parallelism that other texts exhibit, 2) the general appropriacy of the lexical fields used and the ample use made of the word categories that characterise this section in this genre, (adjectives and nouns conveying positive attribution) although discreet items do not always enjoy correct collocation, 3) the improper use of functional grammar words and derivational changes although intelligibility was very infrequently put to the test. The Portuguese text has 33 nouns/ naming words, the English text has 11 less; this can be a conscious effort to reduce nominalisation and consequently to monitor the formality register in the target text.

A supplement to the Product Information section is given on the last page of the catalogue. It shows a series of leatherette and fabric colours and a short note informing about the possibility of supplying leather finishes on request. In the fabric presentation "Tecidos" in Portuguese is translated as *Tissues,* a lexical misapplication. The note reads as follows:

> *By your request, our chairs can also be covered with leather in three different colours, black, brown and grey. Note: The presented colours are approximative. For a better identification, please consult the set of samples.*

Once again the preposition, (*by* for at) given is inappropriate, reinforcing the view that one of the most problematic areas of English language use for Portuguese native speakers is the unequal specificity of prepositions in these two languages. *The presented colours* proposes the same hyper-corrective use of attributive word + noun that has been prevalent in this document. The word *approximative,* which is acceptable in English has the same type of morphology as its counterpart in Portuguese but has an unequal distribution, it is a word found in contexts related with quantities in English (and is very rare) but has a more general distribution in Portuguese. *For a better identification* proclaims its word for word translation from the Portuguese text, and makes use of the indefinite article which is redundant for uncountable subjects, in English.

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<u>EVALUATION</u>

Although this catalogue is in conformity with the generic structure of this type of document: the lexical fields and the word categories that make up the various parts of this genre, are, on the whole, adequately represented here, syntactical and morphological embedding of the lexical items has not been successfully carried out. This catalogue has most of the formal generic requirements of this type of document, however, there is lack of subject reference in the various texts that form part of the Product Endorsement section. The catalogue requires more frequent iterations of the Company Name and/or Logo on each of the pages where these products are presented. This lack of referencing is considered a serious generic shortcoming as advertising cannon advocates strong product/producer referencing.

The lexicon used in the various sections conforms with the field and functions of each of them but the syntactic, morphological and grammatical environment of this lexicon is frequently inappropriate. As a whole the propositional meaning of the lexicon is adequate but serious problems arise with regard to collocation and expressiveness. In endeavouring to find a suitable equivalent for each lexical item, as opposed to regarding clauses as units[59] that can and must be translated as modules of meaning, the writer/translator sometimes selects the word that is graphophonically closer to the source language word and generates collocational, expressive and register non-equivalence.

This catalogue has a few instances where totally inappropriate lexicon has been used; here one finds that intelligibility is seriously jeopardised. The relation between intelligibility and adequacy in prepositional meaning is obvious: no matter how garbled the wording, the essential message will come through if the basic propositional meaning of most of the lexicon is appropriate. This proportionality varies depending on the prominence of the relevant lexical item, the abundance, proximity and appropriateness of supporting lexicon, and the cohesive ties that the text segment establishes with its context. The use of the word "*Tissues*" to label a collection of

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[59] R. BELL, (1991) gives the clause as the linguistic unit that the translator focuses on for the aggregation of meaning, as words in isolation, do not compound the complex meanings that are processed in cohesive utterances.

fabrics in the Product Information section is far more damaging to intelligibility than the "*revetments*" in the same section. The former stands alone in its linguistic referencing, the latter is part of a phrase that holds other items that contribute to creating a lexical "environment" for this word and supplies the reader with supporting information.

True to what I have said about the Approbation and Endorsement sections of this genre in the other analyses in this work, the language used in these sections is much more vulnerable to inappropriacy, to breaches of the linguistic code, to cultural disparity. Here, sentences acquire a greater complexity and the "skeletal" nature of purely informative text is embellished, thus becoming more dependent on the linguistic competence of the person who writes/translates it. These sections give the company the opportunity overtly to convey its desired image: advertising is a costly process and these sections are an added bonus when combined with the informative aspect of the catalogue and should not to be wasted or misused.

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METAL STRUCTURE PRODUCTS -Saucepans and pots
Catalogue 2

5.1.2. SILAMPOS

Sociedade Industrial de Loiça Metálica Campos, Lda. - presented in four languages: Portuguese, English, French and Spanish.

Generic Structure of this Catalogue

Name? Approbation? ? <Product Lines>? ? <Product Information>? ?Product Endorsement? ? Address.

Frontispiece of the catalogue is made up of a colour picture of two of the products made by this company. It is a large catalogue with a high-gloss finish and very striking photography.

The catalogue consists of a folder where Approbation is presented both in extended text and pictorially and is divided into three texts: A Project, A Journey, A Product, this spans the three inside pages of the folder. There are various loose pamphlets that present either a Product Line, Product Information, Endorsement or a combination of two or all of these generic types of wording. There is abundant pictorial and iconic support on all of the pamphlets as well as texts in the four languages.

The Company Name, SILAMPOS, is an Acronymic blending of "Sociedade Industrial de Loiça Metálica Campos, Lda". Its CVCVCCVC structure does not present any particular difficulties for English language speakers. However, I was told that the company had been advised by commercial partners in the United Kingdom, a country in which they wished to expand their market, to change the product identification and marketing name to STELA in order to secure associative meaning.

Product Lines: The pressure cookers: Aluminio - Inox

                The Domus line: Domus - Domus 90

                The Europa line

                The Opera line

                The Sica line: Alfa - Beta - Sigma - Gama

The Company Name and Address appear in small print on the outside back-cover of the folder. There are various iterations of these two elements in all the pamphlets excepting the one that contains Product Information/Endorsement alone, presumably because this pamphlet is not to be distributed separately, whereas the others can double up as product information pamphlets for distribution at trade fairs, a very frequent practice.

A PROJECT, A JOURNEY, A THOUSAND PRODUCTS

<u>Approbation 1</u> *A PROJECT*

As this is a lengthy section of the catalogue, I will present it in short paragraph chunks to facilitate reading and referencing.

1) Future is made of projects, projects are men's work and men are responsible for the future

This excerpt does not consist of wording usually found in this field (industry) and in this genre, yet at least six different catalogues in this corpus contain philosophical dictums like this one, that are evocative of Man's dreams or endeavours. Could this be due to a disposition that the Portuguese may have for considerations of a lofty nature: an interesting cultural detail that invites study on just how other cultures perceive and respond to it.

There is no article as determiner for the word *future* in this extract and one cannot impute this to any result of negative transfer: the source expression uses it. it may be the consequence of hypercorrection[60] of the grammar "rule" whereby uncountable/concept nouns used to talk about generalities do not take a definite article. When used as the generalising term to mean humankind, 'Man' is capitalised and does not take the plural form for then it has the statute of uncountable/concept nouns. By neglecting to capitalise the word and presenting it in the plural, the subjects of this sentence are purely of the male gender. Besides the obvious infidelity of the transposition, the expression ceases to have its more general applicability or, indeed, to reflect and value the contributions of a large part of the work force of the company and indeed, of the country: women. This is an unforgivable error in many quarters and it is likely to compromise the image of non-sexist modernity that the company should be interested in furthering.

2) SILAMPOS impersonates the project of a dependable familiar company. After four decades of activity, performed in different areas manufacturing metallic cookware and being commited in the improvement of production, SILAMPOS is a private company engaged in protecting the prestige already achieved in Portugal and abroad.

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[60] Or monitor overuse as described by Carl James (1998)

Impersonates is an unacceptable translation of "personifica": besides having collocational exigencies that disallow a company name to figure as the subject/theme, it carries a connotation of falsehood that cannot benefit the company's image. *Project* and "projecto" have a slightly different distribution: project has more objective and concrete references that include undertaking, scheme, proposal and activity whereas, "projecto" can also include way-of-life, philosophy, design. I think that its use in the source text tends towards the more abstract level of the meaning paradigm, the one that is not equivalent to *project*. Although *dependable* is not the propositional equivalent of "sólida" in the source text, it conveys the same expressive connotation and is a good choice. *Familiar* does not have the same propositional meaning as "familiar" although the stem of both is equivalent: family for the former, "família" for the latter. "Familiar" is closer to the stem meaning and the adjectival derivation has simply given the word a different syntactical applicability; *familiar* has extended its semantic spread beyond its stem + derivational morpheme meaning: of the family, to include associative meaning: known, friendly, domesticated, among others.

The segment starting, *After four decades… and abroad* presents two separate instances of exophoric ambiguity: the first appears in relation to *areas*: one does not know whether the areas are geographical: places where the company has production plants, or pertain to product ranges. Only retrieval through the sauce text allows one to see that the latter is the correct reference. The preposition, *in* is inappropriate in this context, idiomatic correction requires that the preposition be ' be committed to'. Once again double consonants are a pitfall of the unwary translator and lead to the production of committed with only one t. The second instance of ambiguity is related with *protecting the prestige*. The use of the definite article (and not a personal pronoun) establishes a heavy dependence on the readers' power to retrieve the intended reference.

> *3) Formally, and decided to bet in the future, SILAMPOS set itself a challenge*
> *introducing in the Portuguese market the stainless steel cookware and starting*
> *the production of pressure cookers. Attentive and confident in high technology,*
> *but mostly worried with the quality of final product, SILAMPOS succeeded the*

leadership in trading these products, being now able to completely satisfy the requirements of internal and external markets, acting swiftly, efficiently and safely, giving prestige to Portuguese industry and exporting around 50% of production.

The Portuguese language allows for far greater variety in word order than English does. Inflectional coding at the word level permits elaborate patterns of syntactical ordering within "normal" as well as marked schemes and when special syntactical effects are sought, Portuguese fronts that element that best suits this purpose without incurring any feeling of untoward strangeness in the reader. This is not so in English, for a word order that differs greatly from the subject, predicator, object, compliment scheme - not forgetting the variations that markedness for special effects allows; especially when the fronted element precludes the identification of the subject, will produce a feeling of strangeness regarding the manner in which the information is "packaged". This is due, in essence, to what De Beaugrande and Dressler (1981)[61] call the "undifferentiated morphemic system" that English possesses. This places heavy constraints on pattern variations in word order for then the word order, and not the morphemic system, becomes responsible for creating the connective matter between syntactical segments. Languages that have a more differentiated morphemic system – like Portuguese – do not depend so heavily on the order of the components of the sentence for the consecution of the intended message and the syntactic components can be fronted much more freely for emphatic or other effects.

Halliday's theory (1978) of information flow based on the account of theme and rheme in the structure of English sentences addresses the problem of disjointedness and lack of orientation that deviations from the set thematic structure produce. He stresses the fact that it is not a problem of grammatical correction as such but of a feeling of disconnection that the reader experiences when this information sequencing that the reader is used to is disrupted, producing a strained effect. One of the serious faults that can be imputed to some translators from

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[61] De Beaugrande and Dressler claim that in English, *communicative function*, that is used in many languages as the decisive factor in ordering words into syntax, is almost totally subjected to the inflexibility of *word order*.

Portuguese into English is the tendency they have to preserve Portuguese word order in the target text to the point where the end product lacks "Englishness" in its information flow. This has taken place in this text and concurs with Baker's argument (1992); the thematic faults that this text contains deeply affect the natural information sequencing that readers expect from English text and even if all the other textual elements had been complied with, this disruption would be detrimental enough. Coupled with assorted grammatical and lexical defects, thematic discord has made this text odd and disjointed.

The directness of the transposition of Portuguese word order into English was carried out with singular diligence in this excerpt; in fact, barring adjective/noun inversion and little else, the target text is a syntactical duplicate of the source text. Having said that, I must draw attention to one instance when an appropriate adjustment was made in processing the message into the target text: while the subject was inflected onto the verb *'conseguiu'* in the source text, the translator chose to give the subject individual nominal expression: *SILAMPOS succeeded,* in the target text.

Excerpt 3) is clearly illustrative of unnatural information flow in English. It starts with a time adverbial and has two structural insets: a comma and the predicator, before the subject is given. One could argue that some of the syntactic choices made in this target text can have been motivated by a wish to bring about special marked effects but the nature of the deviations and the fact that they are structurally a duplicate of the source text, disallows this defence. Here too we find inconsistency and inappropriacy in the prepositions used, especially with regard to fixed expressions e.g. *bet in* for bet on and *worried with* for worried about, among others. Determiners, their use or exclusion depending on the need for deictic evidence and the constraints set by factors such as the countability/uncountability of nouns, have not been considered in this translation: *the* used before *stainless steel cookware* – a generality, and no determiner before *final product* – where either the possessive adjective or another deictic that engages the subject in this referencing, would be appropriate. There is a non-English excess of gerunds in this excerpt: In some instances due to transfer, in others to unsuitable adaptations of

verbal aspect. The lexical items are, on the whole, suitable and in keeping with the generic exigencies of this section. However, some collocational mismatches, as in the case when attributes that are not usually applied to a company e.g. *attentive, worried* and *confident*, are enhanced by fronting in the sentence, produce a feeling of added strangeness. *Succeeded* without "in" is not a suitable equivalent of 'conseguiu'; it means "to follow", "to come next" and not "to be successful in": this illustrates the extent to which a lexical stem can suffer distortions in meaning, and consequent translation infidelity if it is combined with unsuitable derivational affixes and/or grammar/functional items that do not conform with idiomaticity. The length of the sentence starting *Attentive and confident* … to *of production* – which the translator chose to preserve, is also conducive to anomalous syntax in the target text. The text would benefit considerably if the translator were to chunk the information in a manner that would be more easily processed both by himself/herself and by the reader.

> *Thus, SILAMPOS is proud in supplying its own products throughout the five continents, having among its customers, Great Britain, United States of America, Canada, Spain, Nordic Countries, Belgium, Austria, Australia, Dominican Republic and a few African Countries.*

Thus is a questionable way of starting an Approbation statement at the beginning of a paragraph, both from the generic and stylistic points of view. Generically the company name should constitute a frequent theme at the opening of information segments so that the message that is imparted is strongly engaged with the company as <u>given</u> reference. Whatever constitutes new information should follow the thematic fronting as rheme and in this way confirm the relationship between attribution and the company: its name or any other anaphora that establish cohesion in the genre. *Thus* is used mostly in the literary or formal registers, not in functional genre. Because *thus* introduces a sequential cause and effect relationship between what comes before it with what comes directly after it, it is not customarily placed at the beginning of a paragraph. The continuous forms of verbs seems to be favoured by the translator of this particular catalogue: where this excerpt is concerned, the continuous form is only appropriate in the second instance, the first inhibits the idiomatic fluency - *proud in supplying* in stead of "proud to supply". The list of client countries has been literally translated

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from the source text, even to the point of restating 'Países Nórdicos' as *Nordic Countries* in stead of the more usual Norway and Sweden. Lumping the African client companies into an unspecified compound, *a few*, when all the other countries have been mentioned by name, is a particularly grievous faux pas that evinces serious lack of sociolinguistic competence and may offend potential African clients as well as an established clientele. It is not politic to suggest client status especially in a document that has such visibility and aims to canvass.

<u>Approbation 2</u> *A JOURNEY*

> *Nowadays, the presence of SILAMPOS in the major and most important fairs and exhibitions within the industry section, is a fact well recognised, Being so, it became assential to establish countless ways, in and outside the company.*

What appears as loquacious discourse with a florid and complex syntax in the source text becomes slightly less so in the target text for some syntactical adaptation has been successfully carried out. The time adverbial is one of the few syntactical segments that has some mobility in English sentences but this genre requires that the subject be fronted as theme, especially at the beginning of a paragraph/page/generic section. By starting with the company name both generic soundness and discourse management would be better served. There is redundancy in the use of *major and most important*: this is due to the unfortunate choice of *major* (that expresses a qualitative property and restates *most important*) as equivalent of 'maior' (a quantitative indicator in this context). In order that *section* may be described as belonging to industry, the appropriate derivational affix must be used with 'industry' as stem: industrial. *Section* is not the equivalent of 'sector' in this context: the direct (positive) transfer would be appropriate. A comma between the subject and the verb interferes with normative use. The adjectival phrase: *well recognised*, should come before the noun it qualifies. Although one cannot say that this was transposed from the source text directly, as here it takes the trailing position while in the source text it comes right after the predicator and time adverbial, one cannot ignore the fact that Portuguese syntax usually displays these elements in this sequence

and must have influenced this choice. Inattentive punctuation allowed a capital letter attached to a grammar word to come in the middle of a sentence. *Being so*, clearly transferred from the Portuguese expression "Sendo assim", is not a standard causal conjunction of the English language. The deviant spelling of 'essential' seems to be a typing mistake but contributes to the general disorder of this excerpt. The choice of *ways* as equivalent of "percursos" is perhaps the most disruptive element in the sentence: its propositional meaning in this context suggests 'means', 'manner', 'methods' and 'practices' when what the source meaning requires is more akin to 'circuits', 'itineraries', and 'means of communication'.

> *Located in Cesar – S. João da Madeira, distant from Oporto a few 30 Km and implanted in a region of strong industrial traditions, SILAMPOS is provided with a covered area of 9.812 m² and a free area of 22.188 m² in a total of 32.00 m². This area was and still is being equipped with the necessary outfits, abling the feasibility of a highly specialized industrial production.*

This excerpt is yet another example of transposition of Portuguese word order into a deficient English text. The subject of the sentence is given after the predicator and a long adjunct giving information on the location of the company, an "unnatural" syntactical construct for an English sentence, especially within a functional genre. *Distant from Oporto a few 30Km* is not only redundant but also makes use of an inappropriate derivation of the "distance" stem: the usual wording would be "is at a distance of…" distant is an adjective with a strong vinculum to the noun which it usually precedes. In this case it would be the subject of this sentence: a proper noun that comes about thirteen words later. *A few 30 Km* is also inappropriate; 'apenas' should have yielded "a mere 30…" *Implanted* is a poor collocational choice in this context and seems to have been motivated by a need to restate the predicator as *located* was fronted and is syntactically far from the object. If a more ordered syntactical sequence had been followed, the need to apply a second verb (the source text only has one) would not have arisen. *Of strong industrial traditions* is not the propositional equivalent of 'de forte tradição industrial' especially due to the plural inflection of traditions, an instance of surface adaptation in syntax –adjective/noun inversion- that is not enough to ensure a consistent and coherent translation. *Is provided with* is forced, the differentiation between *covered* and *free,* a direct

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translation from the source text, also violates normal collocation in this field; the usual wording is "covered" and "uncovered". *Outfits* has collocational restrictions that disallow its use as an equivalent of 'requisitos' in this field; it is usually applied as a hyponym of apparel. *Abling* is a non-word in English; the correct derivational affixes to apply to "able" as lexical stem are <u>en</u> and ing but while "enabling" and *feasibility* do not form a total collocational mismatch as such, the distribution of *feasibility* as a noun is more limited. Also, the syntactical neighbourhood of so many nominalisations and the morphologically complex verb that precedes it create an excessively dense sentence: the adjective form would be better, as in "…allowing a highly specialised industrial production to be feasible/possible."

> *To endow the company with fundamental physical conditions has always been the main purpose. Huge areas appointed to the production, are now equiped with the most recent industrial machinery, which allows running the company efficiently and smoothly*

The statement of a subject is once again suppressed through passive construction and/or by means of elision; practices that can be acceptable in the layout of information in Portuguese; this code has compensatory devices – but produce unclear, perplexing discourse in English. This is especially damaging when, as in the first "sentence" of this excerpt, the ellipsis of subject or agent is total thus leaving out a fundamental element of the sentence. A slightly different version of this measure is found in the second sentence as the passive nature of its construction endorses the absence of the agent but the last segment of this sentence begs either a subject and the infinitive form of the verb: 'which allows us to run …', as the adverbs require this, <u>or</u> 'which allows the running of the company to be efficient and smooth'. Here, the nominalisation of *running* requires that the adverbs be changed into adjectives.

Besides the unnatural syntactical ordering of the components of this sentence, certain words that have been used have semantic qualities and requisites that make them unsuitable for the place or meaning they are designed to occupy here. *Fundamental physical conditions,* when applied to *company,* produce some foreignness: it is the collocational lack of typicality of

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physical, coupled with the other words when describing the company that produces discord. *Most recent* is not usually patterned with *machinery* to give the idea of innovation and modernity; the word is "latest".

> *The team work of the 230 members of company staff, supported by the development of modern techniques, insures the exercise of activities from the project design (products and tools for production) to the quality control*

This Approbation excerpt is more in keeping with customary information flow in English: it fronts the subject of the sentence and enlarges upon the given information by introducing what is new in sequential segments, two of which are inserted. This does not seem to be due to a conscious adaptation of syntactical structure to target language requirements but to the fact that whoever wrote the source text chose to front the information segment that happens to be the subject.   There are however, three instances of inappropriacy: one lies in the choice of the word *exercise* as a nominalized verb to couple with *activities* and which produces some peculiarity in collocational meaning, another is the redundant use of the definite article before generalisations; *project design* and *quality control*. The third is the lack of grammatical relatedness between the phrase in brackets (*products and tools for production*) and the rest of the sentence. This would be obviated with the use of prepositions; "of" or "both of". Much of the information in the source text, on innovative characteristics of the company, has been reduced and neutralised in the translation. This has the effect of rendering a far less promotional message in the English version. It is sometimes advisable to trim excessive attribution and wordiness in translating from Portuguese into English: this attests to sociocultural competence and general communicative ability, but reducing characteristics like "computerisation" and "automation" to *modern techniques* in a promotional genre is a liberty that the translator should not take.

> *Worried with the programming and performance of the most different activities taking place on a daily hasis, the company encourages the continued education for technical staff, promoting training courses in different levels. The procedure is the assurance that, departments such as design and product design, timming*

and methods analysis, computer science and even laboratory research, will at all times, be up dated and able to supply the necessary data, which, a responsible and dynamic management is allways eager to turn profitable.

Here again the information flow has been directly transposed from the source text in an unnatural manner for an English text. This, frequent unsuitable lexical choices, and incoherent punctuation, have all contributed to making this excerpt all but incomprehensible. Transfer from the Portuguese must have led to *most different activities* even though the source text does not contain the expression from which this transfer emerged. The first of the three words that are wrongly spelt in the excerpt appears to a typing mistake, the second and third are examples of the confusion that double consonants in English produce in native speakers of Portuguese, to the point that a hyper-corrective stratagem is employed and a double consonant used in a word that does not have one. The third can also be failure to realise that the frequency adverb, "always" is not a direct compound of all + ways[62]. Prepositions are once again disruptive of the soundness of the message, either though their absence: (by) *promoting* or through their incorrect use: *for* instead of "of" and *in* for "at". Using *the* with *procedure* weakens the relatedness of that "procedure" with the effect given in the sentence. What is desired is a strong reference vinculum to the previous message; i.e. "this", to create the cohesive tie. *Turn* is an unfortunate choice from the lexical set of "render", so is *continued* education; 'formação contínua' is translated as "continuing education, continuing vocational training, or even, in-service training scheme[63]", the context leads me to believe that the last form is the required one here. *Eager to turn profitable* fails to carry idiomatic appropriacy; it is possible to "turn something into profit" and to "make profitable" but collocational constraints disallow the version supplied in the excerpt.

Being certain that social standings are indispensable for a favourable working surrounding, the company provides all the staff with the necessary social

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[62] Even in Middle English the compounding of all + way to mean "every way", which later was extended to include the meaning "every time", the second l was elided following the rules of orthographic adaptation of consonant clusters.

[63] These expressions are presented in the Eurodicautom ? http://eurodic.echo.lu/cgi-bin/edicbin/EuroDicWWW.pl? , in this order of frequency.

benefits and even a few colaboration bonus, rewarding and strengthening a good team relationship.

One notices some effort to adapt the message of the source text to target text structures in this excerpt, but unfortunately, the measures used are insufficient and not always successfully executed. A word-for-word translation would have produced a paragraph starting with a conjunction in the target text: a non-standard structure for English. However, starting the paragraph with the complimentary structure has not secured English idiomatic fluency. *Social standings* is not an adequate translation of 'condições sociais' within the field of social benefits for workers and seems to have been ineptly selected from the lexical choices provided in a bilingual dictionary, with no regard for the proviso that "social condition" is only equivalent to 'condição social' in the singular form and to refer to social status. *A favourable working surrounding* is yet another unfortunate combination of lexical elements; *favourable* is not usually used in describing working environments and therefore violates collocational expectancies while the use of the indefinite article is not concordant with the uncountable nature of the noun it determines. Another collocational mismatch is the use of *colaboration* as an attributive noun for *bonus*. It also does not enjoy the same distribution that its Portuguese cognate has. Besides the absence of plural inflection (that may have been omitted as a consequence of the noun ending in an s in its singular state) and the incorrect spelling of collaboration – once again a misspelling involving double consonants – this phrase produces a feeling of strangeness. The more typical expressions are "contribution bonus" or "performance bonus". The indefinite article in the last noun phrase has a limiting effect in the target text: in the source text, the indefinite article 'um bom funcionamento de equipe" has the grouping effect of making the relationship into a type, a collective concept. In English it seems to confine the referent to a/one relationship.

Firmly decided to go through the same directions, which led to an unquestionable position amongst international competition, the company has quietly staken in human valorization and in modern technology. In this manner, is going on a journey of evolution determined by the clients will.

This is the most deficient part of the second Approbation of this catalogue. It is generically unsound; its information flow relegates the subject/company, which should constitute the focus of this section, to a very secondary position. It is inappropriate in its lexico-grammar: *staken* is a non-word in English and must have arisen out of an incorrect application of a suffix that is productive in the formation of the participle of some irregular verbs i.e. take – taken, give – given but which is not applicable to stake – a noun to form a verb; en is not a potentially derivational affix. *Valorization* has a very limited distribution in the English language; it is mostly used in fields related with real estate or quantity surveying, not with regard to human progression or advancement. *Evolution* is yet another example of different patterns of distribution in the two languages: this word has a more limited application than its Portuguese cognate: it is usually applied within the reference fields of the natural sciences. In Portuguese it can be applied with the meaning of progression, procedure and change in many other fields. Syntax is extremely faulty in this excerpt; it is non-linear and not in conformity with English sentence-patterns, in fact, the last "sentence" is totally devoid of a subject. The possessive/genitive has been left out in *clients*, which only confounds the reader further. Only retrieval through the source text allowed me to make sense of this excerpt.

Approbation 3 *A PRODUCT*

> *Since the beginning of time, the human race has allways been commited in changing gross material into final useful products. Very recently, turning a common product into a detailed one, became a must. Silampos is also engaged in this area.*

Here too, there has been considerable loss in transposing meaning from source to target text. The source text is appreciably well structured and elegant with poetic devices and syntactical variability that is characteristic of Portuguese discourse. The target text, because it has not undergone the adaptations that would imprint a more English text-flow and wording on it, has a foreignness that makes message retrieval difficult. Some lexical choices are indeed

unfortunate: *gross material* is not the equivalent of 'matéria bruta': "raw", "primary" or "basic" would be more in keeping with English use. The noun phrase, *final useful products* losses track of adjective sequence, it should be "useful final products". Double consonants are, yet again, the orthographic stumbling block of this translator; she/he doubled the m in committed but failed to do so with the t, always is once again, given two l. The sentence starting *Very recently...*to*...must,* has lost its expressiveness besides losing some of the propositional meaning of the source text in the transposition. *Turning*, used as a marked verb to express a magical transformation, is a very effective translation but, unfortunately, this effect is destroyed by the prosaic denotation of *common product into a detailed one*: a far less appealing expression than the source text's 'o produto laborado num produto elaborado'.

> *The ultimate product, after a changing process, clearly indicates that all stages have been properly cared, including the materials quality. That is why all raw materials are imported directly from R.F.A. France, Spain and even Japan, and tested in SILAMPOS laboratory, enabling the company a continuous control during the different production stages. The same treatment is applied to all accessories, specially to those acquired in the national market.*

The first sentence of this excerpt shows that the translator (wisely) adapted sentence length into a more workable chunk in the target text. However, this was not enough to ensure cohesive information flow, for the choice of wording and of punctuation is not sound. *Ultimate product,* because of its collocational meaning, has an expressive range that is much wider than "produto último" of the source text: it is more a value statement of the perfection of the product than a propositional statement of its completeness. *After a changing process* somehow defeats its approbational purpose for it says that the process by which the products are made, changes; it is not constant and <u>reliable</u>. *Cared* must be coupled with 'for' in a passive construction like this one but, having said this, this expression is not the best one to indicate rigorous planning and supervision: information that is in the source text but somewhat lost in the translation. *Materials quality* is yet another example of the tendency to string words together into attributive noun phrases without considering the appropriateness of the

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combinations. In this case 'quality of the raw materials' would be better. No adaptation has been provided in transposing the acronym, R.F.A. into its English equivalent; F.R.G. or Germany[64]. SILAMPOS, a proper noun, is used as an attributive noun of *laboratory*: this is not customary in English. *Enabling* needs 'to have' to clarify the status between the subject and the object. The last sentence of this excerpt distorts the meaning of the source text; in fact, it imparts a message that is offensive to all those national companies that produce accessories. The implied message is that the accessories that are bought from the national producers are subject to more rigorous quality control than the foreign ones. The message in the source text is that most accessories are bought from national producers and are subject to the same quality control as all the raw materials. This is a grievous mistake, one that defeats the promotional function of this type of document and of the government bodies (ICEP) that distribute them.

> *It is, indeed, a great challenge to be able to determine the product features, thinking on the industry capacities as well in the public demands.*

This excerpt is illustrative of how individually appropriate lexical items can be grammatically (mis)ordered into unintelligible text. Only retrieval through the source text allowed me to arrive at the message. This is due to faulty syntactical ordering, inappropriate functional words and erratic punctuation.

> *The intricate daily requirements have imposed a national production of pressure cookers. SILAMPOS accomplished this task developing, at the same time, different lines of stainless steel cookware, with thermic bottoms and producing pieces susceptive of offering healthy, economic and, if with a touch of imagination, hopefully diversified.*

Intricate does not usually co-occur with *daily requirements*; it is generally collocated in lexical surroundings that refer to fine manual or machine work or to objects/products/minutia.

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[64] This catalogue was printed on the 1st of March of 1994.

The translator broke down the source text sentence into two in the target text but did not provide these with the syntactical elements to convey the source text message. The first sentence fails to relate the message that SILAMPOS had to make pressure cookers in order to respond to national needs, in fact, it fails to convey any message at all. *Thermic* is not usually applied in this field in English, it is used in the field of medicine and health-care to designate the measurement of body temperature, the required adjective is 'thermal'; the inappropriate derivational suffix may have been suggested by the Portuguese one. *Susceptive* seems to have been suggested by the Portuguese word too (although the expression used in the target text is not it), for this form is not usually applied in English, 'susceptible' is the more common adjective form. *Economic* is not the appropriate word in this context; the source text meaning requires 'economical' but this is not the only disruptive element in this last segment of the sentence for the syntax and the functional words have fragmented the meaning and displaced cohesion. Besides, there is no noun to function as carrier to the attributive words *(healthy, economic, diversified)*, which disturbs cohesion even more. Only retrieval through the source text allowed me to understand the intended message.

> *Each piece produced is carefully created to assure an harmonious relation between shape and function. Domestic instruments, such as metthalic cookware, are required to be good and safe.*

The precise phonological/orthographic conditions under which *an* is used in stead of *a* are not fully understood by the translator of this text and the first consonant in *harmonious* is treated as a vowel. *Instruments* is not a suitable lexical equivalent for "utensílios" in the field of pots and pans; the English cognate would have been a better choice. Once again double consonants are involved in misspelling a word: metallic. The lack of specificity of *good* not only fails to project the full idea of quality that the source text contains, but also neutralises the expressiveness of "exigem qualidade e segurança". The passive voice construction of the target sentence also contributes to weakening this message.

When you join hardness of materials with flexibility of functions; security with harmony of lines; visible quality with economy of energy and a great number of performances with dietetical quality, then, the project is actually serving the client while the pleasure of perfection is stimulated in the creator.

Most of the lexicon in this excerpt can be appropriately applied within the field of promotion for this type of product, but the grammatical imbedding of these content words, their pairing and the information flow of the sentence make it very difficult for the reader to extract a composite and correlated message. All the promotional value of this Approbational section is lost for it is impossible for anyone who is dependent on the English text to retrieve anything that will allow him/her to understand the full meaning and the interrelation of the isolated concepts that were being presented here. One can argue that the structure of the source sentence is complex, that there is an interrelation of ideas, of causes and their effects that confounded the translator and contributed to the entanglement of the target sentence. This could have been resolved through prudent adaptation of sentence length and structure if the translator had chunked the information in accordance with more natural patterns of English.

Product Lines, Product Information and Product Endorsement

The pamphlets that contain the Product Lines, Product Information and Product Endorsement follow similar patterns of presentation. Although some of them incorporate more than one product, differences are due to variety in accessories, decoration, to the materials used in these or to size. I am therefore, going to address each generic section in all of the pamphlets rather than each pamphlet separately as this would prove nit-picking and time consuming.

Product Lines

The pressure cookers: Aluminio - Inox

The Domus line: Domus - Domus 90

The Europa line

The Opera line

The Sica line: Alfa - Beta - Sigma – Gama

The names applied to the Product Lines do not have any feature that will make them unsuitable for use within an Anglo-Saxon linguistic and/or cultural setting.

<u>Product Information</u>

This generic section is given as a series of charts with a diagram of each of the utensils, the respective descriptive label, reference number, size specifications and capacity. I notice that some of the additional information that is furnished in Portuguese: with regard to lining and other particularities, is not supplied in the other languages of the catalogue. This was probably due to Avoidance but can have been an oversight but it is a serious one, for if it is relevant information for Portuguese speaking customers it must be equally so for all the others. The pressure cookers also have short texts giving product characteristics. The sentences are short and declarative, starting with a verb in the simple present: an instance if intelligent use of discourse competence. There are no serious shortcomings in these sections.

<u>Product Endorsement</u>

There is an interesting particularity about product endorsement in the various pamphlets that make up this catalogue: they were not all translated by the same person. The source texts seem to have been written by the same person; they have the same style, but the target texts have at least two different writers. One has made some of the necessary adaptations in the transposition of the Portuguese text into English and the other (probably the translator of the Approbation sections of this catalogue) has not. One of the least faulty texts:

> *Meeting the industrial needs of the future often means being able to rethink existing problems based on new information and then having the courage to change.*
>
> *SILAMPOS has long been aware of the stress or "wear and tear" that Cookware is subjected to throughout its life and have introduced the most recent technology to provide a solution to this problem.*
>
> *SILAMPOS have now produced an 18/10 stainless steel Cookware set with a new thermic bottom or IMPACT DISC. This new base will increase safety, cooking speed and cleaning. The manufacturing process of the base enables it to*

withstand temperatures of 600ºC and to conduct the heat uniformly and effectively and prevents residues collecting between the pan and its thermic bottom.

This new IMPACT DISC is a technologically advanced product which complies with the latest quality requirements.

This Endorsement is not perfect but it contains many of the needful adaptations that the Approbation texts do not enjoy. There is a strong subject-company-product identification that has been fronted and in this way, supplies a strong reference as theme for the sentences, although the source text uses the same fronting patterns as the other Portuguese texts. The sentences in this excerpt have a more linear information flow because they start with a subject and proceed to display the predicate, objects and compliments in a more usual pattern for English text.

Other Endorsement texts seem to have been translated by the same person who did the Approbation texts and reflect the same stilted flow, non-grammaticality and faulty collocation. A sample of this is:

OPERA GOLDEN line is the outcome of a project that respects the requirements of functionality and proposes a harmony in gold and black shades, in which GOLD PLATED with 24 CARAT and BAKELITE, used in the body and lid handles, are allied to carefully polished 18/10 STAINLESS STEEL + ALUMINIUM + STAINLESS STEEL.

Dietectic QUALITY in food preparation has always been a major concern in the SILAMPOS design. The OPERATIONALITY of all details has been therefore developed being assured year after year, by continual experience and by the support of high technology (anti-drip rounded edges, suitables lid encasement, efficient heat distribution and preservation).

Nowadays, aesthetic rigour and audacity combine with the already elaborate VARIETY of items and functions, making it possible to merge utility and elegance in a new kitchen concept.

OPERA GOLDEN the harmony of diversity.

<u>EVALUATION</u>

The single, most startling negative aspect of this catalogue is the wordiness of the Approbation texts. This is a generic shortcoming of considerable gravity although one that is not discussed in the books on the genre: the generic sections are named and described but any considerations on the brevity or length of this section of this functional genre is simply not given. I cannot believe that busy managers will invest the time required to read this text and will probably give up after the first paragraph. It would be far better to keep Approbation much shorter, simpler and far more focused. Besides the economy of effort, its size might seem less daunting and therefore more likely to be read by its intended receptors. This would entail re-educating document designers/managers to think about the pertinence of reducing and simplifying their elaborate Approbation texts in the Portuguese version and only retain them with their present length if there appears to be some specific justification for it.

One of the most damaging features of the English language texts in this catalogue, and one that renders them so difficult to read, is the unnatural sequencing of the information flow at the sentence level. The explanation here lies in the morphologic and syntactical potential of the two codes and how these differ in the way meaning is unfolded in sentences. A translator who is not sensitive to these differences or does not take the necessary measures to adapt information flow when translating from the Portuguese into English, is going to incur serious damage to naturalness in the display of information and will jeopardise intelligibility of the target text. This comes back to what some theorists in translation studies consider the most basic of requirements for a good translator: the capacity to write well in the target language while expressing the message of the source text (Newmark, 1979). After all, if this sequencing is not followed, the cohesive links will not be established and the individual items will not knit into what is understood as English text.

There are many collocational shortcomings in the English texts: inapt choices from the paradigmatic fields give rise to syntagmatic mismatches that cannot be reproved on the basis of propositional value but are definitely worthy of censure from the point of view of current use, of typicality, of idiomaticity. This incompatibility is not enough to render a text unintelligible as such but when this is coupled with serious grammatical shortcomings, as is the case in these texts, the result is a garbled conglomerate of words that defy comprehensibility and defeat its communicative aim.

✍

METAL STRUCTURE PRODUCTS - Mattresses
Catalogue 3

5.1.3. MOLIBEL

MOLIBEL, BRANDÃO & MONTEIRO, LDA.- presented in three languages: Portuguese, English and Spanish.

Generic Structure of this Catalogue

      Name？ Approbation？ Product Lines？ <Product Information？？Product Endorsement？ Address.

Frontispiece of the catalogue is made up of:

Logo + Country of Origin	(condition for ICEP funding)
Company Name	MOLIBEL
Picture including product	

Product line: Mattresses

There are five product lines presented; two in the Product series *Luxo* and three in the Product series *Prestige*.

<u>Luxo series</u>: divided into two product lines - Ortopédico and Duraton

<u>Prestige series</u>: divided into three product lines - Kimba, Ortopédico and Eurofofo.

Approbation is given in extended text form. All three language versions are given on the same page with a picture and the company name and logo.

Product Information and Endorsement of each line are not differentiated, they occur as a continuous text occupying two pages each. There is a full picture of the product, a detail of the finishings, and photographs or diagrams of the underlying materials for each product line. Information on weight and size is given last.

There is one more iteration of the company name on the back cover; it appears with the full address and Telephone and Fax numbers.

The Company name appears to be a blending of two Portuguese words - Mola and Bela, the first, a reference to one of the component materials of the mattresses (springs), the second, an ascription (beautiful). Although this name does not have this referencing for a reader who does not understand Portuguese, its CVCVCVC structure will facilitate its reading and pronunciation for a vast readership.

The Approbation section is divided into six sections:

1) *The enterprise's activity began in 1969.*

The word *enterprise* is given here as a direct equivalent of "empresa" in Portuguese, which is normally translated as *firm*, *company* or even *business* in a similar context. The word, enterprise, has a different application in English and supplied a false suggestion of equivalence in this case. The use of the possessive construction is inappropriate; the subject is unclear and its 3rd person status reduces the publicity impact of this statement.

2) *The second half of 70 decade is characterized by a significant sector's expansion.*

The writer/translator has transposed the Portuguese form of describing a particular decade into English, bringing about redundancy in the use of the word, *decade*. The form this expression

usually takes in English is introduced by 'the' and pluralized. *Characterized* is also the product of a direct transposition from the Portuguese where the word means "has the distinctive characteristic". The lexical items in the remainder of the sentence are appropriate but their grammatical embedding is unsuitable; the ordering of the attributive words makes the reader lose sight of the subject.

> 3) *This global market evolution helped on the progressive increase of Molibel's production, improved incorporated tecnologies on manufacturing and, consequently, helped on gradual and solid increase of this favourable conjuncture motivated the manufacturing building compound.*

The practice of stringing attributive words together, once again, induces confusion in the reader, in fact, this is so frequent in this passage , that the passage is not interpretable, the reader loses sight of the carrier[65] in the phrase. The misapplication of prepositions as well as the inappropriate use of lexicon such as *evolution*, *conjuncture* and *compound,* contributed mightily to this. These words exist in English but have a diverse application and distribution. The spelling of *tecnologies* does not impede understanding of the meaning of the word. One can still identify the text as narrative, in spite of faulty syntax, morphology and lexical choice, this can still be done because of the verbs in the past tense *helped, improved, motivated.* This conforms with the characteristic wording of the Approbation sections in the generic potential of this type of document, an account of the expansion of the company and its objectives is extremely commendatory in this section.

> 4) *In 1989/90, in order to diversify the markets, in a sector more and more competitive, one started the first exportation market contacts, to appoint Spain. This was a splendid fact, as the spanish market is now consuming more than 30% of Molibel global production.*

Despite the very frequent barriers to understanding, the text can still be identified as approbative - it includes various wordings that present the company in a favourable light and

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[65] Susan Eggins gives a detailed account of the processes and types of attribution in her chapter on Transitivity in <u>An Introduction to Systemic Functional Linguistics</u>, (1994) Her terminology and approach with regard to this matter is taken from Halliday (1985), I also make use of this source.

recounts what appears to be a successful penetration of the Spanish market. There is no relative pronoun between *sector* and *more and more*, the expression of progression -an appropriate equivalent - possibly due to its absence in Portuguese. The use of the unspecified subject *one* is particularly interesting, it is not motivated by any equivalent structure in Portuguese, but seems to be brought about by the recognition of the passive construction in the source language. *One* is a very marked sociolect as a non-specified subject and may be seen as an attempt at imprinting higher status on the discourse, a more formal register.

The first exportation market contacts is yet another instance of incoherent attribution; it is practically impossible to establish cohesive retrieval of the object of the phrase. *To appoint Spain* is incomprehensible if one does not have the possibility of obtaining some meaning through the process of retrieval from the Portuguese word "apontar": meaning to point towards, to mark, which can have provided a false friend.

This was a splendid fact depends on anaphoric retrieval from the previous sentence, which may be impossible due to the dubious comprehensibility of that statement. The use of the past tense is also incongruent with the cotext. for the referencing of the deictic is inconsistent. Writing *spanish* without a capital letter shows interference from the Portuguese, where adjectives, even those that derive from stems that express country of origin or nationality, are written in this way. There is no possessive reference in the statement *more than 30% of Molibel global production* -the genitive would be appropriate.

> 5) *In order to warrant, more and more, better both quality and competition levels, a global enterprise renovation program is now being provided.*

Here too, some appropriate lexicon seems to have become arranged into a quasi incomprehensible message. The phrase, *more and more,* interrupts the flow of a tolerably imperfect sentence - where the inversion of the words *both* and *better* would improve interpretability- and creates a greater rift between the referee and its cataphoric reference. *A global enterprise renovation program* is yet another instance of unordered attribution, one

wonders whether the *enterprise* or the *program is global*. Once again, due to collocational constraints, *enterprise* is misapplied, showing yet another negative transfer from the source language. Stylistically, the use of the passive with total suppression of the subject, *is now being provided*, is not sound advertising strategy. Frequent iteration of the company name or product brand is one of the most advocated dictates of the DAGMAR theory (Wilmshurst, 1991). In fact, in memory theory, brand awareness is positioned as a vital first step in building the "bundle" of associations which are attached to the brand in memory The brand is conceptualised as a node in memory which allows other information about the brand to be "anchored" to it (Aaker 1991b). The conceptualisation of a network of brand associations in memory with the brand as a central core has been put forward by many others (eg. Keller 1993, Holden 1993, Holden & Lutz 1992). The lack of brand referencing is a very frequent failing in these catalogues and is discussed repeatedly.

6) *The certification of your products, quality and innovation are considered to be at short date.*

The second person possessive pronoun is totally inappropriate; it is not in compliance with the referential context of the text and not in keeping with the wording of approbation: there should be a strong identification of the product with the producer at this stage. The second half of this sentence is not interpretable, despite the discreet appropriacy of the words *quality and innovation*, and their apparent suitability in this section. *To be at short date* is unintelligible (only retrieval through the Portuguese will render it comprehensible) and suggests that there was a direct, negative, transfer from the source language. The majority of the lexicon used in this Approbation section is appropriate but the morpho-syntactic embedding and the function elements that make up the wording are frequently inapt.

Differing from the majority of cases, Product Information and Endorsement are interspersed in the same texts on the following ten pages. Keeping in mind that the generic division of in-trade industrial catalogues considers Product Information as an essential section and Product Endorsement as optional, this raises the importance of maintaining a high degree of intelligibility in a section that will, necessarily be longer and incorporate more wording. These texts are

made up of two types of utterances: 1) declarative, informative/objective and 2) declarative, informative/value/subjective- the former is the lexicogrammar for Information, the latter, for Endorsement. The informative element is supplemented by a diagram of a cross section of a portion of a mattress where the various sections are visible. Labelled arrows provide schematised information but only in Portuguese, had it been provided in the other two languages too, this would have reduced the importance of the informative element in the Information/Endorsement section.

The names of the various models/types in the two product lines, Luxo and Prestige do not seem to correspond to any patterns of language, culture or product description as they are not consistent in any of these properties.

Série LUXO   (Portuguese, meaning luxury):

     Ortopédico = orthopaedic,

     Duraton = name coinage, possibly from "duração" /duration.

Série PRESTIGE (English; the Portuguese equivalent would be "prestígio").

     Kimba = name coinage

     Ortopédico = orthopaedic

     Eurofofo = name coinage, possibly a compound of Euro and "fofo" - Portuguese,

meaning soft and spongy.

Sanitized seems to be a trade name of a process used in the LUXO series, as it is presented in bold Italics in the three texts.

> 1) *Product of an exceptional quality, manufactured with the most noble materials, using the most recent technology, respecting all environmental rules in order to offer the maximum comfort, suavity and total hygiene.*

There is no unequivocal expression of the subject of this sentence; the product series is given at the top of the page and the product name at the top of the opposite page. The Portuguese version gives the plural form; products, this extends the characteristics that are presented in this text to all the products in the range, or even, to the company's total production, an instance of inaccuracy/lack of fidelity. The indefinite article is unnecessary, as is the intensifier *the most,*

for *noble* can take the superlative degree. *Recent, rules* and *suavity* do not have the same collocational ranges as their equivalent wordings in Portuguese and consequently, the expressions in which they occur lack idiomatic fluency.

> 2) *Metallic structure totally indeformable with tempered steel springs with steel ribbon reinforcement, unique system which adapts itself to all and to each parts of the body*

Here again the exclusion of the subject/product name reduces the ease with which subject retrieval can be made. Interference from the Portuguese is very noticeable in this whole section, as the translation is "direct" with transposition in lexicon - *indeformable* and in morpho- syntax - *to all and to each parts of the human body* where the plural marking which is applicable after "cada uma das", is not applicable after *each*.

> 3) *Interior revetments with superior quality: natural felts fibres of thermosetting cotton, of sisal, high density polyurethane foam and pure wool.*

Once again the exclusion of the subject contributes to making this section difficult to relate and reduces it to a series of phrases made up of noun plus attribute with no acceptable syntactical patterning. *Revetments* is a lexical misapplication from the field of finishings, it should only be applied with regard to hard surfaces in building. *With* is an inappropriate choice of preposition in this cotext but interference cannot be invoked as the direct transfer from the Portuguese could yield a more appropriate preposition in this case. Plural marking in the attributive noun, *felts* is probably the result of negative transfer but a closer study of the Portuguese text will show that the message has been distorted: "feltros em fibras naturais" should yield *felts made of natural fibres*; the theme being felts and not fibres.

> 4) *Wadded in the profound or continuous embroidered computerized system with cotton tissues of superior quality and exclusive patterns, with* **Sanitized** *process, provide a product with such a beauty, suavity and anti-allergic full control to the models* **Ortopédico e Duraton.**

Attribution, lexical inappropriacy (*profound, tissues* and *suavity* and *models*) and lack of conformity with the basic syntactical patterns of English, contribute to making this section incoherent as a text. Having said that, I have to stress that most of the lexical items would be apt choices for this Information/Endorsement section had they been adequately supported by sound grammar and syntax. This allows for an unequivocal identification of the section as belonging to the functional genre -Industrial/trade catalogue, but also fosters incomprehensibility in a text that should be a coherent piece of information and product endorsement.

The following text is about the range called LUXO. Wording for endorsement is less frequent in this text but the same language patterns as the previous text are evident: absence of a subject and consequently, of a congruous sentence structure. irregular attribution and some inappropriate lexicon, all give rise to considerable tension in the construction of meaning that the reader wishes to effect.

> 1) *Metallic structure with biconical multispring with a pliwood reinforcement*;

By repeating the preposition *with* and providing no punctuation, the translator/writer has made the ordering of information and, consequently, the ordering of references, almost impossible. One wonders if the plywood reinforcement is attached to the *biconical multispring* or to the *metallic structure*. The semicolon supplied at the end of this segment in no way clarifies the ordering of meaning in the English text. The use of punctuation seems to be random for the comma used in the Portuguese text has not, unfortunately, been transposed to the English version. The incorrect spelling of plywood does not affect intelligibility.

> 2) *One also may choose traction helicoidal spring structure with plastic distance-block for more comfort*.

The indefinite pronoun appears to be a conscious attempt at providing a subject for the text- the Portuguese version does not have one, but the syntactical requirements of this type of structure have not been considered, as the adverb, *also,* has not been placed between the

auxiliary and the main verb. Once again the ordering of attribution makes the reader lose sight of the object that is being described in *traction helicoidal spring structure*; only retrieval via the Portuguese text will provide *structure* as a carrier .

> 3) *Revetments of natural fibre, cottons paste, high density foams and "Jacquard" tissue, give form to a singular product, to its both firmness and ortopedic action.*

Lexical items of dubious applicability in this field, *revetments, tissue, action*, are used once again. The translator/writer has also chosen to omit part of the message, "feltros rígidos" from the English version. Whereas plural inflection in adjectives applied elsewhere in the English text can be explained as a process of transfer from the Portuguese, *cottons paste* does not proceed from this process as the source language phrase is "pasta de algodão", which does not have this characteristic. The use of the capital in "Jacquard" shows some knowledge of a feature that is applied to names in English and not applied in Portuguese. *Both* is not in its accepted syntactical location, either for a marked, (both to its) or an unmarked, (to both its), effect. Ortopedic appears to be the product of interference from the source language but another reference further on will show that it is also the result of an idiosyncratic treatment of this word.

> 4) *Medium height 22 cm.*

Medium is an inappropriate choice from the semantic field of measurement, in this context, average should have been used. It appears to be a product of direct transfer from the Portuguese, "média".

The PRESTIGE range follows the same sort of presentation as previously displayed products in this catalogue: a photograph of the product, another of the finishings, another of a section of the product and two of the springs and supporting metal structure, and short texts in Portuguese, Spanish and English.

1) *Pioneer gamut of products in the market that give us an experience of 25 years providing relaxation and comfort.*

Once again, cohesion can only be satisfied by means of exophoric referencing; we assume that the *pioneer gamut of products,* the theme of the first utterance, refers to the product line KIMBA of the PRESTIGE range. Gamut is again inappropriately used to refer to range; a direct transposition from Portuguese. The preposition, *in*, is inappropriate and here again the lack of specificity of Portuguese prepositions induced this misapplication. There is ambiguity in the anaphoric referencing of *that give us*, it is not clear whether it is the *products* or the *market* that have supplied the experience. The verbal time is inapplicable, if the same time as the Portuguese version is to be applied, then the simple present with the third person singular inflection should be used, if a more idiomatic information flow is followed then the present perfect verbal aspect should be applied. The indefinite article before *experience* is inappropriate in this context, it is an adapted transfer from the Portuguese, (*an* before the vowel). Although this statement has wording that is consistent with the Approbation section of this genre, as *us* refers to the company, the information given is used as an attribute of the product and therefore, appropriate as part of the Product Endorsement section.

2) *In the traditional version of the wadding "profound embroidered" and also more recently on the "continuous computerized embroidered" we introduce an exterior finishing under multiple draws and models perfectly uniform in whole mattress' surface, in the versions Kimba, Ortopedic and Eurofofo, always with a guarantee to total quality.*

This section defies all attempts at text interpretation, it contains the lexical building blocks but grammatical adaptation and syntactical ordering are inapt, consequently, the textual referencing collapses and what the reader is left with are the discreet lexical references and context and no texture. These are not enough to retrieve the composite meaning system that is expressed in the source text. Having said this, there are some words that are inappropriate either as lexicon (*draws* for drawings/patterns) or as adjuncts (*on* for in, *under* for of).

The section on the Ortopédic line of the PRESTIGE range has a slightly different make-up; the pictorial information is of similar nature to that of the previous sections but the wording in this text is almost devoid of Endorsement, functioning more as a series of purely informative expressions.

1) *Indeformable metallic structure in biconical multispring in tempered steel with total reinforcement of steel ribbon.*

2) *Interior revetments of cotton fibre thermosetting of high resistance and firmness.*

3) *High density polyurethane foams.*

4) *Lateral reinforcements.*

5) *Damasked tissue, of superior quality and exclusive patterns.*

6) *Profound or continuous embroidered wadded.*

7) *Medium height 22cm.*

Lexical inappropriacy is evident, once again, in the use of *indeformable and multispring.* The latter may be coinage of a specific product name or characteristic but this is not apparent from the texts. The above expressions do not have a subject or a verb and their 'telegraphic' stringing of content words makes them even more difficult to relate as text. In fact, the expressions in this section could be used as labels for the various different characteristics in a diagram of the type that appears on the page describing/endorsing Ortopédica in the LUXO range. These utterances repeat much of the information given for other lines, most of which has been discussed extensively. I will make further comments only if new facts are unveiled.

In utterance 5) the expression *profound* is inappropriate and arises out of a false friend association with the source language; it has a different collocation in English and is usually associated with nouns from the field of emotion and thought. The morphological adaptation of the verb 'to wad' into a substantive by means of the addition of the past tense inflectional affix, is inappropriate and is clearly the direct transposition of the Portuguese form, the same is true of *embroidered,* where the derivation from the 'embroider' stem should be *embroidery*.

The page that informs/endorses the Eurofofo line of the PRESTIGE range has the same visual/pictorial lay-out of the previous pages and much of what is said about this product line has been said with reference to the others. Accordingly, the analysis I have made of the discourse used is applicable to much of what is said with regard to this product line. I will discuss only those language items that are new or are used in a different way.

1) *The versatile mattress for multifunction.*

2) *Tissue "Jacquard" of superior quality.*

The word *multifunction* has been misapplied, it is normally used as an attributive word in English. In transposing it from the Portuguese, the writer/translator chose to omit the plural: "multifuncões" appears in the Portuguese version. Although the word *tissue* has been used in previous descriptions in this document instead of fabric, it is the first time that it is used before the attributive word "Jacquard", a direct transposition of Portuguese syntax - noun + attributive word. Like in the other Information/Endorsement pages of this section, although most of the lexicon is applicable where generic exigencies are concerned, the grammatical embedding does not favour intelligibility and the texts are not interpretable as such.

EVALUATION

The process followed in rendering the source message into English has imprinted a Portuguese "pattern" on the target text. The transposition seems to have been effected on a word-for-word basis and the resultant translation reads like a fragmentary medley of lexical items that do not, however, constitute totally intelligible texts. The lack of texture arises from inadequately referenced anaphora, faulty grammatical embedding, deficient morphological adaptation and collocational inappropriacy. Lexicon is, on the whole, broadly equivalent but the fine tuning of expressiveness and collocation were disregarded as in many instances, the Portuguese sounding word was used, with damaging consequences.

What should constitute valuable attribution in sections that seek to convey positive messages about the products that are being offered and the producers of those products, often end up as

confused lists of adjectives or attributive nouns with no clearly identifiable carriers. Product Information is, generally, less prone to grammatical misapplication but unfortunately in this section there are frequent instances of lexical inappropriacy: *tissue, revetments, profound, draws,* with all the detrimental consequences that come from this even at the generic level, for information is the legitimising purpose of this document.

Coming back to what I said at the beginning, there is a "Portugueseness" that pervades this text too but which cannot always be pointed out in any particular aspect. It sometimes transcends the usual nomenclature that Error Analysis uses: it cannot be pinned down to errors of lexicon, syntax, grammar, it also defeats the analytical jargon of translation criticism and even defies explications based on functional criteria. It is a stylistic influence carried over from the Portuguese and cannot be called, in itself, an error but it emphasises the laboured excess of nominalisation and attribution and makes for a very loose and undirected text.

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Moulded Metal and Plastic Products- Motorbike Parts and Accessories
Catalogue 4

5.1.4. JAMARCOL ACESSÓRIOS PARA MOTORIZADAS, LDA.
                    presented in Portuguese, English and Spanish.

Generic Structure of this Catalogue

      Name? <Approbation? <Product Lines>? **<**Product Information? ? Product Endorsement? Address.

Frontispiece of the catalogue is made up of:

    Logo + Country of Origin   (condition for ICEP funding - 30%)

    Company Name   JAMARCOL

"Catálogo Geral"

Product line: Spare parts for motorbikes

Approbation is given in extended text form. Three language versions: Portuguese, English and French, are given on the same page with a picture and various iterations of the company name and logo.

Product Information and Endorsement are not differentiated, they occur in picture form for the Information component with numbered tags for referencing, and a short comment on some characteristic of the product as Endorsement. Product Information and Endorsement are interspersed on nineteen pages and the same pattern is followed on each page. The centre pages are a pictorial Approbation as they depict various different sectors of the plant and personnel. This section has captions identifying the various components or their functions and also holds a complete iteration of the company name and address with telephone and fax numbers.

The back page has yet another iteration of the Company Name and logo, telephone and fax numbers and a small map indicating the position and distance of the plant in relation to the three nearest cities; Oporto, Coimbra and Aveiro.

The Company Name is made up of the initials of the three partners who own the firm. Its CVCVCCVC structure will not cause any pronunciation problems for most readers.

Approbation

The word-for-word parallelism that one frequently finds between the source text and the target text in some of the documents in this analysis, is even more pronounced in the whole of this Approbation. A surface comparison yields that the target text has twelve words less than the source text; adaptation has been limited to adjective/verb conversion and very little else, almost all transposition has been carried out unit for unit. As Approbation is given as a long text, in order to make my analysis a little more reader-friendly, I will approach it sentence by sentence.

1) *Founded in 1977 with the objective of conquer one place in the two wheels manufacture components area, have reached his intent along the years, through the engagement and know-how of his devoted colaborators team, which assure the enterprise prosperity applying all of their experience, effort and imagination.*

In the first part of the sentence the verb *conquer* is inappropriate, *founded* is the main finite verb, *conquering* should be in the infinitive form used with the preposition *of*. By using the numeral *one* as the equivalent of "um", the writer/translator opens the referential possibility of number that is not intended by the source text. "Um" is the indefinite article and should render *a* as determiner in the target text. The nominal cluster *two wheels manufacture components area* is devoid of grammar words; or, for that matter, of any grammatical or morphological adaptation of lexicon, other than plural inflection. In order to use the *manufacture* stem as an attributive noun it should have the suitable derivational morpheme: *ing*. There is a disordered "piling on" of attribution that makes the reader lose sight of the carrier, only retrieval through the source text allows one to see that *area* is the carrier, although it is not the lexical equivalent of "area" and contributes to the general lack of intelligibility of this sentence. Worse still is the absence of a subject in the sentence, a fact that the readers only grasp when they arrive at the end of the first clause and no subject is available to substantiate the "doer" of the sentence. The lack of subject is due to the ellipse of a discreet subject reference that is merely 'implied' in Portuguese but not so in English. The verbal form in *have* is also inappropriate for the singular nature of the following pronoun precludes this. By using the masculine possessive pronoun, *his*, the subject of the action is further confused in the English text for, what is given as grammatical gender in "o seu"; referring to the company, is interpreted as natural gender in the target text. *Devoted colaborators team* appears to arise out of the propensity that English is perceived to have in accepting the "stringing" together of adjectives. Unfortunately, the grammatical rules governing this possibility are not observed in this instance for as soon as an attributive noun is pluralised, it cannot be treated as having adjectival status; this is what happens with *colaborators*. Writing a single consonant in stead of double consonants is a very frequent orthographic error made by Portuguese users and is to be found in other documents

in this corpus. In referring to the *team,* use of the relative pronoun *which* is inappropriate; the personal *who* should be used: this is due to the different degrees of specificity of relative pronouns in the two languages- in Portuguese one relative pronoun "que" services reference for both person and non-person entities; in English these are differentiated according to whether the referee is person or non-person. Still with reference to *team*, concordance between the subject and verb rules that *assure* should be inflected for third person singular in the simple present tense; this may have been brought about by the fact that the source text has "colaboradores" as the carrier whereas in the target text the carrier is the *team.* Apart from the divergent collocation that *enterprise* has in the two languages, for it is not currently employed to mean company or firm in English, there is a need for some expression of the genitive, either with 'of' or with the apostrophe of possession.

> **2)** *Inovation, technology, quality, design, professional formation; elements so costly to the assurance of a respectable productive standard, constitute an additional value on the mutual relationship with our clients.*

Once again we find an orthographic error involving double consonants. There is also another instance of the word-for-word transposition of "formação profissional", clearly a negative transfer from the source language and one that, because it is so often used in the display of company policy to convey modern aspirations to creating a competitive edge in the producer, is very frequently found in the Approbation of these catalogues. *Elements* is also used in a different lexical context in English, and, coupled with *costly,* makes all values mentioned above seem like commodities. "Caros" rendered *costly* where it should have provided 'dear' or 'important': this seems to have been the result of a misguided dictionary consultation. Here again the source language does not express the relative pronominal relationship between "elementos tão caros"; it does not need to, but in English there is a need for both a verb and a relative pronoun: 'which are'. The preposition, *on*, is inappropriate; as in the case with pronouns, there is greater differentiation in English than in Portuguese, which makes English prepositions one of the potential snares for Portuguese users.

3) *Actually with a cover area of 10 000 m, JAMARCOL has technologically advanced equipments on the several productive areas, and on the preservation of environment.*

Transfer of "actualmente" from the source language produced the inappropriate *actually*, a frequent misapplication of the false cognate by Portuguese users to mean 'nowadays' 'presently' and 'now'. The use of a verb in an attributive position demands that it be inflected for the purpose: *cover* should be 'covered'. The uncountable nature of 'equipment' disallows plural inflection; this is not so in the source language where pluralisation is possible. Once again, the preposition is misapplied. "Diversas" rendered *several* in the target text which is not a happy choice from the lexical set of 'miscellaneous', especially when coupled with the determiner, *the*; 'various' would have consented the use of the determiner and would have conveyed the meaning of the source word more aptly in this context. Once again *on* is inappropriately supplied as the equivalent preposition. "Do", the source language word that fuses together the preposition and the definite article, should have produced the two separate grammar words in the target language as, here, fusion is not possible but the article is simply not given. One can assume that either the translator was not aware of the double duty of the item in the source language or that *of* was credited with supplying both these functions.

4) *As corollary of this politic followed by the company management along his life, it was possible to place a vast variety of products in the European Union, America and Asia countries, exporting about 80% of the global production.*

Politic is an adjective, what is required in this grammatical and lexical environment is a noun: 'policy'. "Sua" is unmarked for natural gender, only for grammatical gender, in the source language. In the transposition, the translator should have chosen the unmarked pronoun, 'it', for the anaphoric referent is *the company management*. There has been no derivational adaptation in changing the nouns *European Union, America and Asia* into adjectives qualifying *countries.*

5) *We show you once more, all the consideration we have for our clients to whom we profit to send our best regards and thank, in advance, your kind attention.*

This is a rare instance of direct address made by the emitter of the text and surprisingly, the translator has adapted the third person (implied) direct address that is patent in the source text, into a clear first to second person address; using the second person pronouns. The tenor is deferent and formulaic, containing the normative fixed expressions of business etiquette that are used in the source language. This is somewhat lost in the target language due to a few breaches of the linguistic and sociocultural codes, for the formulas are slightly different in English. *Profit* is inappropriate as a form of expressing the emitter's will to take this opportunity to send the client the company's regards. Transitivity of the verb *thank* requires that it be followed by a direct object; the enclosed adverbial item: *in advance*, creates a lack of fluency in this aspect. Even without the enclosed element, *to thank your kind attention* is not in keeping with the sociocultural requisite of English, or, for that matter, with language pragmatics, it should read 'thank you, for your kind attention'.

The language in the Product Information and Endorsement sections, is skeletal, consisting of short commentaries with very little attribution. The names given to the spare parts refer, mostly, to well known makes of two-wheeled vehicles and a label for the description of the part. This is a long section and I will only refer to those aspects that I feel may have particular interest.

On page 5 there are two instances when adjective - noun inversion was not effected, both involve colour descriptions: *Movable silencer racing Kit black*

Movable silencer racing Kit red

This can have been a stratagem to avoid loading the attributive carrier: Kit, but if this is the case, some form of differentiating punctuation could have been used; a dash or even brackets. *Movable* has been given as the equivalent of "amovível", there is lexical misapplication here, for the accepted expression is 'removable'.

On page 6 the translation of the word "verniz" maintains the Portuguese word in the description: *Personalized design. Verniz or black paint finishing.* This may have been a mistake, but the fact that there is no further need to translate this item in this catalogue disallows any confirmation of this possibility.

On page 7 the word *moto* is used very frequently to designate 'motorbike' or 'motorcycle' in the English text; no translating has taken place. Considering that this company's products are mostly parts for this type of motorised vehicle, it is alarming that the correct designation was not found. This error is repeated on page 19. In describing a catalyst used for environmental protection, the hyponym: *atmosphere*, is used in the target text, with consequent loss of meaning in *Technology for atmosphere protection.* There is also morpho-syntactic inappropriacy for, either one has to adapt the attributive noun to function as an adjective, or use the 'of' genitive and appropriate syntax.

Page 8 contains three Product Information/Endorsement expressions that contain language items that do not convey the source message in a suitable manner:

1. *Visual sport conception with detachable aluminium or carbon fibre silencer.*
The utterance is almost incomprehensible and has lost its informative value and therefore, its purpose. "Concepção e visual desportivo" should have rendered 'Sporty design and appearance or aspect'. Here too, word-for-word translation using words that have a similar appearance to the source text word, have been chosen. The only adaptation made was altering the word order to accommodate attribution; or what is conceived to be attribution.

2. *Actually available for the following MARKS/MODELS*:
 Once again, "actualmente" has supplied *actually* instead of 'now' or some other word from that lexical set. The false cognate nature of this word is abundantly exposed in these documents. *MARKS* for 'makes' or 'brands' is an untypical use of the word in this type of text.

3. *Suitable to other when requested.*

This sentence should read 'Adaptable to others on request'. The lexical inappropriacy of *suitable* and the preposition, plus the lack of plural marking in *other*, distort the meaning of the source text sentence besides making it very difficult to understand.

Page 9:

> *Original parts homologated by several motor and motorcycles manufacturers.*

The word, *homologated* is used in different lexical environments in English; in law, in politics and in contexts where expressions of official assent are given. There is, therefore a difference in distribution between the use of "homologado" in Portuguese and 'homologated' in English. The more usual 'approved' would conform with the idiomatic fluency of current international business-speak.

The pictorial Approbation given in the central pages, 10 and 11, has a language item used as a legend that must induce some bewilderment in its readers:

> *Assembly line / Expedition* for "Montagem final / Expedição"

Here again, the translator favoured the like-word in the target language in stead of the currently used 'dispatching section'.

Page 12 makes frequent use of the expression *grass-mow machine* in stead of 'lawn-mower'. Although it should not impair intelligibility, for the two component lexical items given belong to the set of the equivalent expression, *grass-mow* is not an accepted expression in English. *Personal technology and know-how, suitable to the particular customer necessities* is not grammatically correct or in keeping with the source text message. It should read 'Technology and know-how adapted to the specific needs of our clients'.

Evolution in English has different collocational exigencies to "evolução" in Portuguese and is used in different applications; it should not be used as in *Heat protector for grass-mow machine evolution*. In this particular message, the source text has a highly irregular syntax which makes it incomprehensible. Evolution is a frequently misapplied word for, in Portuguese, "evolução" has a wider applicability in the semantic field of change, development and

improvement. The expression, *ORIGINAL ACESSORIES FOR SEVERAL USING* , is given as a grouping legend at the bottom of page12. *Several using* is totally inappropriate, only reference to the source text will render 'different uses' or 'various applications'.

Page 13 contains a legend that refers to the products on this page describing them as *Several sound-proofing options aesthetically different forms.* This utterance contains no grammar words nor verbs and, even as a label, it does not translate the source text message. It should be 'Different choices/sorts of sound-proofing with different appearances/aspects. Using a word like *aesthetically* produces a very marked collocation for the field of spare parts but this must have proceeded from "esteticamente" in the source text where it has a less restricted collocational applicability and a less marked register.

On page 16 the legend for the products informs that they have *Easy assembly. Suitable dimensions against order. Dimensions* is also subject to greater collocational specificity in the target language, it should be 'sizes' from the lexical set of 'measurement' but the expression that is commonly used in this case is 'Different sizes on demand'.

A similar expression on page 17, *Big variety of models against order* also contains an element with application constraints; *big* is not usually used in connection with *variety,* large is the adverb used in this instance.

Page 18: *Appropriate thermic treatments warrants the pieces fiability* . This Endorsement is practically unintelligible. Three lexical items: *thermic*, *fiability* and *pieces*, are misapplied, the first, due to morphological motives, as the inflection for adjective should be given with the 'al' to form 'thermal' from the same stem: a contemporary, less erudite adjectival form , *fiability* is a neologism coined from the source language with the English affix to nominalise, *pieces* is once again a false friend given as equivalent to "peças" but which does not convey the same meaning in the target language. The grammatical embedding of this utterance is also faulty as there is no number concordance between the verb and its subject; *treatments* is plural therefore the verb should not have the inflection for the third person singular in the simple

present tense. The genitive with 'of' should be given to create the relatedness between the attribute: *fiability/reliability* and the carrier: *pieces/items/parts*.

The Endorsement on page 19: *Robust construction combined with a peculiar external aspect and good mechanical resistance*, contains a word that totally distorts the message of the source text. As the typical reader does not have any understanding of it, what transpires is the opposite message from the intended one. It should read 'attractive appearance', for *external aspect*, besides being redundant, misapplies the collocational meaning of the word *aspect*.

Product Information makes use of the following phrase twice: *Also available the following models* where the word order is faulty and there is no verb. The usual utterance in this context is 'The following models are also available'.

The grouping legend of page 20 reads *SEVERAL ARTICLES*: this is, once again, a misapplication of the word *several* for there is a difference in lexical meaning between this word and "diversos"*:* another choice from the lexical set of 'miscellaneous' i.e. 'divers' or 'sundry' would be more appropriate.

Product Information on page 20 is made up of several statements to describe the products on this page: *Microwave familiar gas-stove components* is not only ungrammatical as a phrase, but also incomprehensible, even taking into consideration the discreet lexical meaning of each of its component parts. Only retrieval through the source text will provide 'Components for microwave ovens/ Domestic gas-stoves/cookers' The word 'familiar' is also misapplied in *Handle door oven for familiar gas-stove* where the syntax is also disordered, giving an inaccurate carrier for the phrase; it should read 'Oven door-handle for domestic gas-stove/cooker' The third phrase is totally unintelligible, in fact it boarders on the ludicrous: *Handle door earthen flagon for familiar gas-stove.* Not even adjective/noun inversion has been attempted here and the lexical items seem to have been plucked at random from dictionary lists and strung together. It should read 'Handle for the gas-bottle compartment of a

domestic stove/cooker'. *Auxiliar packing device* is given as a label for an auxiliary/supplementary device, the source language word was given without any translation.

EVALUATION

The formal generic soundness of this catalogue cannot be reproached; it contains all the obligatory sections as well as the optional ones and in a balanced proportion that gives due importance to the purpose of informing - nineteen pages on Product Information/Endorsement, four pages on Information/Approbation of the producer, including a back page with a map - and all the necessary information on company name and localisation. The pictorial information is clear but the linguistic appropriacy of the labelling is execrable.

The Approbation conforms with the surface exigencies of this generic section: it contains the type of wording that is used to give an overview of the company, its past, its values and its aspirations. Having said this, I have to stress that this information can only be gleaned from meagre indicators that are picked out of the general inadequacy of the text, with ample benefit from the co-operative principle that impels readers to try to make sense of everything they read. There are frequent lexical mismatches; many content words used in the target text are cognates, not equivalents; in propositional meaning or in collocation, to the source text, and produce awkward discourse. The grammatical and morphological components and their processing into suitable syntax are frequently non-existent and the text, as such, collapses.

Product Information/Endorsement, the most important functional section of the catalogue is full of lexical and grammatical inaccuracies. If this type of language is reprehensible in an Approbation, where the client is attracted through the display of attributes pertaining to the producer, and the language structures are far more elaborate and of a general nature, it is inadmissible in these sections where the product is being described and the language is repetitive and elemental. It is regrettable that even in the descriptions of the products: specific characteristics and functions, information on which the purpose of the catalogue hangs, the English is so very bad.

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CERAMIC PRODUCTS -Decorative Articles in Porcelain

Catalogue 5

5.1.5. COL. ROGÉRIO MOREIRA, LTD.

Presented in three languages: Portuguese, English and French.

Generic Structure of this Catalogue

  Name？ Product Lines？ ？ <Approbation？？ < Product Information> ？

  ？ ？Product Endorsement？ Address.

Frontispiece of the catalogue is made up of:

1.Logo + 2.Country of Origin	(2.condition for ICEP funding)
Company Name	As Criações de Rogério Moreira.
Product line	Decorative Porcelain

There is only one product line presented; Col. Roger's, but within this line there are three different types of decoration to which different descriptions and pictorial contexts are ascribed. Col. is an abbreviation of collection and of 'colecção'.

Although all the different generic sections of this genre are included in this exemplar, they are not laid out in the customary fashion, they are interspersed and presented against wordy Approbation that addresses both the company, its history and its personnel, and descriptions of various locations of this region. Photographs of these places function as backdrops for the products as well as references and settings for the approbative descriptions.

Product Information is given on each double page for the products presented in photographic form (each item in the photographs is tagged with a letter which is used in referring to the item) and attributed a reference number and label. Further referencing is made by means of a transparency that gives the outline of the product, the reference number and the size- this is a usual practice in the Product Information sections of catalogues made for this industrial sector. Product Endorsement is given on four different pages; in short statements, in the first three instances and interspersed with Approbation on the last two pages.

The Address is given in full after the company name on the second last page and after the company name and logo on the last page.
Telephone and Fax numbers are included in both these instances.

Due to the particular characteristics of this catalogue, I will follow a different process of analysis; in stead of focusing on each generic section, I will analyse page by page and, in this way, differentiate the various form/function correlations and the relative wording. This catalogue has a larger format (30cm. by 42cm), and boasts very glossy photography and finish. I had to reduce its size by means of the photocopy machine in order to make it more physically manageable.

Page 1
There is an iteration of the company name and logo at the top of the page together with dates: 1915 - 1995; a feature which connotes tradition and reliability and belongs to the Approbation component of this catalogue.
The name of the product line appears for the first time on this page: Roger's. It is clearly inspired by the owner's name -Rogério but in the English form and with the English genitive. This is not an uncommon naming process but purposes other than referencing motivated the change from Rogério to Roger. Possible reasons are the positive sociocultural associations that such a practice seems to draw to the object it names - the stereotypical characteristics that are perceived of England, its people and its language by the Portuguese are, through association,

attributed to the object that is named[66]. As this register addresses what must be perceived as a sophisticated market of refined taste, one that is prepared to pay a high price for a decorative object, the associations that are sought through this discourse are calculated to evoke this.

> 1) *Aveiro, the city with an aroma of its own, a cradle for artists. is the protagonist of enchantment, romanticism and also a reflection of the environment.*

Here, Approbation has taken the form of a lengthy and very poetic description of the city. The subject of the sentence is removed from its main verb by two attributive clauses, this, together with three more characteristics that are given after the main verb, confers five separate qualities on this city. All this, plus the complex syntactic construction creates a discourse of excess. A word for word translation process has been applied here with misfits both in collocation, distribution and semantic appropriateness as a result. *Protagonist,* used in connection with a city, is a highly untypical collocation in English,[67] it disputes the acceptable patterning of this register and re-enforces the awkwardness of the passage. Besides transmitting the truism that Aveiro is *a reflection of the environment*, the message that emerges in the target text is an instance of inaccuracy in the translation. The target text should say that Aveiro has been a champion in discussing issues associated with the environment.

> 2) *From its sinuous "Ria" emerger the highest spirit of forms and colours which are worthy of our admiration.*

"Ria" has not been translated. This appears to be a conscious endeavour to 'carry' this word into the target language through the process of borrowing; the picture might furnish a referent, the canal is depicted in it, but this seems to be a rather forced procedure and one that might confuse the reader. Estuary and lagoon are acceptable lexicon in this register and would

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[66] Moutinho and Coimbra (1996) discuss the values in the attribution of foreign names in <u>VEJAKY sobre desvios linguísticos nos nomes das lojas</u> and apply the Gamperz (1982) nomenclature to this practice- *code switching*.

[67] Mona Baker (<u>In other Words</u> 1995) discusses the collocational constraints of language and the condition of words being marked or unmarked in particular co-texts. In spite of the connotative nature of the language being used here and the obvious marking that is sought, *protagonist* cannot be accepted without reserves.

contextualise the remainder of the sentence. The word *emerger* does not exist, the verb *emerge* with third person singular marking for the simple present would have been appropriate but the overall message of the sentence would still be compromised. The word *spirit* - directly translated from "espirito", does not have the same expressive meaning as the source text equivalent. This makes the sentence almost incomprehensible.

> *3) It presents exotic pieces and places in a world of choice where the boundaries between reality and dreams enlace with the senses, blending sensations of refinement and pleasure.*

It can refer back to the *"Ria"* or to *Aveiro* but this apparent ambiguity does not really, in itself, affect coherence, for the writer/translator has endowed both referents with the same type of attribute. The phrases, *in a world of choice,* and *enlace with the senses* seem to epitomise the flaccid, undirected language of this Approbation. There is an over-abundance of attribution and instances of forced equivalence: *enlace* violates the register of this text by distorting its temporal references; it evokes[68] a different time reference from the source text, while *blending sensations* suggests that a poor choice of words has been brought together from the lexical sets of 'feelings' and 'mixing'. The writer/translator chose to omit the equivalent of "perturbante" - disturbing- more omissions of this sort would render a less attributive text but would increase translation infidelity.

Product Information is simply numerical referencing with the designation of the article in label form.

Page 2

Product Endorsement is given as a single statement with an exophoric reference: the picture of the product is presented on the same page.

> *A collectable and eternal investment set to welcome visitors and friends.*

Set is an inappropriate choice from the lexical set of 'destined'.

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[68] Mona Baker (1995) discusses non-equivalence at word level and submits three different types of evoked meaning: Geographical, temporal and social.

Approbation centres here on a landmark of this region: the Hotel Palácio de Águeda and follows the same register of the previous Approbation piece.

> *Implanted in a truly privileged central region of Portugal, the Palace of Águeda, also known as the Borralha Palace, reveals itself enchanting due its architecture's harmony with nature. Maintaining noble traditions, mysterious emotions of accumulated stories of Kings and queens are revived through the centuries.*
>
> *Implanted* is an inappropriate lexical choice from the set of 'positioned' and is clearly a false friend transfer from the source language. The use of the indefinite article presupposes other *central regions,* a distortion of the source message. Another inaccuracy is the attempted translation of the name of the hotel, besides the breach of translating practice; names are not usually translated, the target version is not complete. *Reveals itself* is the product of word-for-word translation from the Portuguese and is totally inappropriate in this context. The genitive in *its architecture's harmony* and the syntactic ordering of the whole sentence shows that negative transfer, both inter and intra-lingual, took place.

There is no clear presentation of the subject of the second sentence of this text; only after a more careful reading can one arrive at its theme. This is due to the convoluted syntax that separates the subject from the main verb and introduces two sub-themes; *stories* and *traditions*. The 'directness' of the translation and the ordering of the attributions is partly to blame, the slightly awkward lexical choices: *maintaining*, *accumulated,* that have a different expressive meaning in English from their equivalents in Portuguese, contribute to its lack of fluency.

Product Endorsement is given as a statement next to the Product Information section that consists of numerical reference and labels.

> *"Allows the creation of "ambiences" with great personality and their contemplation is a true day-to-day pleasure."*

Because there is no pronoun or noun for subject, its retrieval depends on exophoric reference: there is no direct linguistic referral to the products on this whole page, only pictorial ones. The source text is not so affected by this as Portuguese inflects verbs for person and number and this grammatical feature provides additional means of relating processes and actions to specific participants without the use of independent pronouns as is the case in English.

The transposition of "ambientes" into *ambiences* is yet another direct translation where even the plural marking of the source text is applied to the target word, this is totally unacceptable. Enclosing the word in inverted commas might be a defence stratagem as not every English dictionary lists ambience as an acceptable item. When it is listed, (Colliers, Cambridge) it is given as a borrowing. The *their* has a very strained anaphoric referencing; does it refer to the "*ambiences*" or to the products? This makes for very tenuous cohesion in the text and for inefficient product identification in the Endorsement. *Contemplation* has a different expressive meaning from its source text equivalent; it is associated with religious meditation, a deep musing or a mental exercise based on what is seen. *Is a true day-to-day pleasure*, another direct translation, brings together possible equivalents of the source text lexicon but the composite effect does not satisfy. The statement is on the whole, intelligible, accurate in its propositional content yet inappropriate choices from the available lexical sets have given an unsuitable expressive value to this section.

Page 4

> *"In a captivating complicity it seduces awakening passions and revealing a family tradition where the deepest and most contemporary feelings converge, yet remain attentive to the evolution of happenings.*
> *More dan simply imposing a style, the Porcelains of Rogério Moreiera, Ltd share, personalise and interpret the style in accordance with its most intimate convictions."*

Even from a generic point of view, this passage makes considerable demands on the reader's capacity to activate the relations that establish cohesive links. The lack of specificity of the attributive language and the absence of a specific subject reference disallows a clear indication of whether the passage is part of the Approbation of the document or whether it is an Endorsement of the product/s. One is hard put to ascertain what the *it* of the first line refers to, the choices range from the location that is depicted on these two pages (Hotel Palácio de Águeda), the decorative pattern (decor Império) or the product line (Roger's). Only halfway through the second sentence of the passage is the reader allowed access to an unambiguous subject: *the Porcelains of Rogério Moreira Ltd.*

The first sentence is laden with word collocations that arise from source language structures expressing substantial markedness. Most of them are highly untypical in the English language, in fact, even taking into consideration the creative flexibility allowed in Approbation and in Endorsement, they are inappropriate. *Captivating complicity*, *contemporary feelings* and *the evolution of happenings* are all born of a word-for-word translation that ignores the adjustment within lexical sets that effective translation has to engender. The inflection in r*evealing* is inappropriate; influenced by the source language, it registers a continuous aspect but should show the third person singular, simple present inflection that the pronoun *it* and the verb tense require. *Dan* seems to be an isolated instance of misspelling, a mistake.

The inconsistency in the determinants that introduce *style* in the same sentence*: a* and *the,* give rise to some confusion. Although the contextual clues lead one to cohere that both instances of *style* refer to one alone: that which Rogério Moreira imprints on his products, the equivocal referencing of *its* wraps the cohesive ties into a tangle, for *intimate conviction*s (despite the selectional awkwardness) is a personal attribute, not one that can be given to an abstraction like *style*.

Page 5

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Approbation continues on this page, inspired by another architectural landmark of the Region: the Hotel Palácio do Bussaco that is abundantly depicted here.

> *"In a hunting Palace belonging to the last Monarchs of Portugal, is located the Palace Hotel of Bussaco. A voyage in time marked by a unique spirit of authenticity, which is provided by a surrounding forest that consists of species of vegetation from all over the world, and by the artworks signed by some of the best masters and artists of the Neo-Manuelino style."*

Translation is once again of the word-for-word type where word order in the target language is made parallel to that in the source language; this produces a contrived, unnatural sequence. SVO would have been more appropriate and more in keeping with the constraints that are made on English, which depends more on word order to maintain the connectiveness that allows coherence. The pronoun reference of the passive construction in the source language is simply not given in the target text. This lack of subject reference and the directness of the lexical translation, which yields strange collocations, make this text border the incomprehensible. In this excerpt there is a strong localised cultural marker that requires some form of contextualisation or explication if it is to be meaningful to the non-Portuguese reader. Information on what Neo-Manuelino is: a discreet note or subordinate comment like 'a distinctive expression of Gothic ornamentation that contains elements that evoke Portuguese ties with the sea' would do.

Page 6

> *"It promotes the privileged characteristics of the national identity related to tourism, passing through new ways of negotiation.*
> *"Joint- Ventures", working as a team in a global market tendency.*
> *Elects a fascinating collection that is highly selective, joining non-conformity and enthusiasm with beauty and prestige in a certificate of authenticity.*

This short passage relies very strongly on the reader's capacity to interpret from very insubstantial co-textual indications. Only indirect retrieval through the Portuguese text allowed

me to identify the text as approbative. Despite the translator's inclusion of the pronoun *It* in the first sentence - that only further reading connects to the company - the passage continues without a subject referent that is strong enough to carry the attributes that are given. The directness of the translation is such that idiomatic expressions in the source language are transposed into their lexical equivalents in English e.g. 'passando por' into *passing through.* The first sentence does not make any use of conjunctions although only one finite verb is present. This creates small "islands" of lexical meaning that have no apparent cohesion, in fact, whatever composite meaning can be gleaned is strongly dependent on the context, the pictorial support and all the other unspecified factors that sustain communication, sketchy though it may be.

The second sentence has no subject, in fact, the whole document lacks Company and Product identification in those sections that make up Approbation and Endorsement in its generic structure. There is very weak relatedness between these sections and the function that they are supposed to carry out in the document: to further the prestige of the company and to promote the products it manufactures, is not satisfied. The attributes given in the texts are not unequivocally linked to the entities they are supposed to be promoting. Reiteration of the names is important in this genre but when this is not done there must, at least, be a clear referencing system that will allow the reader to form the positive associations that are sought in documents of this nature.

> *They are displayed as incomparable trophies, worthy of the winner's attentive eyes.*

There is no syntactic inappropriacy in this Endorsement but the lavishness of the language used, especially in *incomparable,* gives excessive expressiveness to this statement.

Page 7

> *That no man should judge without having any influence whatsoever*

This back translation of a quotation by Henry George from the Portuguese, is unintelligible to the point that it is difficult to see just where the inaccuracy lies. The statement does not fit into the generic structure potential of this genre, but it is not the only instance where a quotation

that has no direct bearing, either on the type of product being promoted or on the company, appears in the corpus of this work. Other catalogues contain dictums of Man's ventures or other value-statements that refer to lofty thought. One can infer that its relevance arises from the writer's wish to philosophise on the importance of human endeavour and in this way set the mood for the Approbation that follows on pages eight, eleven and twelve, but this message can only be retrieved through the Portuguese version or through referral to the original.

Page 8

The product line has a different decoration on this page; Época. The architectural backdrop; the Palácio do Bussaco, the name of the product line and the approbation given on this page are geared towards creating, like the dates that are given with the logo on page 1, a mood of tradition and reliability.

> *Considers this document as an invitation to an eternal visit to the origins of the relationship between Man and Nature. The former, who suddenly alarmed with the trajectory of happenings, has finally understood that the environment's degradation is a threat to his own existence.*
>
> *At the end of this century, with the commemoration of the 500 years of the era of the Discoveries, it's time to embark on the targets-new markets, giving the world images that Portugal intends to eternalise.*
>
> *Each piece represents a symbol of a human desire to establish a new relationship with Nature, in an attempt to recuperate healthy forms of well-being.*

The verb, *considers,* requires a subject. The company name is nine pages away and there is both a grammatical need and a generic one to associate this verb with a doer; the contextual pointers are not enough. The *as* is a product of direct translation from the Portuguese and redundant in English. *Eternal visit* strains collocational expectations in English but there is a very strong markedness in this combination even in Portuguese. *The former*, followed by a comma and the relative pronoun, *who,* transposes the grammar and punctuation of the source

language into English, where ellipsis of the relative pronoun, following the comma, would be more appropriate. *Trajectory of happenings* is yet another instance of collocational transposition, besides, here are differences in the distribution of the word *trajectory*. In English the word is used more frequently in specialised scientific contexts while in Portuguese, the word "trajectória" also makes use of a more non-specialised distribution. In stead of using the genitive in *environment's*, it is more common practice to make the noun into the adjective; environmental, to qualify *degradation*. *Own*, is an instance of lexical translation that has lost the expressive force of the original, the translation should have rendered 'very'; an intensifier that is expressively equivalent to "própria".

The second sentence focuses on a very strong cultural referent for the Portuguese: the fifteenth century and the sea voyages of discovery. The English translation should have some explanation or otherwise culturally contextualising device that could make this message meaningful to a wider readership. To *embark on new targets-new markets* is virtually unintelligible; the verb does not lend itself to combining with *targets*, especially when such a specific preposition as *on* introduces the segment.

Piece is an inappropriate choice, a false friend from the lexical set of 'item' and adds to the general lack of texture in the sentence. Other examples of inappropriacy are the indefinite article before human and the lexical choice, *recuperate* which is not expressively equivalent to "recuperar" in the source language; it is used here in an idiomatic sense which has not been taken into account in the translation. *Healthy forms of well being* conveys lexical redundancy that is not expressed in the source text, this has produced evident inaccuracy even at the propositional level.

Pages 9 and 10 consist of pictorial product information with labels to identify each item and the sizes of some of the these. The names given to the various decorative themes and the type of item have been translated. The shape and reference number of each item is given on a transparency; used for product identification, that comes between these two pages. At the top of these pages a short dictum is presented in the three languages of the catalogue:

A thousand unfathomable reasons to live are discovered.

I cannot pinpoint the awkwardness of this statement to any particular aspect of its structure: its passive construction, expressive overstatement, but it may be the presumption of its message that rankles.

Pages 11 and 12

Approbation and Endorsement are given extensive prominence on these two pages. There is attributive interdependence as the product is presumed to acquire the attributes of its producers. There are pictures depicting the various stages of production and marketing of the product plus photographs of the Company Owner with the members of his family who participate in the activities of the firm, and the Company Owner with the Minister of Trade and Industry. All the texts are presented in the three languages of the catalogue.

The Creator

Rogério Moreira, self instructed, has come to show, in accordance with family tradition, exceptional creative talent in the difficult field of decorative ceramics. From the pieces' conception and initial design until the final coating (where his capacity of the plastic art is best shown all the work is of this artist.

A man of extreme human sensitivity, a) profound admirer and student of nature and therefore, a noted defender of its preservation; his work reveals his environmental conscience.

His options are markedly seen in the sense of his compositions with elements that we usually observe in nature, varying between floral themes, the mixtures of plants and fruits, etc., arranged in most varied ways in a flexible attitude open to growth.

The overall laudatory tone of this Approbation centres on Rogério Moreira, the person whose name the product line carries; this is not uncommon practice in this genre, especially when the product owes its singularity to the person after whom it is named. The word *instructed* is not the appropriate choice for this collocation; it should be *self-taught*. However, it is not only

faulty collocation that makes this sentence unnatural, the syntax, with three inserted clauses, separates the subject from the main verb and then from the predicate in an strained way. The use of the genitive in *pieces' conception* is inappropriate; so is the choice of *pieces* from the lexical set of 'items'. *Final coating* effects a different meaning from the one that is given in the source text; *coating* does not convey the idea of decoration that "pintura" does. The segment that is placed within brackets contains an inappropriate use of preposition and lexicon; *plastic* is not used in this context in English, nor with the meaning of 'decorative art'. There is what seems to be a typing error in the placing of the closing bracket; it has been placed on the lower line of the text. The final part of this sentence, *all the work is of this artist*, does not transmit the same lexical meaning of the source phrase besides having a complicated possessive construction that should be substituted for the genitive. The use of *human* as a qualifier of *sensitivity* is redundant but this is occasioned by the source text. Collocational inappropriacy is evident in *profound* and *noted.* The translator/writer of the English text has simplified the message of the source text substantially in the second half of the sentence and used an inappropriate derivation of the *conscious* stem; it should be *consciousness.*

The final paragraph of this text is practically unintelligible; it strains the reader's capacity to cohere the various lexical particles into anything resembling text. It not only makes frequent collocational misapplications: *markedly seen, sense, attitude open to growth,* but also misdirects the reader by inserting attribution and using punctuation that does not follow normative practice in English.

> *Painting*
>
> *Searching to contemplate the best refined tastes, it becomes fundamental to associate fashion tendencies and original influences with the painters' authenticity. The painting emphasises the human sensitivity and turns the unique pieces into a special and definitive stage. Envisioning quality, the pieces are*

polished, cleaned and duly packed, in a careful manual execution that honours the promise of an order, in a "just in time[69]" confirmation.

Searching is an inappropriate choice from the lexical set of *pursuing*; it should be *seeking*. "Contemplar" rendered a false friend in its translation; the lexical meaning of 'contemplate' disallows its use in this context. *Best* is an addition that the translator made and may have contributed to the perception of the definite article as introducing the superlative form of *good taste* and distorting the source text message. This may also have lead to the use of the plural in *tastes*. The second part of the sentence contains awkward lexical associations: *original influences, painters' authenticity,* but this aspect is also present in the source language text.

The second sentence is another instance of strained intelligibility for *the painting stage,* the theme of this sentence, is submerged to such an extent in adjectival wordiness that the *stage* appears to refer to *unique pieces* instead of *to painting.*
Envisioning is not the lexical equivalent of "visando", nor is *promise* the apt lexical choice to translate "compromisso", while *execution* is not usually applied in this context: the use of all this inappropriate lexicon plus the convoluted syntax makes this sentence a considerable challenge to the reader's comprehension. Only retrieval through the source text allowed me to make sense of the final statement.

> *Models*
> *The originality of a piece is born from thought, that flows into paper through a simple stroke of the pencil made by the hand of the artist.*
> *This is followed by the elaboration in plaster of the mould and the respective shapes with the characteristics of to ceramics.*
>
> *The raw materials which are exclusive to Portugal, are mixed in proportions according to a chemical formula directed at responding to factors such as:*

---

[69] It is my guess that this refers to the Just-in-Time inventory management component of the theory of Total Quality Control (please see footnote 60, page 124).

mechanical resistance, stability, vitrification, impermeability and refractoriness,
which result in a porcelain mixture.

The title of this section: *models*, is not the lexical equivalent of "modelação", in fact, this word is not a typical item in the field of ceramics. The use of the word *Models* is irregular for in the text there is a reference to *moulds*. This lack of consistency leads one to believe that there may have been a typing error or that this may be avoidance of nominalisation with the *mould* stem. The prepositions in the first sentence are the language items that contribute most to making it anomalous. *Elaboration* is not a collocational equivalent of "elaboração" and is inappropriate in this instance. The second part of the sentence is practically incomprehensible and only recourse to the source text will allow retrieval of the message.

The last sentence of this text, despite the involved syntax and the inappropriate collocation produced by the use of *directed* and *mechanical*, does not pose any particular difficulty for the reader. The word *directed* can have been suggested by "dirigida" in the source language that should have yielded *aimed* in English. The use of the specific lexicon of this field does not seem to pose any particular problems to the writer/translator and whenever the text consists of simple declarative/informative sentences, there are less frequent breaches of the code. Unfortunately, the requirements of approbative writing that is used in Approbation and Endorsement in documents of the genre analysed here go beyond the simple declarative discourse with which practitioners in specific fields feel more at ease.

Production

In the manufacturing process, the paste is used inside the moulds, from which the pieces are obtained. These are subjected to drying, finishing and smoothing with the help of sponges and brushes. This is followed by the glueing on of handles or decorations, always by the hand of specialised artists.

There has been some loss of meaning in translating from source to target language but the resultant text is, on the whole, comprehensible. *Pieces* is once again used as equivalent of "peças". *Subjected to* has expressive nuances that are not appropriate here, *submitted to*

would be more suitable. The spelling error in *glueing* does not affect intelligibility, neither does the awkward sequencing of the final segment of the sentence; where the inclusion of *done* after *always* might obviate the faulty referencing and the inapt use of *by*.

> *Glazing and Firing*
>
> *For millions of years, man has fired and glazed his ceramics.*
>
> *In the evolution, the temperatures now round the 1300º C mark, obtaining the vitrification and the nobility of the porcelain.*

The exaggeration of the first statement is not an intended overstatement but a propositional infidelity that rendered 'milhares' (thousands) into *millions* probably due to a graphophonic transfer. The second sentence has a word-for-word translation from the source language, the same punctuation and parallel syntax. *Evolution* has collocational constraints that make its use in this context awkward, especially when it is coupled with the preposition *in.* The use of *round* as a verb is inappropriate, so is the word *obtaining* which is a poor choice from the lexical set of *permit.* a relative pronoun (which, that) should introduce the idea that vitrification and the ensuring nobility of porcelain are a result of the high temperatures referred to in the first part of the sentence; the word *obtaining* does not do so. There is no grammatical need to place a definite article before *porcelain,* for it is porcelain in general that is affected.

The following text is a lengthy approbation based on family/company history. I will discuss it sentence by sentence to facilitate referencing.

> *Family Tradition*
>
> *At the end of the twentieth century, the past and present are united in a very personal style which joins design with high quality, innovation and workmanship.*

This sentence does not breach the code in any crucial point but there are some aspects that stilt the flow of the message and dim the approbative effect of the passage. *United* and *join*

have shades of meaning that are not equivalent to their source language pairs nor is the message of the source language translated in its entirety.

> *The history is a witness of an evolution whose beginnings go back to the year 1915, since then handed down through four generations of industrial artists dedicated to decorative ceramics.*

Conceptual entities (like history) do not need a determiner (like the) in English as they do in Portuguese. *Evolution* is, once again, inappropriately used in this context; the word *progression* or *development* would be more appropriate in all the instances in which *evolution* is used. The relative pronoun *whose*, normally applied to living entities, has been applied to an abstraction.

> *Situated in Aradas, the Recas Factory of João Bernardo Moreira (great-grandfather of the one who is currently responsible for the artistic creativity of the firm) produced household china and ceramic tiles.*

This sentence has a very complex and fragmented reference system that makes the reader lose sight of the subject and confounds the coherence of the message. The source language has greater inflectional potential and the translator had to elaborate the target language sentence even more to include meaning that is inflected in Portuguese: "do actual responsável" became *of the one who is currently responsible.* Simpler syntax would make for tighter reference and more linear cohesive links.

> *Towards the end of the 30's, this same industrialist, handed over the firm of Aradas to his three sons, who in turn, founded the St. Roque Factory of Aveiro, fabricating glazed and painted pottery with a recognised level of excellence.*

This sentence, also subject to the involved syntax and punctuation carried over from the source text, is ambiguous. The reader is hard put to know who founded the St. Roque factory: João Bernardo Moreira of the previous sentence or his three sons. Retrieval through the source text yielded that it was the elder Moreira who founded the factory. *Industrialist* has a different lexical amplitude from "industrial" whereas *fabricated* has collocational constraints

that its source text pair does not have; *produced* would have been more appropriate. The last part of the sentence shows some loss of meaning in relation to the source text; "estampadas" and *painted* are not equivalent.

> *Having overcome enriching challenges and with a heritage of accumulated know-how, in 1986, Rogério (great-grandson of the founder) and is father Maximo decided to found the firm - Rogério Moreira, Ltd.*

A simpler sentence construction, starting with the subject of the sentence, would have yielded a more intelligible message and prevented confusion in the reader. *Is* appears to be a spelling mistake, *found* has an infrequent distribution in this form, *founded* is more usual; coupled with the verb *decided to,* a more appropriate choice would be *establish.*

> *The initial production was based on tea and coffee sets, glazed and painted pottery and "reactive" glassware.*

Was based on, a false friend transposition from the source language, is inappropriate; *consisted of* conveys the source meaning. Extensive querying about the word "*reactive*" in this field showed that it has been incorrectly used in this context and placing it in inverted commas does not legitimise its use. Practitioners give 'reflexive' as the English equivalent.

> *After the research and manufacture of the miniature porcelain pieces, they decided to opt for prices of bigger artistic value and size, duly authenticated and unique in the market.*

Despite the lack of fluency of the sentence, it does not contain significant barriers to intelligibility. There is a preposition missing after *research* and an unnecessary determiner before it. There is a typing mistake that produced *prices* for *pieces* and a divergent collocation in *bigger*; value is usually preceded by *greater* as it is an abstraction and requires the abstract quantifier. *In* is not the idiomatic preposition associated with *market*; *on* is.

> *Maintains a cordial and effective dialogue with professionals of the same branch using personalised and flexible policy.*

Branch is used as the translation of "ramo"; giving the botanical lexical equivalent of the word, it should yield *field* or *industrial sector*. There is no expressed subject in this sentence which follows the source language structure and syntax.

> *Rogério Moreira, Ltd. has participated in the trade fairs of Ceranox*
> *(Expornor) and Ceramex (FIL) presenting new models and collections.*
> *This edition of "The Creations of Rogério Moreira" offers a selection of the*
> *latest novelties in decoration. For further information, please contact the*
> *Marketing Office on the Telephone and Fax Number 351 . 34. 29890 .*

Approbation here is purely informative and, excepting the preposition and article in the last sentence, presents no breach of the code. There is another iteration of the company name, logo and address on the back page.

EVALUATION

One cannot challenge this catalogue's generic soundness: it contains all the obligatory formal sections and indeed even all the optional ones. There are, however, flaws in the manner in which the sections are presented and their extent. One of the more serious flaws is the length and dispersion of the Approbation and Endorsement: it is accepted practice that these sections can appear as interconnected texts throughout the whole document but the excessive length of these two sections in this catalogue unbalances its proportions. These two sections are too long and too verbose.

Given that this document promotes a product that depends on aesthetic values and the individuality of its characteristics, it is natural that appearance should be emphasised in its presentation. However, I still feel that as the reader of this document is not going to be the final consumer, the Product information section is extremely poor in those aspects that the intermediary buyer wishes to know in this case: packaging and replacement of breakage, among others.

The language content is very worrying indeed. If the wordiness of the Approbation and Endorsement have not discouraged busy business people who wish to avail themselves of necessary information in an effective time-saving manner, from reading beyond the second page, the lavish, defective and inappropriate language surely will.

It is laudable that companies producing quality products should seek to create a marketing package that carries a message of good taste and quality. It is also commendable that they should use all the instruments at their disposal to bring this into effect, but they must not lose sight of the purpose of the catalogue that is being made, the readers they are addressing and the negative consequences that they may engender if they do not heed these two requisites.

There is a baroque excessiveness in the amount of attribution in this catalogue. The translator has simply transposed the Portuguese excesses into English and, as this has been done with frequent breaches of the English linguistic code, what starts out as a source text with convoluted syntax, lavish vocabulary and faulty referencing, ends up as almost unintelligible wording which lacks texture and constantly challenges the reader's capacity to retrieve a composite message. The translator has not taken the difference in inflectional potential of English as compared with Portuguese into account, neither have the differences in syntactical ordering, or even punctuation been considered. The consequence of this is that all the approbative content of the catalogue: the positive associations, the implied messages of quality and reliability, have become compromised in the painstaking exercise the reader has to engage in to make sense of what is written.

Having said all this, I wish to stress that the translator should have compensated the extravagant vocabulary by tightening the syntax, making it simpler and more linear, possibly with a subject-verb-object patterning and with fewer inserted phrases. Where the source text does not offer a strong subject reference (frequently the case in this catalogue), the translator must provide one, even if only in pronoun form. There is a cultural tendency for some Portuguese text to display rhetorical surplus: the translator must apply considerable discretion

on this point and negotiate the fine line between fidelity and clarity, especially when the text that is being translated is of a functional nature.

☞

PLASTIC AND METAL MOULDED PRODUCTS - Bicycle parts and Accessories Catalogue 6

5.1.6. POLISPORT

PEDRO E PAULO ARAÚJO PLÁSTICOS.- presented in four languages: Portuguese, English, French and Spanish.

Generic Structure of this Catalogue

      Name? Approbation? Product Lines? **<**Product Information? ? Product Endorsement? ? Address.

Frontispiece of the catalogue is made up of:

      Company Name: POLISPORT - Pedro e Paulo Araújo Plásticos, Lda.

Product line: Plastic parts for two-wheeled vehicles

The catalogue is made up of a folder, a catalogue of various non-grouped products, two separate sheets with specific products and various pamphlets, each with products for a particular type of vehicle.

Approbation is given in extended text form. All four language versions are given on the same inside flap of the folder with the company name, logo and full addresses of the company headquarters, the branch in Águeda and the branch in Spain. The second Approbation is given on the outside cover of the general catalogue but only in Portuguese and English. There are still other approbative statements interspersed in Product Endorsement.

Product Information is pictorial with a short descriptive legend giving function, size and a reference number in some cases, in others, only the name and/or reference number are given.

Endorsement is given for one product only: the NEWSIT baby carrier

There are four iterations of the company name with the full address and Telephone and Fax numbers.

The Company Name - Polisport, like the Product names, is in English. This company produces almost exclusively for export (97%) and uses English sounding names to communicate this international bias - reason given by the person in charge of marketing.

<u>1st Approbation</u>

> *POLISPORT, Pedro & Paulo Araújo Plásticos, lda. was born in 1980, specialized on the making of plastic parts for two-wheeled vehicles.*
>
> *The latest technology, a continuos development of new ideas, the trust and preferency of our clients, put POLISPORT on the front of quality, design and creativity.*

Although *born* has a wide collocational range, it acquires a strong markedness when combined with the name of a company as subject in the first sentence. Typical combinations for this field would use 'established', 'set up' or even 'founded': the target text cognate for the source text term. The complex syntax of this sentence, the peculiar subordination of the last clause and the segmentation of the sentence (given by the commas) displaces its' thematic meaning. It would be clearer and more fluent if the first sentence ended after *1980* and a second sentence, starting with 'It', was formed from the material of the last clause. The verb, *specialized,* requires 'in' as preposition, once again the lack of specification of the source text preposition may have induced the inappropriate *on.*

The second sentence has a compound subject the last component of which is made up of a noun that does not exist in English. *Preferency* appears to have been constructed from the 'preference' stem and a possible but, in this case, inappropriate derivational affix. The

preposition *on* is once again inappropriate while *front* does not have the expressiveness to carry the attributes that the statement means to convey. 'Forefront' or even 'vanguard' would supply expressiveness and at the same time enforce appeal. The most salient characteristic of the translation of this Approbation is the loss of expressive meaning that is patent in the source text but absent in the target text. This loss is due to the fact that syntactical adaptation is all but ignored in the transposition, it is due also to some lexical inappropriacy, and to the absence of wording that marks this generic section. While the source text has words like "investigação", "vanguarda" and "inovação", the target text has *development, front* and *creativity* - words that do not have the same approbative impact.

Product Information in the brochures is not consistent. Some of the products are presented by means of pictures and a legend, others only with a reference number. There is no obvious reason for this; one cannot say that some of the legends have been deliberately left out because they are redundant as the pictures are self-explanatory - there are some labels given to products the function of which is evident (even to a non-specialist eye) and others are left without a label despite their more obscure function. This inconsistency may be due to avoidance (page 118). Regardless of the cause, this is a serious breach of generic soundness as one of the means of reference is provided unsystematically which can lead to confusion in the placing of orders or in other contexts when referencing is necessary.

The separate sheet presenting the NEWSIT baby carrier contains Product Endorsement and Product Information only in English. Within the latter, certification (one of the newer linguistic sub-genres discussed in Specific uses of English by Aveiro Industry -119) is requisite information with products that are intended for the use of or with children. Besides a picture of the product already fastened onto a bicycle, there are three diagrams presenting safety features that the product claims to have.

Approbation/ Product Information/ Endorsement

> *POLISPORT have moved heaven and earth!*
> *Newsit enables the use of a baby carrier on your MTB bicycle. Mountains are no longer a limitation to open space and bike lovers.*

Take your child with you to the mountain!

This text very aptly moves from Approbation, where Nature as a theme is introduced, to Endorsement. Generically this is sound textual management that binds the two referents that the reader must keep in mind: Polisport and Newsit. It is clear that the contextual imperatives have been considered in making this part of the catalogue and that the genre has been placed at the service of these imperatives but I cannot say the same with regard to the wording. The transitivity of *enables* requires that it have an expressed object after it, this would change the wording to 'enables you to use a ...' The word *bicycle* is redundant for the acronym MTB stands for Mountain Bicycle. The following sentence does not contain any breach of the code but does not fit into the underlying message that is being expressed. The *mountains*, the theme of this sentence, were never the hindrance *to open space and bike lovers*, the problem was not being able to enjoy them with your child, a state of affairs that Newsit is remedying.

Toughness is the word for this baby carrier.

Every detail was designed by our technicians so that you may enjoy a quiet and healthy riding offering your child complete comfort and security.

The progressive focus from company to product line and now to *this baby carrier* is generically very well managed, in fact if we take a look at the way these entities have been fronted in the first two statements and how the main attribute, *toughness* is placed in a fronted position too, we can conclude that care has been taken to effect associative referencing even from a purely structural point of view. *Riding* cannot be used as a noun and there should be a preposition to allow for the co-occurrence of the two actions expressed in this sentence, 'while' would be appropriate before *offering*.

Newsit *is revolutionary!*

Notice the original and safe way the seat will fix to the rear of bicycle without a carrier.

The form of the verbal group *will fix* as it appears in the sentence is not in accord with the transitivity of the verb in this particular meaning: to be attached. It is also not sensible to omit language items - *a* before *bicycle* - in places where approbative messages are being conveyed. I fail to understand the meaning of this last sentence, there seems to have been an

error in the use of the word *carrier* or else this word stands for two different referents in this field, in which case the sentence is open to ambiguity.

> ***Newsit** is easily fixed to the frame's tube of your bike by means of a clamp without the need of any special tools.*

The use of the apostrophe in the genitive *frame's tube* is awkward but I can appreciate the fact that the writer tried to avoid the repetition in 'to the tube of the frame of your bike'.

> *As off all carriers in the Polisport family **Newsit**, comes with a waterproof wadding easily removable for cleaning purposes.*

The punctuation in this sentence is erratic. *As off* is inappropriate and only our past experience as readers who are familiar with this type of sentence, and our submission to the co-operative principle allow us to understand this as 'like' and make sense of this utterance. The indefinite article is superfluous before *waterproof* while the inclusion of a relative pronoun 'which/that' and 'is' before *easily* would improve readability. As I said before, ellipsis does not favour an approbative message.

Certification including references to the directive is given but the information regarding weight is misleading or at least, ambiguous as it stands. It appears to indicate that the baby carrier weighs 22kg. but what it is supposed to convey is that the carrier is made to bear a child weighing up to 22kg. Such an important piece of information cannot be subject to misinterpretation or stated in such a way that it may be conducive to misuse.

<u>2nd Approbation</u>

This Approbation contains much of what was said in the previous one but the source text is worded in a different way. I presume that this Approbation is for the benefit of clients who only buy the basic lines of plastic accessories from this company. This pamphlet almost functions as a mini catalogue in itself and contains all the obligatory generic elements plus Approbation, an optional one. The fact that it is given in Portuguese and English alone and does not include Spanish and French like the other, leads one to believe that this pamphlet is

used for first approach, the initial contact that is established at fairs. As this section is rather lengthy I will analyse it sentence by sentence.

> *POLISPORTO Pedro e Araújo, Plásticos, Lda. was founded in 1980, for the totally vocationed for the production of plastics products and spare parts for motorcycles, mopeds and bicycles.*

The segment of the sentence starting *for the totally* is unintelligible, besides containing a non-existent lexical item, *vocationed,* which appears to be a direct restatement of the source text word "vocacionada" to which possible English inflection has been inappropriately added, the grammar words are also inapt. Plural inflection in *plastics* when used as an attributive noun is inappropriate.

> *The technology used enables the making of products with an excellent looking and with best quality technical characteristics.*

The transitivity of *enables* renders it unsuitable as the verb in this sentence: either the verb has to be changed for an intransitive one or a direct object- 'us', 'this company' - must be provided. *Looking,* a verb in the continuous form, is an unfortunate choice from the lexical set of 'aspect', it should be 'appearance'. The last nominal group is excessive, in fact there is pragmatic redundancy in the use of *best* as an intensifier of *quality* in this context. The overall message of the sentence is also redundant, *technology* and *technical* - both dispensing attributes to the same carrier, *products*- belong to the same lexical set and English does not accept lexical repetition within the same sentence very readily.

> *With Departments of resarching and inovation, POLISPORT aims at being always on the first line on the best solutions and of the presentation of the latest creations on the field of two-wheeled vehicles.*

What appears to be an attempt to front the two characteristics that the text is highlighting: research and innovation, proceeds to create a convoluted sentence that has adequate lexical stems but erroneous morpho-syntactical adaptations and grammar words. Both for generic and grammatical reasons, this sentence would stand to gain if it started with the company name

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and proceeded to present the attributes it is focusing on right after it, capitalising these in stead of the word, *Departments* and binding these referents by indicating a possessive relation between the company and the attributes in 'with its departments...'. There are two spelling errors in the sentence; one affecting the stem, *resrach*, onto which an inappropriate derivational affix for this syntactical context has been appended and *inovation*, yet another instance of defective orthography involving double consonants. The prepositions in the sentence are inappropriate and are obstacles to intelligibility. There seems to be an idiosyncratic preference for *on* as all-purpose preposition even though the source text items differ. *First line* is unidiomatic and does not contribute to the creation of the intended message of this sentence, it is not an adequate translation of "vanguarda".

> *For all these reasons the brand POLISPORT has become well-known at national and international level has one full of prestige, which has been possible only thanks to the collaboration and support of our dear clients.*

This rather wordy sentence is almost a word-for-word transposition of the source text. Some discursive strategies that are typical in Portuguese "a marca, Polisporto" that is used here as an emphatic device, translates as structural redundancy in English unless it is modified to convey emphasis as in 'our brand-name, Polisport'. The use of the third person singular form of the verb to have in stead of 'as' probably proceeds from the writer's/translator's transposition of phonic habits that are born of hyper-correction procedures in the aspiration of initial 'h' in English. *As one full of prestige* conveys awkwardness for the usual expression is an adjectival derivation of the *prestige* stem to form 'a prestigious one'. *Which* confounds the referential system of this sentence, there are various anaphoric referents and this relative pronoun, together with the complicated syntax, does nothing to effect cohesion. 'This', a deictic of limited reference, would confine the connectiveness to its immediate precedent in the sentence. The possessive pronoun, *our,* emphasises the affectionate charge of an otherwise banal and expressively neutralised form of address, *dear* -making it transmit a higher affective involvement than the tenor of the source text. This could be considered a positive adaptation, one that adjusts the interpersonal aspects of the text to the target receptors, but I do not think so. Firstly I do not believe that this was a conscious adaptation, as the tenor of the other

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sections (Product Endorsement and first Approbation) has not been adapted, secondly, the more unmarked collocation, 'esteemed' might be less evocative of informality in the role relationships and more in keeping with the degree of formality that some cultures expect in business communication.

> *Through the investment programmes in course, we'll be more and more able to offer an efficient and highly qualified service.*

There is no breach of the code in this last sentence but the information that is afforded is not definite enough to be impressive. From a pragmatic point of view, the company wants the client to know that investments are being effected but this information would be more relevant to the client if it did not appear as an unrelated afterthought. It would be more meaningful if the investments were expressly related to the research and innovation that is spoken of at the beginning of this Approbation and is only contextually implied as it stands. The use of *an* as determinant also contributes to the unspecified nature of the referents. One can argue that the source text does not make this link, that the translator simply put into English what was expressed in Portuguese but it is the responsibility of the translator to make the source text implicatures readily serviceable to the target text readers if the purpose of the text is in any way aided by this.

EVALUATION

A lot of thought has gone into the structuring of this catalogue. It is obvious that the promotional function of each of its components has been thought out with the aim of making each pamphlet/brochure individually useful in situations where each must operate alone but also able to work together to form a complete catalogue. The English is, however, poor. Not to the point where intelligibility breaks down but of a degree that distorts the intended message and seriously compromises the image of efficiency and quality that this company wants to convey.

This is all the more obvious and eminently damaging in those sections where consistent labelling is required and is absent and in the Product Information related with the baby carrier where incorrect information is given. Morphological adaptation is frequently incorrect and grammar words -especially prepositions, are the source of some of the distortion in the meaning. In fact, the grammar component of this text is generally faulty and is the prime contributor to compromised intelligibility.

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LEATHER FOOTWEAR
Catalogue 7

5.1.7. PINTO DE OLIVEIRA.

Presented in three languages: Portuguese, English and Spanish.

Generic Structure of this Catalogue

> Name？ Product Lines？ <Product Information>？Product Endorsement？ Address.

Frontispiece of the catalogue is made up of:

| Company Name and Logo | Pinto de Oliveira |
| Product line | Shoes |

There are seven product lines presenting formal and leisure wear.
Company Name is made up of the founder's surnames.

Product Lines are essentially in English: Ragtime, Wild Step, Boomerang, Camouflage, Pointer's, Casablanca, and Manhattan. These names, besides having the cardinal connotation of internationalism conferred by their "Englishness", contain associations of adventure, fantasy and youth. These qualities are further emphasised by pictures of (young) people in pleasurable activities, of exciting places and suggestive objects. The market that is being targeted is young,

with recourse to the cultural referents evoked in this promotional message and a middle to high buying power.

Product Information is basically pictorial; besides the Endorsement that focuses on aspects (both material and suggestive) of the product, there are photographs that show the shoes: uppers, trimmings and soles.

The whole catalogue follows the same pattern: Product Line, Product (pictorial) Information, Endorsement and a picture that is back-grounding value implicatures, on each double page. There is a statement in one of the corners of the main picture on each page that is not translated; it refers to the product line depicted on that particular page and to the fact that it is a product made by this company. Although this may appear to be an instance of avoidance (as described on page 118) the repetitiveness of the statement and the superfluous nature of its message may have prevented the translator from rendering it into English. I will analyse each Product line individually.

Pages 1+2   *RAGTIME*

All that is classic is defined by the simplicity of lines. To put on RAGTIME shoes means to have constant pleasure of wearing smartly.

There is word-for-word parallelism in the source and target texts with only slight text expansion; not all of it pertinent. Although the wording can be identified as Endorsement, its stilted nature detracts from its positive allusions and the purpose of this text is all but defeated. *Defined* has a different distribution from its source text cognate; the semantic field from which this hyponym was chosen has other expressions that would tie up more suitably with the other wording in the sentence: 'determined, expressed'. There is no subject element in the sentence; only by consulting the source text can one conclude that "sua", the possessive element that provides subject referral, has been substituted for the definite article in the target text, thus creating a lack of cohesive reference between attribute and carrier.

To put on is not a good choice of verb as it does not confer permanence to the state of sporting the shoes, it is an 'event' verb; 'wear' would have fulfilled the needs of fluency better but the translator can have avoided the use of this verb due to the perceived need for the progressive form of this verb later on in the sentence. I can understand the reluctance of an insecure translator in using the verb 'dressing', as a back translation would render "vestir" which may appear to relate to clothing alone. *Wearing* has a different transitivity status to "calçar" - the source text verb - or even to "vestir", and cannot be followed by the adverb alone and is therefore, also inappropriate.

Pages 3+4   *WILDSTEP*

> *For young people with no limits, irreverent, independent, and with a strong personality.*
> *In their leisure cars, they drive through long roads and invite us: "Take a road on the wild world".*

Apart from the collocational inappropriacy of *irreverent*: it is usually applied only in the field of religion to refer to lack of spiritual veneration or respect in English, whereas in Portuguese it has a wider application that has taken on the connotation of non-conformity and can be used with positive implications, this sentence has no other flagrant linguistic breaches. However, it lacks idiomatic naturalness and appeal. The language is disengaged, wanting in the marketing code of seductiveness that Endorsement requires.

The second sentence has two inappropriate prepositions: *through* and *on,* that distort the message. Besides the loss of meaning brought about by the transposition of "veículos de lazer" into *leisure cars*, their is collocational inappropriacy in its use: the typical combination is 'sports cars'. The utterance in inverted commas is lifted out of the source text as it appears in English there and is sanctioned by the motivations that induced the naming of product lines in English but I fail to see the aptness of its message. What comes to mind is that it may be a distortion of the title of the pop song "Take a walk on the wild side" that has enjoyed so much popularity amongst young people.

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Pages 5+6   *BOOMERANG*

> *The nature as a fashion trend, BOOMERANG is the balance among all that is*
> *practical, resistant and comfortable. It's essential to those that enjoy the thrilling*
> *experience of the contact with the WILD LIFE.*

The definite article before *nature* is inappropriate; born of a direct transfer from the source language where unspecified conceptual nouns or uncountable nouns may have this article as a determiner. Once again, the preposition is unsuitable in this cotext and I imagine that it may have been induced by the number of attributes to combine in the act of *balancing*. The simple 'rule' given to learners of English with regard to this preposition is that it is applied when more than two entities come into consideration. Unfortunately, the propositional meaning of *balance* enforces an exception to the 'rule' and renders *among* inappropriate. *It's* contains referential ambiguity: the pronoun appears to refer to *nature* due to its singular character but cohesion demands that it refer to *BOOMERANG*. Ellipsis conceals the carrier and its plural nature: BOOMERANG <u>shoes</u>, but even so, the pronoun must be plural as well as the verb. *That,* as a pronoun relating the verb to *those:* referring to the people to whom these shoes are essential, is inappropriate, it should be 'who'. The repetition of the definite article as determiner both for *contact* and *WILD LIFE* is excessive and redundant in both cases, unless a marked use is sought.

Pages 7+8   *CAMOUFLAGE*

> *Weekend to recover one's forces. "Dolce far niente". Time to escape life's*
> *routine. The comfort of the shelter for absolute leisure.*

The graphic enhancement of *week-end* that is patent on this page, allows a certain liberty to omit a determiner as it takes on the function of a title. *Forces* is an inappropriate choice, as it has a different collocational value to its source text cognate; 'strength' forms the more typical combination. The short dictum in Italian has the same suggestive value as the English product names: it appears in the Portuguese and the Spanish texts as well, which emphasises the value

of its "Italianness" and makes its propositional meaning almost totally expendable. Reference to the source text yields that meaning has been (inappropriately) expanded in the transposition of "à rotina" from the source text into *life's routine*. The last sentence in this text does not hold any breaches of the code as such but is strained and unnatural; the overall combination of the lexical items does not ring true, *comfort* as an attribute of *shelter* is unusual, but worse still is the combination of *absolute leisure,* where the intensifying adjective is appended to a noun with which it is not normally associated and effects redundancy.

Pages 9-10   *POINTERS*

> *Genuine tested materials. The excellence of the comfort, the richness of details and manufacture. POINTERS is characterized and impose itself by it's resistance and solidness.*

The fist two language segments are essentially attributive; they have no verbs and are made up of lexical items strung together without the necessary grammatical embedding. In transposing the message from the source text, the translator retained the essential propositional meaning but lost important grammatical relationships between the lexical items and did not effect the necessary modifications. *Comfort* can be described as *excellent* in English but *the excellence of the comfort* is not a typical language construct, just as *the richness of details and manufacture* also produces some perplexity; especially the pluralisation of *details* and the propositional association of *richness of manufacture,* a strange combination indeed. These words are all acceptable within the generic expectations that this section creates, they are charged with positive connotations, but they have been awkwardly combined. The following sentence is even more inapt: Pointers is taken as a singular entity - it can well be, for ellipsis allows for an open-ended interpretation of what was omitted and the paradigm can contain anything from 'shoes' to 'brand' to 'formal wear' and many others. The source text considers it as being singular, it is patent in the verb +reflexive pronoun which is used twice. This aspect has been transposed into the target text, however, this has rendered a passive construction and a reflexive action here, which induces confusion, as the function of the subject is incoherent. The plural nature of the name and the omission of third person singular inflection in *impose*

also add to the general tangle in number. *Characterize,* meaning 'distinguish' has a more restricted distribution in English than its Portuguese cognate and different grammatical behaviour: it does not accept reflexivity nor does it sustain passive voice with the same readiness. *Impose* is a totally inappropriate choice, in fact, being aggregated to the reflexive pronoun detracts from its meagre positive connotations and it conveys a negative message. This whole sentence hinges on the incomprehensible and defeats the purpose of Endorsement.

Pages 11 - 12   *CASABLANCA*

> *Style class and comfort in equal proportions. The tropical exoticism, Bogart and the golden years of the american movies.*

Following the trend of the other texts, this one also shows disregard for the basic rules of punctuation, especially where commas separating nouns or adjectives are concerned. The definite article in *The tropical exoticism* is misplaced, for no further qualification is given and the expression should be taken as a general, uncountable, nominal group. The same pattern is followed in *the american movies.* Once again we find a non-capitalised adjective that is derived from a proper noun, a clear, direct transfer from the source language.

Pages 13 - 14   *MANHATTAN*

> *People of wide culture, urbane, amusing, that appreciate good music and life by night.*
> *MANHATTAN came into view from the most carefull choice of the materials and exemplary execution - all this is confirmed by the guaranty and certificate of origin included with the shoes*

The adjective describing *culture* is an inappropriate choice, in fact, this utterance lacks naturalness; it strings together nouns and adjectives indiscriminately as attributes of *people*, and ends with an extraordinary expression that cannot be attributed to transfer from the target language (this would render a more acceptable form) but might have been suggested by the expression 'Manhattan by night/New York by night' etc. The first part of the following sentence seems to refer to the city of Manhattan - the picture on the opposite page

corroborates this; only when we reach *materials* do we realise that the subject is the product line and the sentence becomes incomprehensible. *Execution* has collocational constraints that are different from "execução" and a narrower distribution. Once again we find a spelling problem involving a double consonant.

EVALUATION

If the Guarantee and Certificate of origin mentioned above contain the same quality of English language as that which appears in the catalogue, I have serious misgivings as to the image they may project to the final consumer. It is sad indeed that so many good marketing ingredients - the promotional idea, the image of the products, the pictures, the product names, the promotional associations, the lay-out etc., can be jeopardised by linguistic ineptitude. The English texts are, on the whole, intelligible but stilted, and predispose one to believing that the catalogue would be far better off without them. This is a distressing conclusion indeed for the Portuguese international marketing effort can ill afford to waste any opportunity it has to promote its image.

Although there are frequent lexical misapplications in this catalogue, I feel that the grammatical embedding of the lexicon also poses many problems. Once again, inapt prepositions, articles and other grammar words function as impediments to the cohesive linkage of the lexicon into text. One can argue that many of the source texts are deficient, but competent translators cannot hide behind this excuse, for the process of translation allows for adaptation and improvement and if there are any serious incongruities in the source text, these can always be clarified during discussions with the Client Company. Translators must be made accountable for the work they produce and must take responsibility for it. In section 3.7. I discuss the problems related with this.

PRODUCTS FOR BUILDING - Fittings and Components
Catalogue 8

5.1.8. JAIROL

JAIROL - SOCIEDADE DE FERRAGENS, LDA..- presented in three languages: Portuguese, English and French.

<u>Generic Structure of this Catalogue</u>

Name？ Approbation？ Product Lines？ Product Information？ ？ Address.

Frontispiece of the catalogue is made up of:

Country of Origin	(condition for ICEP funding)
Company Name	JAIROL

Product line.   Hardware fittings for doors and furniture and components for industry.

Company Name is made up of names of the proprietors.

There are various product lines presented; one is divided into different series in the same pamphlet, which also contains Approbation, the others are presented on separate inserts placed in a hard cover that gives a short Approbation in pictorial and text form. This cover also contains a map that helps to show the relative distance between Aveiro and Oporto, Coimbra and Lisbon, as well as the international route from Aveiro to Spain. This Approbation also has a short text in Spanish, besides the texts in the languages mentioned above.

<u>Approbation </u>(on the hard cover)

Factory founded in 1976

Principal activity:

Manufacture by injection casting of fittings for furniture and for the building trade as well as industrial components.

This short Approbation text does not have any serious breaches of linguistic code nor does it infringe generic integrity: It provides a succinct introduction to the company's production activity as well as establishing credentials based on about twenty-three years of existence.

However, the use of *principal* to qualify *activity* is not a usual collocation in this field, nor is the punctuation conducive to clarity in the message of the text.

The Company Name, Address and Telephone numbers are given on the inside flap of the cover.

The pamphlet for the 5000 series is made up of a frontispiece with the company name and logo. a map of Western Europe with the EU circlet of stars and *Quality Hardware*. Presenting the Company Name associated with European Union symbols is perceived to convey positive relations of internationalism and competitiveness and this device is frequently employed in catalogues. Product Information is made up of pictures showing the various products and letter tags that give a serial number for order referencing and pricing purposes. The outside fold of the pamphlet has an Approbation text that I am going to analyse.

<u>Approbation</u> (in the 5000 series Pamphlet)

> *JAIROL has been active in the hardware industry for more than 20 years. The company is located in the industrial area of Assequins- Agueda, wich has a strong tradition in the hardware sector. As a result of investment in technology supported by experience and know-how, we have been very successful in meeting the quality requirements and competition in export markets, to the extent that more than 70% is sold abroad. Our high market share has been achived because of the high quality of our products. The range of hardware for the furniture and building sectors is made in solid brass and zamak by injection casting. Only the highest grade raw materials are employed to ensure the superior quality of our products. Think Quality. Think JAIROL.*

The first two sentences of this Approbation use the same device as Approbation on the cover: a dependence on establishment to give the idea of reliability and permanence. This is typical wording in this sort of document and functions as a guarantee to potential clients who might be wary of a recently formed company. Reference to the *tradition in the hardware sector* that Assequins enjoys also re-enforces the dependability promise that this Approbation has

adopted as its initial message. The following sentence is a comparatively successful translation of the source text sentence: it makes the necessary fronting[70] adjustments from the Portuguese into English but loses some of the information in the process. The source text fronts the production indicators, while the target text fronts the particular conditions that led to them, the choice is apt as both these characteristics are worthy of markedness. However, in the translation process the information segment, 'da produção' gets lost and the reader of the target text is left without this important compliment and open to various conjectures.

English does not normally tolerate a lot of lexical repetition, even if these have undergone derivational change. In the case of the sentence starting *Our high quality...* , the repetition cannot be attributed to source text structures, the translation is relatively free and faithful, but can be explained as a failing in that most desirable of qualities that I discussed in the Theoretical Framework: the capacity to write well in the target language. The misspelling of "achieved", as well as that of "which" in the second sentence, cannot be labelled as errors as we have no way of ascertaining consistency in their use, for all we know they may be the result of careless transcription. This cannot be seen as exculpation for the translator or indeed, for any of the people involved in the document design process, for the final proofs should be carefully read and errors filtered out before the final printing process is carried out. The use of *The* as determiner does not convey the strong deictic reference that one would expect in Approbation, especially since the source text has a more engaged possessive pronoun, 'seus': perhaps not the ideal one but certainly stronger than the one used in the target text. This lack of expressiveness is slightly redeemed by *our* in the last full sentence.

Despite the cliché, *Think Quality. Think Jairol*, a rather overspent and outmoded slogan that is weaker than the source text device, the recognition of a need to apply some form of marketing-speak as a "parting shot" must be seen as a laudable attempt but here again the translator's choice has fallen short of the source text message.

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[70] Mona Baker (1995) presents a variety of fronting solutions that are used in different languages, and their value as marking devices in sentence structure.

In this pamphlet too the Product Information section is pictorial with letter and numerical referencing. There is an iteration of the Address and Telephone numbers on the back cover.

EVALUATION

Both Approbation texts are made with the type of lexico-grammar that usually constructs these section in a catalogue. The translator has, on the whole, taken care to transpose the propositional meaning of the source text into the target text and, where fronting and other syntactical reworking is required, the adaptation has been appropriate in most cases. There is, however, a slight depletion of expressiveness in the transposition process and words like 'vanguarda', 'desafios', 'impôs', 'conquistar', among others, are rendered into less assertive language with a reduced emphatic ring and consequently less appeal.

The readers of this catalogue are importers of the products, builders and cabinet-makers and possibly, home-owners wishing to build or refurbish their houses. The paucity of technical information must indeed be noticeable to all but the last type of potential client that I mention above. The only information on materials is given in an Approbation text amongst the laudatory remarks on markets and quality: *The range of hardware for the furniture and building sectors is made in solid brass and zamak by injection casting* . One would expect that a catalogue that addresses intermediaries who are going to use these products or market them to someone who will, is going to need to supply more specific technical information, which does not appear anywhere in this catalogue. Is this yet another instance of avoidance due to English language limitations?

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LOCKS AND SECURITY EQUIPMENT
CATALOGUE 9

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5.1.9. **RODES**- FERRAGENS

Presented in three languages: Portuguese, French and English.

Generic Structure of this Catalogue

Name？ Approbation？ Product Lines ？ Product Information？ Address.

Frontispiece of the catalogue is made up of:

1.Logo + 2.Country of Origin	(2.condition for ICEP funding)
Company Name	RODES –Ferragens,
Product line	Metal Hardware: locks, door fixtures and sundry equipment.

Approbation

This generic section is made up of two parts: a map showing the relative distance between the place where the factory is situated and various different cities in Portugal and Spain, and the following short text.

Founded in 1953, RODES has developed its activity in the hardware manufacture, specially for the building construction.

With a constant growth, RODES cares extremely, with the quality, diversification and transformation of its products, giving, this way, an extensive covering to the market exigencies.

Making of the punctuality and process of honesty its way of working, RODES became a respected company, with a recognized prestige in the national and international market.

Even a cursory examination and comparison of the English and Portuguese texts will show that a particularly diligent structural parallelism has been maintained in translating from the latter into the former. The subject is consistently placed after the subject compliment in the three sentences that make up this text. This is censurable from the generic point of view, as the fronting of the Company name would contribute to creating anaphoric cohesion between the

name as a given and company approbation as new rhematic information. This particular sentence structure also detracts from the more typical anaphoric reference pattern that English has, by creating an unusually frequent preponderance of cataphoric reference. One could argue that there might be some interest in exploring the markedness of untypical text flow in order to call the readers' attention. However, besides the textual disjointedness, there are various other grammatical and lexical shortcomings that only make the flouting of typicality in English text-flow (a potentially appealing stylistic device when aptly engaged) one more instance of defect in the text.

Rhodes has developed its activity in the hardware manufacture, comes through as grammatically unsound. The use of the definite article before this carrier is inappropriate: either it should be eliminated or a countable noun provided. In this case the derivational suffix for adjectives would have to be appended to the *manufacture* stem.

The whole of the second sentence is awkward: besides the disordered information flow, there are many lexico-grammatical breaches of the code. The adjectival intensifier *extremely* is used as an adverbial and followed by an inappropriate preposition. The "directness" of the translation and its word-for-word correspondence have brought about serious syntactical awkwardness but meaning relations have also been affected as essential prepositions are elided from the target text because they are not individually expressed in the source text i.e. *giving, this way*. *Transformation* is contextually an unfortunate choice; it does not carry the associative meaning of adaptability that the source text word contains. Derivational affixes are one of the stumbling blocks of Portuguese users of English. It is far less problematic to find a suitable lexical equivalent than it is to adapt a suitable derivational affix to the lexical stem. Not only have the morphological constraints to be taken into account but the syntactical requirements have to be served as well as collocational idiomaticity. *Covering* is just such an instance: although the morphological and syntactical requirements have been satisfied, and the correct lexical stem applied– *covering* is a noun and is correctly placed, coverage would be more in compliance with the meaning relation of supply and demand as it is used in market-speak.

Another source of frequent fault in these texts is the determiner in the noun phrases. They are very often inappropriate or misapplied: the *an* is redundant in the second sentence so are the determiners in *the quality*, or *the market exigencies* or even *the punctuality* and *a recognised prestige*. Most of these misapplications stem from what appears to be confusion about the countability/abstraction of nouns and how these factors affect the determiner in English.

'Honestidade de processos' in the source text yielded *process of honesty* in the target text: a total carrier/attribute conversion with serious consequences where intelligibility is concerned. *Its way of working* lacks idiomatic naturalness. Motto, belief or slogan would be more in keeping with this field and with current use. *RHODES became a respected company* places the time reference of the process into a simple (and therefore perfect/complete) past although the source text has a very strong present time marking in its verbal phrase. Not only does this constitute a translating infidelity, it also confines the associative meaning of the statement to the past, it transposes the *recognised prestige* of the company to the past.

Product Information and Product Lines

These generic sections are the most extensive, are obligatory and the most important in the genre, yet they are not presented in a consistent manner; they sometimes contain important technical information that has not been translated into the languages that are used in the Approbation. If the technical information in the Product Information section is important enough to warrant its inclusion in Portuguese, surely it is equally important that non-Portuguese speaking clients should have access to it too. The reasons given for this omission were that the specificity of the wording was such that the person responsible for the document design thought it better not to risk having it mistranslated. This is indeed a sorry state of affairs where a non-obligatory generic section such as the Approbation is allowed to carry so much linguistic inappropriacy in English and a section that is pivotal to the whole function of the document is not translated because of the risk of error. Granted, the lexico-grammar of the specifications of the safety-locks and chubb-locks is highly specialised and particular but an industrial sector

that wants to be taken seriously in the international market must find an efficient way to express what is essential. If a company considers Approbation non-essential, it must take the decision to eliminate it rather than allow it to appear riddled with error. The specificity of the wordings used in these sections is daunting for any translator but here the organisations that support industry and trade must furnish them with this information. Professional translators with experience in this particular type of translation must be engaged and the task of translating these documents addressed as a team effort[71].

Some of the products have no descriptions; this may be due to the fact that they are standard products of the catalogue and the pictures are self-evident. At the end of the catalogue there is a chart giving the various different materials that are used in finishing these products and the key to the abbreviations that label each product. The abbreviations of these finishings (acronyms) are presented only in Portuguese. These acronyms are then used as part of the labels to the pictures and indicate what finishings the various products are available in. The chart is therefore not positioned in the most helpful place, as the clients should be furnished with this important key to their understanding of the labelling system before they are expected to apply this knowledge. This chart should appear at the beginning of the Product Information section and not at the end of the catalogue.

Particular attention must be drawn to this chart- starting with the name: Technical Basis. This is not the meaning equivalent for the Portuguese title: 'Dados Técnicos' in fact, it may very well induce the readers in a totally different idea of what the chart contains. The names of the finishings are a baffling mixture of malapropism, misselection and inappropriate blends that, were it not for the seriousness of the matter, would be amusing.

Technical Basis
Finishings

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[71] This aspect is discussed further in the section Translating Catalogues: variability across languages and cultures, page 128

Anodized aluminium	*Stainless steel*
Nickelled steel	*Chromed brass*
Polished steel	*Laquered brass*
Zinkelled steel	*Nickelled brass*
Laquered iron	*Oxided brass*
Brassed iron	*Oxided brass bronze*
Nickelled iron	*Polished brass*
Oxided iron	*Chromed zamak*
Painted iron	*Brased zamak*
Bright iron	*Oxided zamak*
Zinkelled iron	

Nomenclature like *Nickelled steel* and *Zinckelled st*eel are intralingual misformation errors that have been induced by an overgeneralization[72] of the application of the productive affix for the derivation of attributive nouns into adjectives. This application is acceptable for wording such as *Anodized aluminium* and the translator extrapolated the form to all the other expressions that appeared to have the same lexical composition in the source language. The accepted terms are "nickel plated steel" and "zinc plated steel". The translator applied this adaptation to all the other similar word combinations of this type and came up with *Nickelled iron* and *zinckelled iron;* the latter is particularly bizarre, as the spelling of the lexical stem has also been distorted to appear like the former. I can find no explanation for this.

Although 'Aço polido' was rendered into the appropriate expression *Polished steel,* and 'Latão polido' into *Polished brass*, the similar 'Ferro polido' brought about *Bright iron.* This is a strange choice for the other expressions in this list have the ed derivational suffix for adjectives (excepting *stainless steel*) which should have cautioned the translator. The simple structure of the adjective *bright* and its lack of equivalence in propositional meaning should also have alerted the translator to potential inappropriacy.

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[72] Or system-simplification as described by James (1998)

Oxided, an expression used in various combinations in this list, is not acceptable nomenclature within this sector. This should be "oxidated". One of the strangest expressions is *Oxided brass bronze* which made discerning the carrier very confusing, in fact, it is not possible to make out what the intended meaning is if one cannot retrieve it via the source text: 'Latão oxidado françês' .

EVALUATION

The most evident linguistic problem of the Approbation is the unnatural text flow and the poor choices made at the morpho-syntactic level. Some collocational mismatches make the text even more confusing especially when they are applied in association with faulty determiners and prepositions. Both these cases of misapplication are due to fundamental conceptual differences between Portuguese and English: the countable/uncountable nature of nouns and how this factor affects determination, and the different referential specificity of prepositions and how they are coupled with the noun phrases.

One cannot excuse the shoddiness of the Approbation, as some practitioners with whom I exchanged opinions on this matter seem to want to do, by declaring that this section is less important and does not contribute functionally towards the fundamental purpose of this document - to inform. Any reader, even the most pragmatic one, will not remain impervious to the bungled language and resultant defective text. Here too, one is reminded of the fact that something well done may not invite much attention on itself but if a text that has the purpose of drawing a positive reaction is full of blatant inappropriacy then it may be more sensible to remove it all together.

The language used in the chart giving technical information in the Product Information section is lamentable because it fails to inform and might incur confusion, gives an impression of negligence which is damaging to company image and detracts from the positive input that the other elements of the catalogue convey.

After analysing this catalogue one is left with the discomfort of knowing that including English in this manner in a document of this sort is just perpetuating the illusion that Quality is being served and that the internationalisation effort is being taken seriously by industry in Portugal.

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BICYCLE,WHEELCHAIR AND FITNESS EQUIPMENT COMPONENTS
Catalogue 10

5.1.10. MIRALAGO

Presented in three languages: Portuguese, French and English.

Generic Structure of this Catalogue

Name? Approbation? Product Lines ? Product Information? Address.

Frontispiece of the catalogue is made up of:

Name and Location	Miralago - Águeda - Portugal
Product lines	Parts for the bicycle industry, wheelchairs and fitness equipment

The Company Name has iterations on every page of the catalogue.

Product Information consists of pictures of the parts and components with grouping labels that give the function of that particular Product Line. Serial numbers are used to reference the products and, in some cases, information on size and application is supplied as a caption that is sometimes supplemented by a diagram.

Approbation is in the form of a letter starting with an opening salutation:

1.   Dear Custumers and Friends,

Knowing our responsibility, in conducting the density of the company we established 37 years ago, and the accurate image we want to keep, here we present the latest catalogue to allow our customers to analise with clearness and objectiveness our range of products.

2.   In the actual hour of indefinitions and conjuntural contrariety, we have chosen the reorganization and launch of new products, within a permanent challenge to the imagination of our techniciens and defense of MIRALAGO's position in the world.

3.   Our coordinations are set up, and with the comprehension and engagement of all our customers and friends, who which to be proud of belonging to an independent market, the challenges will be easier to win.

4.   The reorganisation, improvement and quality certification are the ruling points of our preoccupations for 1993/94.

5.   For all these matters, we express our confidence in the teamwork we all want to carry on TOWARDS THE FUTURE

THE ADMINISTRATION

It is commendable that the direct approach of a letter should have been attempted as the text form of this Approbation; it engages the readers as receptors and establishes a friendly link between them and the company. This however, was only done in the opening salutation in this instance as the rest of the text follows the usual format of other Approbation sections and unfortunately, suffers from similar defects.

The opening salutation contains a spelling mistake; the same word is spelled correctly further down but this error seems to set the tone of the whole generic section and the correct spelling of customers in the third sentence does little to redeem it. This Approbation shows the same sort of transposed information flow that I have discussed in previous analyses, the subject of the first sentence is brought into effect halfway through the sentence, following the pattern of the source text almost to the word. The oddity of the sentence in worsened by erratic

punctuation and by the use of inappropriate lexical selections. The first misselection is *density,* which generates incomprehensibility, as companies are not attributed with this characteristic even in a highly marked situation. The source text allowed me to see that *density* is the result of the misordering of 'destiny'. Besides the manifest translation infidelity of *accurate*, this word also contributes to making the sentence incomprehensible, as one is hard put to understand in what way *accurate image* can relate to an abstraction like a company. The use of the place deictic, *here* as an emphatic devise to produce the equivalent effect of "aqui estamos" of the source text, is not only redundant at the referential level but also adds to the overall disjointedness of the sentence, as the subject and the verb are between it and the object to which it refers. The emphatic effect of the source text expression is lost through lack of idiomaticity in the target language.

The definite article is not in keeping with the wording of this generic section, 'our latest catalogue' would continue the more personal note that has been struck by the salutation and would cohere with the use of *we* as subject. The unfortunate choice of the derivational suffix *ness* to nominalise the adjectives 'clear' and 'objective' in this cotext, cannot be explained as the result of transfer, it is yet another instance of faulty morphological imbedding of the chosen lexical items. *Our range of products* is misplaced after the adjectival phrase; it should come after the subject and the verb. It is obvious that the source text syntax was transposed without any adaptation, in fact, there is some indication that the translation process was carried out on a phrase-by-phrase basis as the instances of syntactical change (not all of them felicitous) are limited to intra-phrasal modification: the phrase was the translator's object, not the sentence. The misspelling in *analise* is not disruptive of intelligibility but certainly contributes to the general lack of professionalism that the text carries right through.

In section 2 we once again see that frequent stumbling-block for the Portuguese user of English; the false cognate, *actual*, and here it has a particularly disruptive effect on the already flimsy intelligibility of the text. Abstract nouns and their grammatical or morphological embedding are also problematic; the appending of plural or of determiners on these nouns is very frequently inappropriate, either because they acquire meanings and specificity that is not intended in the context (*indefinitions*) or because they flout current use. *Launch* cannot

undergo category change in this cotext without the necessary derivational affix but lexical choice and morphological adaptation are very badly treated in this whole text. *Conjuntural* is a non-word, a misformation that originates in the source language but that the translator has coined and endowed with a suffix 'ural' that is productive in forming adjectives in English-especially in the fields of science and technology. *Contrariety* has got a different distribution in English from "contrariedades" in Portuguese in fact, the source text expression is already used in a marked application with some emotive meaning; it does not translate directly into fluent English text. The last part of this sentence is particularly garbled, this has been effected by the use of the preposition *within* that misdirects the sense and makes the sentence incomprehensible. True to past experience of such instances, the misuse of this preposition affects intelligibility to the point where it totally compromises the cohesion of the sentence and affects the comprehensibility of this segment. The direct, propositional translation of the source text preposition + determiner "num" could indeed be *within,* but this cotext disallows it. Like the misspelling of the previous sentence, *techniciens* and *defense* in themselves, do not breach the comprehensibility of this sentence but, make it the more inapt. The misspelling of *techniciens* seems to be the result of interference from French.

Section 3 is also a word-for-word transposition into the most like-sounding term in the target language. Words like *coordinations* and *comprehension,* have been suggested by the source text terms and are inappropriate, the former as a collocational mismatch, the latter as a totally deceptive cognate[73]. *Which* is doubly baffling as not only are there two interrogative pronouns side by side, but there is no verb following the pronoun. Retrieval via the source text allowed me to see that it is a misspelling of 'wish'. *Win* is a non-felicitous choice in this context, for *challenges* are usually accepted, met and faced, not won.

The use of the definite article at the beginning of section 4 makes the expression that enumerates the aims incomplete; the specificity of the article requires that these abstractions be related to something e.g. '...in the company', or '...of the products'. *Ruling points* also has the

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[73] Granger (1996) distinguishes between totally and partially deceptive cognates: the former have totally different meanings, the latter belong to the divergent polysemy group of words that can only be used as true equivalents in some collocations.

ring of strangeness about it, especially if associated with *peocupations*; not only is this uncountable noun pluralised, it has a different distribution in English from that of the source language.

Matters of section 5 is incongruent with the use of *for;* cotextual associations lead the reader to expect 'reasons' to appear in this position. *Towards* is also inappropriate, as this preposition is not propositionally adequate for the future is so near that *towards* has to be substituted for 'into'.

The labels of the pictures that make up the Product Information section are written in telegraphic language that dispenses with function words. This is true of each of the three different language versions. There are, however, certain expressions that are inadequately translated, all these involve morphological elements:

? derivational suffixes - *protect disk* for 'protection disk'

? omission of functional suffix - *chain-wheel and cranks* for 'chain-wheels and cranks' (the hyphen is also missing in the target text compound.

? overinclusion of functional suffix - *Fitness Equipments* for 'Fitness Equipment'

EVALUATION

The Approbation of this catalogue is one of the faultiest of this corpus: not only does it make frequent use of deceptive cognates, but there are also very few derivational word changes that are correct. Most of the morphological embedding of the lexical items is faulty or infelicitous. Much has been said in this work on information flow and how the sequencing in English is different from that of Portuguese: the translator has not made the necessary syntax adaptations in this Approbation nor have the exigencies of text flow and cohesion been taken into account.

The type and frequency of erroneous wording has produced a garbled text that defies comprehension in many places. In a text of 160 words, there are 30 different instances of

inappropriacy that range from spelling errors to syntactical misordering: this makes for a text with a very high error density. I have to state that I have found this catalogue very difficult to analyse for the identification and description of error is dependent on the co-occurrence of non-erroneous language that forms the linguistic backdrop against which instances of error are discriminated. High error density disallows this discrimination for the linguistic yardstick of correction is missing.

5.2. COMBINED LINGUISTIC ANALYSIS OF IN-TRADE CATALOGUES

This chapter seeks to categorise the broad divisions of error according to the generic sections in which they are found in all fifty catalogues in my corpus. The aim of this exercise is to verify what has already been uncovered in the Detailed Analyses of section 5.1. through the detailed descriptive analysis, while at the same time working the cumulative data into a more expressive statement that might contribute to answering the questions I posed at the beginning of this work. As I said in the introduction to the Detailed Linguistic Analysis, I have counted the words that are used in each of the generic sections and found the number of incidents of deviant linguistic production in each of them in order that error density may be considered as well.

The languages used in the catalogues were also obtained: as the use of English was the essential condition for inclusion in the corpus, all the catalogues contain this language but there is some interest in considering the other languages and comparing them with data obtained through the questionnaires and the interviews.
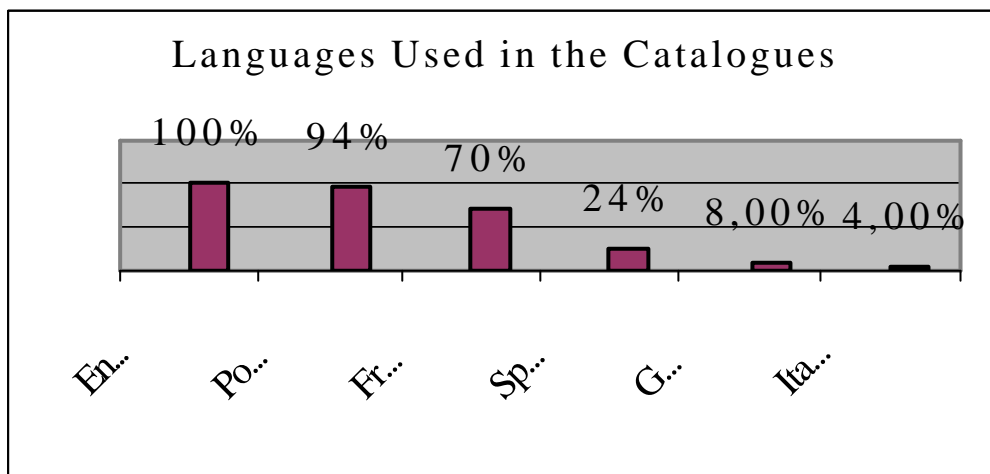

Chart 1. Languages Used in the Catalogues in the Corpus

Understandably, the languages used in the catalogues, with the exception of Portuguese, have basically the same spread as those used in the daily foreign business dealings of the companies

analysed by means of the questionnaires. One might expect all the catalogues to include Portuguese but the explanation given for its omission in these instances was that the catalogues were meant for foreign distribution alone and that the version for promotion on the local market was only in Portuguese. The ones that contained Portuguese were meant to combine their functions as local and foreign promotional tools and possibly, as introductory documents in canvassing foreign investment for Aveiro Industry.

I will now address each of the generic sections separately and establish the links for comparison and contrast between them, in order that I may illustrate or clarify the findings obtained through the combined linguistic analysis performed on the total number of catalogues of the corpus. The language categories also require explication for, in some cases, there is a marked need for specific differentiation with regard to some of the categories and some of the generic sections, while in others, particular instances of error seemed to fit into more than one category or non at all. This inevitable contingency, felt by many language analysts, stems from the very nature of the object of my study: language is not a system of discreet and tidy elements but a complex, interrelated network, compounded by a very high incidence of error in these documents. This error density sometimes disintegrated the linguistic framework that forms the stable backdrop to error analysis and made the sifting of error from non-error very problematic.

5.2.1. GENERIC SECTIONS

In the section on Generic Structure Potential of the in-trade catalogue I had the opportunity to explicate the lexicogrammar used in the various sections and to show how the purpose of this document is fostered through the use of various means: linguistic and non-linguistic. I was able to assess the extent to which language is used in these sections and the comparative variability generated by the various combinations of obligatory and optional elements and by the means chosen to convey or illustrate them.

Company Name appeared on all the frontispieces of the catalogues, names presuppose a linguistic nature and normally appeared in their full form here, but subsequent iterations were very frequently represented by the company logo.

In discussing the wording that makes up Company Names they were said to be mostly coined from the proper names of the main shareholders/partners or founders of the company, either by forming acronyms, using the two first letters of each name or worked into other combinations and blends. Of the fifty catalogues analysed, twenty-six have names coined from such combinations (e.g. *Fersil, Aline, and Jamarcol*). Place names accounted for only two of the Company Names (e.g. *Miralago*), while references to product type or to a characteristic or component of the product were used in eleven catalogues (e.g. *Bebecar, Molibel, Grês Arte*). Combinations like:

Proper name	-	Place name	(*Silvágueda*)
Proper name	-	Product	(*N. G. Porcelanas*)
Product	-	Characteristic,	(*Formaplás*), account for

eight of the remaining catalogues, the last three have novel coinages that do not fit into any of the above categories, (*e.g. Bawo - Bawo*). Although these names are not evidently considerate of the difficulty that foreign clients may have in pronouncing them, they do not seem to pose any serious pronunciation problems: forty-one have bi-syllabic or tri-syllabic predominantly CVCVCV structures. The remainder have longer names but, barring "Rogerio Moreiras", "Pinto de Oliveira" and "Chavoperfil" which are slightly more challenging, the Company Names were readily serviceable to the non-native speakers of Portuguese on whom I tested them.

5.2.3. PRODUCT LINES

Thirty-eight catalogues presented this section, either by introducing them as such in the frontispiece or by grouping their products into individual pamphlets that had this hyponym as

collective name. Much that has been said about company names is true of Product Lines too. These names do not have the same preponderance of proper names nor place names but they do use product characteristics and product-type very frequently. Some of the Product lines have strong associative reference that is given, either through the use of 'foreign' names- (e.g. *Boomerang, Pointers*), or other strongly marked lexicon (e.g. *Sonata, Ragtime*). The problem of pronunciability is less pertinent here as product referencing is usually supplemented by means of reference numbers used as labels in the catalogues; nevertheless, there are no instances in this corpus when the name of a Product Line was a barrier to referencing. There were two cases of inappropriate morphological adaptation of the names of Product lines; both in the same catalogue, both with regard to the application of plural marking to abstract nouns. One might be inclined to expect a greater number of morphological misuse in this generic section, given the general picture of linguistic deviance in the corpus, but the naming of Product Lines is open to creativity and therefore, to a great deal of linguistic freedom (liberty?). This makes many statements on their possible lack of grammatical soundness very difficult to sustain by whoever is analysing them. Because some names in Product Lines were English at the outset the problem of inappropriate translation was avoided, but the question that begs asking here is; Given the obvious lack of communicative competence in English that some Portuguese business people have, how do they feel about having to read/use so much foreign language in home-grown documents?

5.2.4. APPROBATION

Forty catalogues contained this non-obligatory section in a linguistic form, ten of which had pictorial support, but only five gave a purely pictorial Approbation. One can verify that practitioners perceive the importance that this section can have in the furtherance of the purpose of the catalogue through the amount of language and space that is used to this end. The fact that ten catalogues go so far as to support their linguistic Approbation with pictures and that, in the absence of language, a pictorial form is used in five catalogues is added evidence of this. In all the five cases that did not have Approbation, this promotional onus was placed on the Endorsement or in an extensive linguistic Product Information.

Number of words in Approbation in this corpus: 7818

Number of instances of inappropriacy in this generic section: 1083
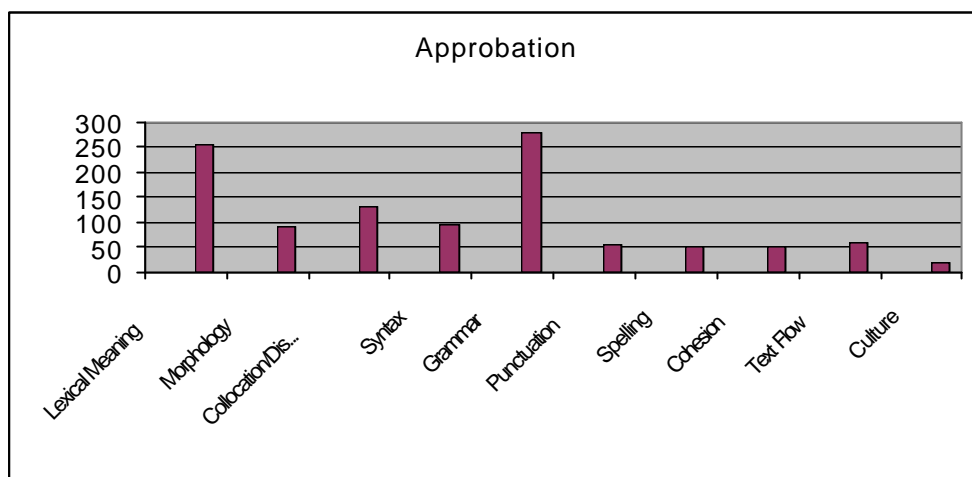
Error Density 13,90%

Chart 3.1 Error occurrence in Approbation

This is the most language-rich generic section and the one that brought about the largest absolute number of instances of language inappropriacy. The most salient finding lies in the fact that there are more instances of grammatical error than of any other category, including Lexical Meaning.

I have included propositional, associative and expressive meaning in **Lexical Meaning** but only at the word level, for any combinatorial inappropriacy above the word level, any meaning that results from inappropriate lexical co-occurrence, I have allotted to the Collocation/Distribution category. Lexical misapplication includes inappropriate choices from the field (e.g. *Searching to contemplate the best refined tastes)*, non-words/coinages (e.g. *staken*), the use of deceptive or partially deceptive cognates (e.g. *in human valorization*), distortions and confused lexical sense relations: the wrong choice from the hyponym/superordinate meaning axis (e.g. *To <u>put on</u> RAGTIME shoes means to have constant pleasure of <u>wearing</u> smartly*.)

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Although most of the instances recorded in this section were due to inept lexical choices from the purely propositional point of view, the exigencies created by the purposes of the catalogue and more specifically, the purposes of this generic section, exact expressive and associative demands from lexis that were very seldom satisfied. Some of the lexical choices recorded in this column were the result of false cognates: many translations were suggested by the source text words and these transposed into like-words which were sometimes "adapted" into a seemingly more English morphological pattern through the appending of productive affixes (e.g. ...*products for the sensibilisation of skins*...). In this particular type of instance, I recorded lexical misselection in the Lexical Meaning column and morphological misapplication in the Morphology column if those adaptations were not of the grammar/functional type but meant to create derivational change of any sort. If the morphological changes were of the grammar variety: i.e. inflections for number, verbal tense or aspect or the possessive, I registered these in the Grammar column.

Grammatical inappropriacy includes the instances of inept use and omission of the functional words of the language or the functional affixes in words. Although for most analytical and descriptive purposes linguists group morphology and syntax in this category, in this work I have separated them and considered only the Grammar at the word level and this only with regard to the closed, function-related sets of words and their morphological adaptations, and the functional affixation of lexicon. I feel that there is much to be considered about the preponderance of these categories in certain generic sections and about the manner in which some grammar avoidance strategies are more frequent in some generic sections than in others. Besides, I wish to explore the individual expression of all these different actions upon the word and those that apply to units that are above the word: phrases, clauses, and sentences. Syntax issues have less expression in Product Information, for instance, where short declarative sentences are more frequent than in Endorsement and the possibility of syntactical misordering is far less patent. Placing syntax and morphology under the common grammatical umbrella would neutralise the particular expression of each of these categories in the separate generic sections.

The misapplication or omission of prepositions and articles brought about the most frequent breach of Grammatical soundness in Approbation. Prepositions were, by far, the single, most defectively treated grammatical category in this corpus and, because of their referential particularity, the one that brought about considerable challenges to understanding (e.g. *POLISPORT aims at being always on the first line on the best solutions and of the presentation of the latest creations on the field of two-wheeled vehicles.*). Inappropriate use of articles and other determiners was also very disruptive for, in many cases, it was brought about by defective perceptions of the functional or semantic exigencies of countable/uncountable nouns (e.g. *Making of the punctuality and process of honesty...*), proper names (e.g. *...in the Guru we give...*) and conceptual reference (e.g. *The nature as a fashion trend...*). The omission (e.g. *...and he create the works...*), misplacement (e.g. *From its sinuous "Ria" emerger...*) or overinclusion *(e.g. With Departments of researching...)* of inflections for verbal time or aspect was also very frequent, as were the affixes for the possessive (e.g. *...in order to supply all clients needs)* and for plurals (e.g. *Confectionerys, Every requisites... Fitness Equipments...*).

The ***Morphology*** column contains all those morphological adaptations that do not appear within the grammar/functional changes that I have allocated to Grammar. Morphology then, has all the alterations to the structure of non-functional words and in it I have registered omissions (e.g. *...for a better identify of our...*), misinclusion (e.g. *...this politic followed...*), misordering or overinclusion of morphological derivation (e.g. *...a great changeableness of movement)*, compounding (e.g. *...for use as pipebendings*), blending and the formation of acronyms (e.g. *...all raw materials are imported directly from R.F.A.*). These had a small but significant expression in this corpus for although acronyms were used only nine times, the words from which they were constructed were either not translated, mistranslated or the acronyms were incorrectly ordered into the target language.

Approbation entails lexical elaboration when i projects its more promotional purpose, for attribution makes use of the derivational productivity of language to build lexical kinship and

interrelation in a promotional text. These Morphological changes were very frequently faulty with the consequence that while this aspect was adequately exploited in most of the source texts; the target texts were lacking in it.

Collocation and Distribution include infelicitous choices made at the combinatorial level of word co-occurrence and went from the disruption of irreversible binomials (e.g. *losses and profits - certification quality,* as a noun phrase instead of the usual 'quality certification') and fixed idiomatic expressions (e.g. *...we all want to carry on towards the future.)* to misselection from the register range in the particular field of the text (e.g.. *fabricating glazed and painted pottery*.) I considered all the instances that could not be justified on the grounds of markedness as inappropriacy of Collocation. I have to concede that this is the one section where I felt less certitude in some of my assertions, for personal perceptions of what is plausible/implausible in texts of a promotional sort are open to discussion. The majority of instances, however, were clear-cut and unquestionably lacking in typicality or/and idiomaticity. Some words occur with a greater frequency in Portuguese than in English (or vice-versa) within a particular field, or have a more widespread use in a bordering field. These applications created some instances of strangeness in the target text (e.g. *Original parts* <u>*homologated*</u> *by several motor... so many* <u>*enterprises*</u>*),* I registered these as inappropriacy in Distribution. The frequent interrelation and interdependence of Collocation and Distribution, made it expedient that one category alone should include both these features.

It is interesting that so many instances of deviant Collocation and Distribution should occur and although these do not usually affect intelligibility in the text, they function at a higher level of semantic range and applicability and they certainly contribute to making a text odd when they are not aptly managed (e.g. *...with the trajectory of happenings...)*. The more frequent Collocational deviance was due to register-specific misapplications of nouns, verbs and adjectives: these were sometimes "appropriated" into unsuitable fields in the Approbation (e.g. *...choice of the materials and exemplary execution)*. The very nature of this generic section combines the need for specificity on the one hand, for it introduces, describes and sometimes even projects the activities carried out by a business, while on the other hand it explores more

general language fields of interest and appeal (e.g. *...brings the evolution of this enterprise into the 21st century.*) It is not surprising then, that register-specific Collocation should be mishandled, given the general propensity for lexical misapplication that is patent in this generic section.

The *Syntax* column includes all the errors of syntactical misordering or the omission of syntactical elements in phrases, clauses and sentences as well as incongruous co-ordination and subordination (e.g. *Modern and confident in high technology, but mostly worried with the quality of final product, A Silva introduced the best products in trading, being now able to completely satisfy the demands of internal and external markets, acting quickly, and trustworthy, giving a good name to the Portuguese industry and exporting 60% of our production..*). The most frequent syntactical fault was elemental: the absence of subject in the sentences. The subjects of the Portuguese sentences were very frequently subsumed or integrated in the verbal inflection[74] but when these were translated into English using a word-for-word approach, the subjects were simply not considered and the English sentences left without "doers". Another frequent fault lay in the convoluted sequencing of the syntactical elements that is acceptable in Portuguese word order but which was very frequently directly transposed into the English sentences, with perplexing consequences.

Like many other analysts, I used the yardstick of the sentence as unit and understood Syntax to operate at the sentence level but sequencing above the sentence level was established as Text-flow that, together with referencing and other devices of ligature that make up Cohesion within the text, lend "texture" to texts.

Text-flow was very frequently jeopardised as Portuguese textual patterns were repeatedly transposed into the English texts. The engrossing effect of source text-flow and the tendency that translators (even some experienced ones) have to address the clause as unit of translation and not distance themselves enough from this unit, disallows them to descry the source text pattern in the target text and allow it to survive the translation process (e.g. *With a constant*

growth, RODES cares extremely, with the quality, diversification and transformation of its products, giving, this way, an extensive covering to the market exigencies. Making of the punctuality and process of honesty its way of working, RODES became a respected company, with a recognized prestige in the national and international market.). One cannot consider deviations from typically English Text-flow "erroneous" as such but they can contribute decidedly to making the text "foreign" and, in the case of a professional genre like the catalogue, detract from its professionalism and efficacy. The structuring of information according to the ways in which English text normally fronts what is given in relation to what is new (theme and rheme) also imbues text with a particular pattern of information packaging which was very often disordered in Approbation in this corpus. These thematic/rhematic relations are dependent on:

a) the sequential ordering of these two elements at the sentence and supra-sentence level and

b) on the apt use of conjunction and disjunction. The latter were registered in the Grammar column, the former as breaches in Text-flow but keeping in mind that here too, these are not statements on what is grammatical/non-grammatical but what is acceptable through practice.

Not every case of absence of *Cohesion* can be considered faulty for some of the means through which cohesion is effected create facilitating mechanisms that the writer uses to signpost meaning relations for the reader and their absence can, at most, be considered a discourtesy but not an error. Having said this I must except dysfunctional lexical referencing or incongruous substitution that not only disrupts the cohesive ties but also the lexical or grammatical systems respectively (e.g. *Pioneer gamut of products in the market that give us an experience of 25 years providing relaxation and comfort.* - this is meant to be a full sentence*).*

Punctuation faults in Approbation are closely connected with the propensity that Portuguese has for flexible syntax with frequent use of inserted phrases, co-ordination, subordination and profuse attribution. In transposing Portuguese word order into the target text while translating,

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[74] James (1998) describes the linguistic potential that some languages have to drop subject pronouns as

the Portuguese patterns of punctuation were also transposed, so were the practices of capitalisation: a frequent shortcoming in Approbation accounting for a quarter of the punctuation errors (e.g. *Envisioning quality, the pieces are polished, cleaned and duly packed, in a careful manual execution that honours the promise of an order, in a "just in time" confirmation. / - the spanish market).*

Spelling errors in Approbation were neither so frequent nor so grievous as to create circumstances of incomprehensibility, but contributed to the heavy aggregate of deficient language. Sixty per cent of these spelling errors involved double consonants, either omission of one of the consonants when there should be two (e.g. *inovation)*, or overinclusion of a consonant when only one was required (e.g. *timming*).

"PRO-drop" and compares Portuguese and English with regard to this parameter.

In the *Culture* column I have included all those instances where localised cultural content of the source text was not explicated or in any way made accessible to the reader of the target text (e.g. *and artists of the Neo-Manuelino style*). Instances of transcultural ineptitude made patent through inappropriate language that expressed or implied lack of sensitivity to cultural diversity, to social values (e.g. *Future is made of projects, projects are men's work and men are responsible for the future)* and business etiquette, accounted for half of the instances registered (e.g. *Austria, Australia, Dominican Republic and a few African Countries)*. The potentially grievous consequences of these errors cannot be over emphasised and the fact that they appeared in a genre that aims to captivate the buyer/potential buyer only
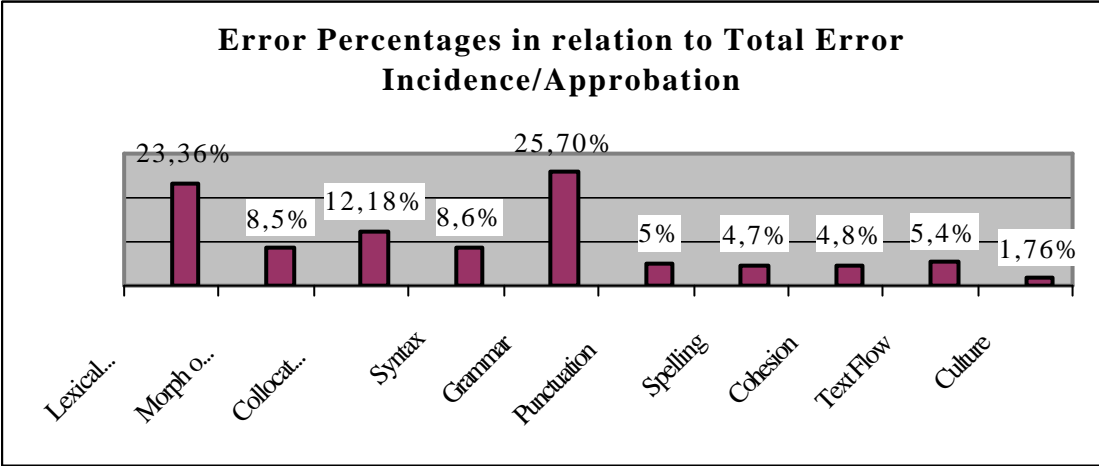
exacerbates this.

Chart 3.2 on Percentages of Error in each of the language categories in relation to the sum of Error incidents

This is the pivotal section of this genre and the one that occupies the most extensive space. All the catalogues contained pictorial Product Information and thirty-five made recourse to language to describe products presented in pictorial form or to label the pictures. This is the section that seems to have been most affected by avoidance strategies in the use of language for many of the labels appended to the pictures in Product Information were in the form of coded numerals or symbols.

Number of words in Approbation in this corpus:	5356
Number of instances of inappropriacy in this generic section: 646	
Error Density	12,5%

The very nature of the lexicogrammar of this generic section predisposes a certain predominance of shorter utterances over long sentences and sentences worked into text. Short declarative sentences or even noun-phrase labels are frequent, so are single words used as captions for pictures or diagrams. It is not surprising then, that the greater number of instances of deviance should be in the columns assigned to word-centred language rather than to those that represent more extensive language constructs: syntax, cohesion and text flow.
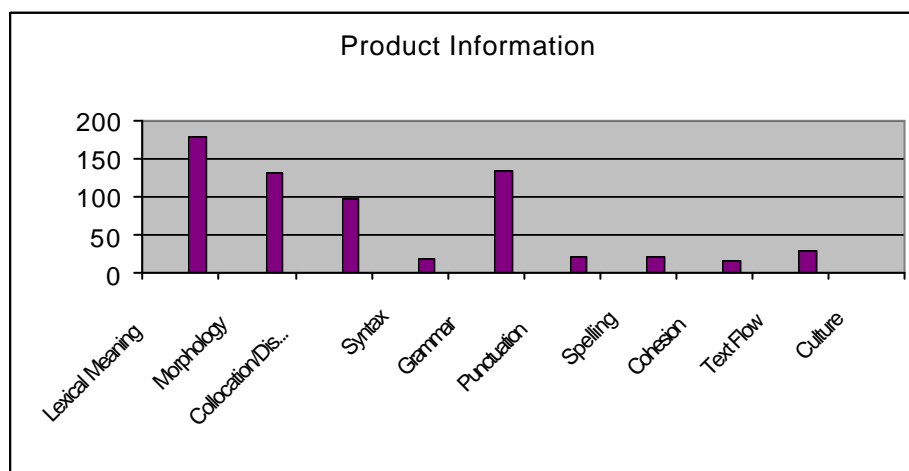

Chart 4.1 Error occurrence in Product Information

Lexical Meaning is by far the category that contains more instances of error and in a section that depends on denotation, on the clarity and precision of propositional meaning, this is detrimental indeed. I included all the instances of erroneous nomenclature that contained misapplications of product names (e.g. *grass-mow machine*), of product components (e.g. *Personalized design. Verniz or black paint finishing*), or characteristics (e.g. *Robust construction combined with a <u>peculiar</u> external aspect and good mechanical resistance*).

Morphological error was basically limited to derivations occasioned by the need to present adjectives formed from nouns and nouns from adjectives. These were particularly plentiful in product lists and lists of finishings and components *(e.g. Nickelled steel, Zinkelled iron, brighted polish)*. Morphological transformations that have been inappropriately contrived bring about distortions and anomalous derivations that make Product Information ineffectual and can invalidate the whole purpose of the catalogue. As many of these morphologically transformed words were appended to photographs or other illustrations as captions, they very often detracted from the informative capacity of these too.

The column of ***Collocation and Distribution*** has a high error aggregate as it includes all the inapt collocations devised for the noun-phrase captions that are so frequent in this generic section. The fact that the sentences are shorter focuses even more attention on the deviant nature of some of the word coalitions that were attempted here (e.g. *Handle door oven for familiar gas-stove*) and when faulty collocation is coupled with error in the other grammatical categories, the word combinations become even more aberrant.

Instances of error are far less frequent in the ***Syntax*** column for, as I have said before; this generic section is made up of sentences of shorter length and greater syntactical simplicity. However, the constraints applied to the syntactical ordering of the sentences in this generic section disallow the more complex sentence structure that was sometimes used as well as the heavy-handed employment of attribution; when this was the case, I registered one instance of Syntactical inappropriacy for each sentence.

Grammar errors were mostly related with inflections for number and with the repeated misapplication of prepositions and articles, while **Punctuation** errors stemmed from the misuse of capital letters in derivations from nation-based lexicon and the overuse of comas. The instances of error were connected, in most cases with double consonants: either overinclusion or omission.

Cohesion is less represented in this section although, considering the relative paucity of more extended text the figures given are inordinately high; so are the figures given for **Text-flow**. This stems, in most cases, from the disordered sequencing of textual elements in those sections that interspersed Product Information with Endorsement and made these two figure as one section alone (e.g. THC. *2 make the bridge between tradition and modern locks. Not have automatic spring but the new materials are applied. Locks for the low to the medium sector*).

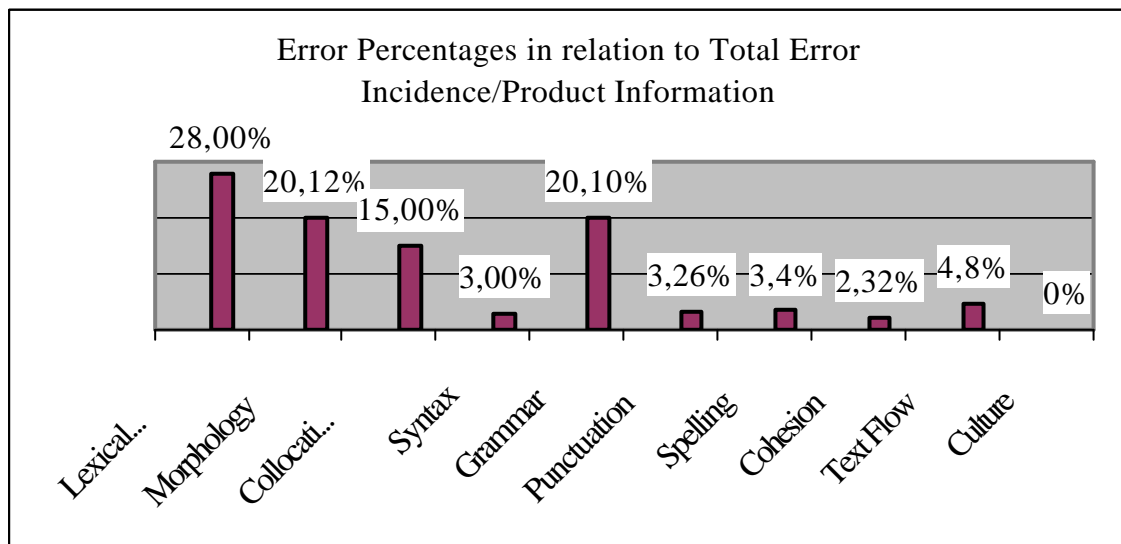No **Cultural** inappropriacy appears in this generic section.

Chart 4.2 on Percentages of Error in each of the language categories in relation to the sum of Error incidents in Product Information

5.2.6. PRODUCT ENDORSEMENT

This generic section was linguistically conveyed in twenty-three of the catalogues of this corpus. One understands that covert Endorsement is supplied in the pictures of the products as well for they are meant to display a pictorial representation of these objects and some of the pictures are embellished with associative messages given through props, settings and even human subjects. However, the (overt) linguistically promotional Endorsements tended to appear in those catalogues that did not elaborate the Approbation or did not emphasise this generic section. This seems to be a compensatory measure, one that rationalises that if the promotional "message" is not given with regard to the company it should be given in relation to the products.

Number of words in Endorsement in this corpus: 3612

Number of instances of inappropriacy in this generic section: 530

Error Density   14,67%

Chart 5.1 Error occurrence in Product Endorsement
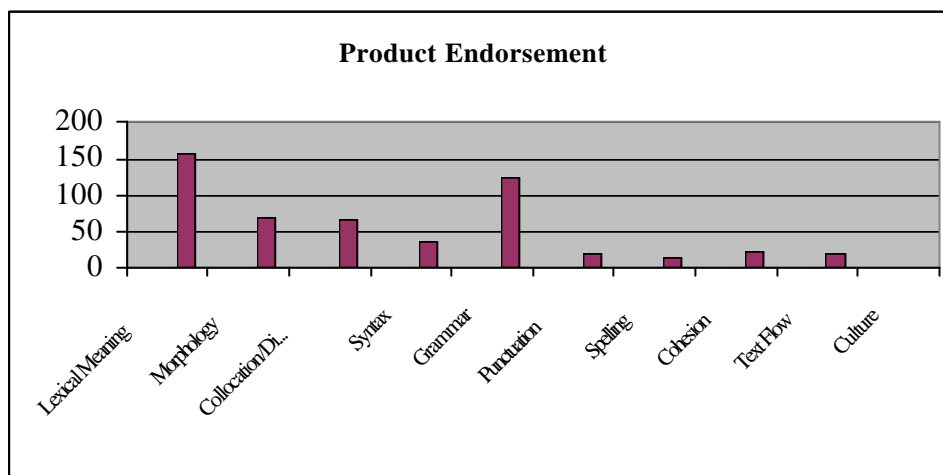
This generic section brings together two fundamental characteristics of both Approbation and Product Information: it uses the promotional impetus of language in the advertising dimension of the former and the denotative specificity that coheres with the informative requirements of the latter. This explains how the highest percentage of error incidence is found here, despite

the relative paucity of text in this section. Error is found both in the word-centred categories like Lexical Meaning and Morphology and in those that represent structures that are above the word: lexical co-occurrence, Syntax, Cohesion and Text-flow.

Error Percentages in relation to Total Error Incidence/Product Endorsement

Category	Percentage
Morphology	30%
Collocati...	13,1%
Syntax	12,3%
Grammar	6,8%
Punctuation	22,35%
Spelling	3,9%
Cohesion	2,8%
Text Flow	4,4%
Culture	3,7%
	0,3%
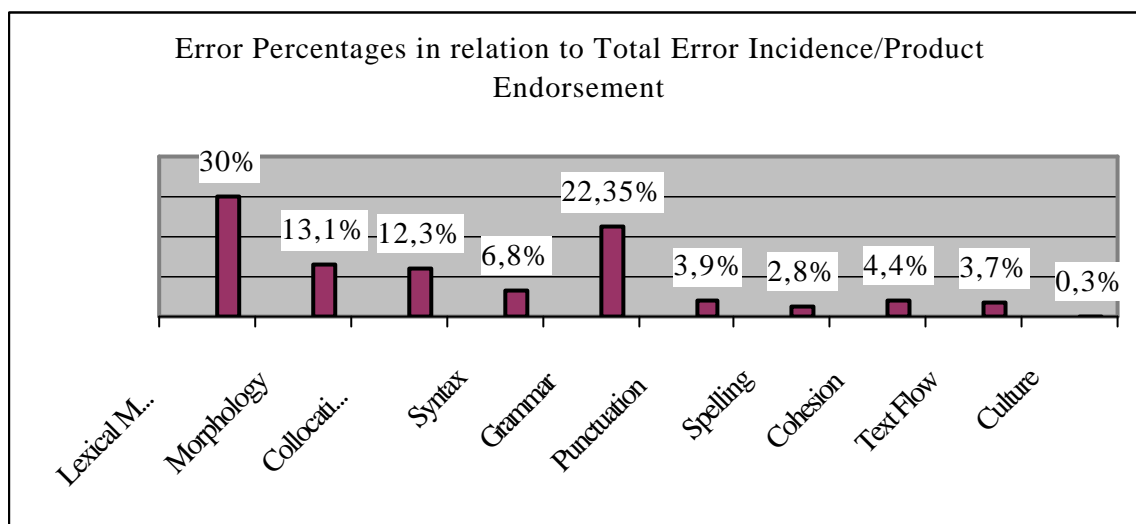
Chart 5.2 on Percentages of Error in each of the language categories in relation to the sum of Error incidents in Product Endorsement

5.2.7. PACKAGING

This section is by far the one that functions with the least amount of text, besides being infrequently included in the generic make-up of the catalogues: thirteen catalogues contained this generic section, four of which had significant linguistic support. Most of these contained either conventional icons or numerical charts that almost dispensed with language or contained simple statements on policies regarding returns, breakage, bulk-buying and packaging materials. The most extensive of these was an environmental recommendation on the treatment of packaging materials that was, I think, taken from a directive issued by the European Union. There was only one instance of error and that was in the Lexical Meaning column where a label indicated *cardboard crates* instead of cardboard boxes.

5.2.8. ADDRESS

The Address showed no instances of deviance as they followed the normative patterning for this information: the presentation of the Address in the source language.

5.2.9. GENERIC MISINCLUSION

True to what is said by Inman (1990), genres, functional or not, will contain the cultural mark of the practitioners they serve and will, in those aspects, be different from equivalent genres in other cultures. One generic characteristic that seems to substantiate this is the Portuguese tendency for frequent inclusion of short dictums in their catalogues. In a corpus of fifty, there are four utterances that do not belong to the Generic Structure Potential of the in-trade catalogue and they are all adages of a more or less philosophical nature.

Although I have named this deviation from the catalogue as genre, a Misinclusion, I must explain that catalogues made by some countries have constituents that do not figure as generalised generic sections in the catalogues produced elsewhere e.g. British catalogues make very frequent use of humorous illustrations and pronouncements.

5.2.10. EVALUATION

The identification, quantification and evaluation of error seem to call upon itself a judgmental attitude that involves censure of whoever produced the deviations. James (1998) directs the focus and the purpose of this practice by stating that evaluation in Error Analysis is less about "honing the analytical scalpel so as to lay bare the tiniest error" (pp 205) but about giving due importance to those errors that can indeed jeopardise communication. There is however, a statement to be made on the ambivalence of this "communication" for, where these documents are concerned, it is not only what they communicate overtly: concrete information on the products, the location of the supplier etc. but also the covert messages of professionalism and efficiency that must be taken into account. In evaluating learners' errors one can divide them

into "trivial errors" and "the ones that really matter" (as James does) but in the case of functional documentation *of a promotional nature,* any effort at prioritising error might lead one to mitigate the reproach of language segments that are less disruptive of overt communication but that contribute to the error aggregate that adversely affects the covert messages.

Keeping this in mind, I will proceed to explore those expressions that bear upon two of the questions that I posed at the beginning of this work:

? The English used in these catalogues is not standard, what is its nature?

? How will it affect the purpose of the catalogues produced by Aveiro Industry?
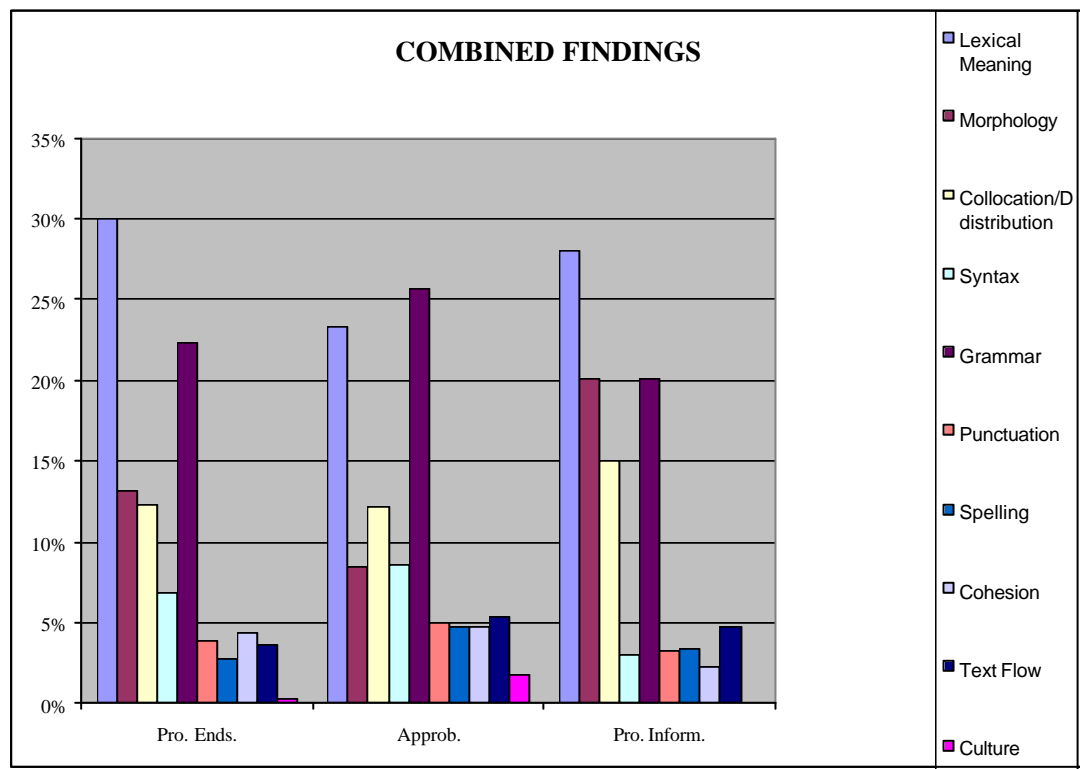
COMBINED FINDINGS

Chart 6.1 of Combined Findings for Product Endorsement, Approbation and Product Information

The answers to these questions have been under construction throughout Chapter 5 but need to be considered taking into account the double-sided nature of the messages that the catalogues convey.

Chart 6.2 on Respondents, No. of words used in the Catalogues, Errors and Density

Company Name	Total No. Words	Total No. Errors	Error Density
Aline	100	11	11%
Barbotina	603	137	22,70%
Bawo Bawo	162	26	16%
Bebecar	481	13	2,70%
Caravel	224	38	16,90%
Chavoperfil	318	15	4,70%
Cimilar	175	17	9,70%
Cires	146	17	11,60%
Colap	352	56	15,90%
Costas Irmãos	472	97	20,50%
F Fonseca	306	32	10,40%
Fersil	209	27	13%
Formaplas	243	27	11,10%
Fundador	174	18	10%
Grês Art	246	10	4,00%
Grêsartes	349	34	9,70%
Guialmi	343	23	6,70%
Guru	1050	122	11,50%
Hara	289	38	13,10%
Heliflex	1794	224	12,40%
Indasa	177	37	20,90%
Ismaltina	298	39	13,00%
Jairol	158	8	5,00%
Jamarcol	417	95	22,70%
Luzogrês	191	15	7,80%
Luzostela	69	12	17,30%
Mafol	91	12	13,10%
Marques e Silva	366	60	16,30%
Miralago	253	47	18,50%
Molibel	468	93	19,80%
N.G.Porcelanas	309	41	13,20%
Neoclássica	189	19	10,50%
Novagrês	43	11	25%
Pavigrês	160	3	1,80%
Pinto de Oliveira	166	50	30%
Polisport	279	56	20%

Primus Vitória	615	40	6,50%
Quema	203	37	18%
Rodes	116	45	38%
Rodi	214	46	21,40%
Rogério Moreira	1124	167	14,90%
Sanitana	272	15	5,50%
Semoldes	199	17	8,50%
Silampos	1327	145	11%
Silvágueda	250	8	3,20%
Sinuta	180	23	12,70%
Siroco	339	2	0,50%
Siarcos	182	14	7,60%
Tècnoplas	338	44	12,90%
Vannel	408	86	21,00%

Chart 6.2 on Respondents, No. of words used in the Catalogues, Errors and Density

One of the most outstanding findings of this linguistic analysis lies in the inordinate number of error instances that appear in the Grammar column in the three more intensively linguistic generic sections (540 instances) although there are slightly more instances of Lexical Meaning error (591 instances). James considers that:

> "(Error Gravity)... could more plausibly be related to the different degrees of processing effort needed on the part of the reader or listener to undo the error" (1998: 208)

Because of the reach and consequence of grammar errors - for they involve more predictable and more general rules, we might consider them more detrimental. Indeed, the unravelling of a message expressed in a grammatically defective utterance is an exercise of retrieval in which the receptor has to engage a suitable amount of effort and, in the case of syntax errors, address a stretch of language that has to be reconstituted or re-ordered in order to make sense. If the non-grammaticality of the utterance is such that the outlay of effort exceeds the satisfaction in communicating, the resultant deficit taxes the co-operative principle of communicative negotiation. This entails loss of interest in the listener/reader. If we group the Grammar column with Syntax in one set and Lexical Meaning, Collocation/Distribution and Morphology in another: a division of the primarily non-lexical from the essentially lexical, this

will show the preponderance of lexis-type error over grammar-type error but will also reveal the comparatively high number of the latter.
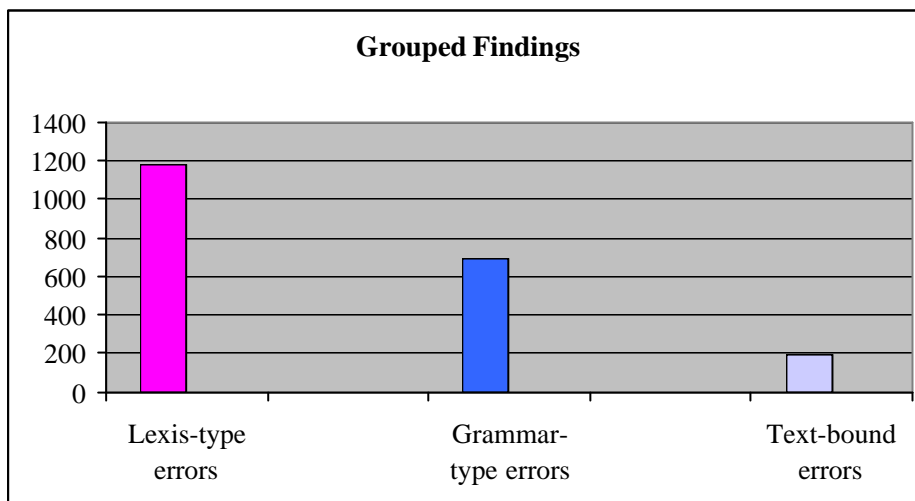

Chart 6.1 on the Findings grouped according to type.

One might be inclined to consider grammar error, because of its broader applicability, more detrimental to the communicative situation, but this is not always so in this corpus. As I had the opportunity to point out in the In-depth Analysis section, some instances of Lexical misapplication can be so disruptive that intelligibility is jeopardised. This is one of the points in which I feel that there is a considerable difference between the focus of Error Analysis in its more general (learner error) application and the one that I have used it for. In learner language, grammatical instances of error are considered linguistically and methodologically more serious because they involve more general rules of applicability and practice whereas lexis errors involve more idiosyncratic, more localised ones. Where this work is concerned, grammar error is disruptive especially with regard to misapplied prepositions or misordered syntax but when lexis is utterly off the mark, as it so often is in these catalogues, the basic components of reference are missing and whatever feeble meaning might be extracted from an utterance that is grammatically faulty will be rendered ineffectual through the presence of a serious lexical error. This brings me to the understanding that whereas grammar error may adversely affect receiver

involvement by taxing co-operation beyond acceptable limits, lexis error, especially in its propositional dimension, renders discourse unintelligible and therefore unserviceable to its receptors. I can therefore not attribute more nor less gravity to any of the groups that I have aggregated for this value statement is dependent on other factors that augment or decrease it.

One of these factors is Error Density, which can be described taking into consideration the numerical aggregate of error within any given extent of language and the disparity in its various manifestations. It is obvious that if the same error appears repeatedly in a given utterance there is much less processing effort used by the receiver to retrieve the message: after the first appearance the receiver will apply the same retrieval strategy to all the subsequent instances of the error. If there is a variety of different errors there must be a particular retrieval strategy applied to each: this entails far greater concentration/effort from the receiver and can induce progressively weaker co-operation from him/her. The frequency in the instances of error can also tax this co-operation and break down communication.

Another factor that is less considered when speaking of learner errors but that has inestimable importance when discussing a promotional genre is perspicuity. The characteristic that most adversely affects this quality in the documents in this corpus is unnecessary prolixity: many of the Approbation and Endorsement texts are verbose and flaccid. Given the significance of this factor as a fundamental maxim of communication, especially of professional communication, when lack of perspicuity is coupled with error in an expression, there is an irritation multiplier effect.

If we consider that average Error Density in the catalogues in this corpus is thirteen percent (13%)[75], that the errors encompass a variety of types that go from the deeply disruptive propositional meaning relations to irksome lack of cohesive signposting or non-typical text-

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[75] This value was obtained through the application of a Box and Whiskers plot to the Instances of Error data. This statistical exercise allows one to focus on the bulk and spread of the data and dispense only relative mindfulness to "outliers" - instances that lie well beyond the majority values. The absolute average was 13.2%; the more representative Error Density value gleaned from the application of the Box and Whiskers plot is 13%.

flow, we can clearly see that the overt side of communication in these catalogues is very badly served. The primary purposes of this genre are not satisfied.

The covert dimension of communication in these documents which is composed of the messages of professionalism and efficiency which are gleaned through a composite semantic construction of all indicators: linguistic and otherwise, is affected by *every single error*. With a thirteen percent Error Density we can conclude that the covert messages that these catalogues communicate can only be detrimental to the business concerns that produce them.

CHAPTER 6

CONCLUSIONS

I do not propose in this conclusion to summarise the various findings that have emerged throughout this study: I hope that there has been sufficient discussion of these points to make my conclusions emerge from the arguments I have presented. I do, however, wish to present some answers to the questions that I posed at the beginning of this work and will submit them taking into consideration the various aspects that make up the problem that I have addressed in this work.

On the use and impact of English in the world and in Portugal.

It is an incontestable fact that English is by far the most widely used language in the business world. English as a *lingua franca* has proved its accessibility and consequent serviceability to its users as an instrument of communication, through education and through the written media. Standard patterns of use are expected and disseminated in the written form and breaches of the code are not accepted well here: besides compromising the comprehensibility of communication they also reflect very badly on whoever produces them.

Following the world trend, Aveiro businesses use English extensively, producing ever increasing amounts of spoken and written discourse in their daily dealings with non-native users of English. Portuguese business people have the difficult task of functioning professionally in a language that is not their own. They often do not feel confident in using it but do not give language competence the attention and material support it needs and deserves, and continue to perform in a manner that compromises their interests.

On the responsibility of business managers in the production of discourse in English

Despite the fact that many younger business people who occupy managerial positions have at least five years of schooling in English, the competence of the average manager in this language does not allow her/him to function in an independent, confident manner. Even accepting that

their secretarial assistants undertake the bulk of almost all written material in English, the supervisory responsibility still lies with the managers and they are accountable for the quality of this material. This is also true of the texts for promotional documents where sometimes image-making companies and advertising agents are employed to produce them, but the manager still remains answerable for the efficacy of the outcome. This calls for added attention in designing curricula of English for business students; their professional needs require a solid basis of general language as well as knowledge and practice in the more specific wording and genres of business discourse. Intercultural competence is yet another facet that has to be included in these curricula - international business demands it.

The whole issue of foreign language learning in Portugal must be re-appraised. Globalisation requires proficiency in languages, especially English, for language competence which in the past seemed adequate is clearly insufficient in the Information Society and the competitive world trade. Business success increasingly depends on the ability to compete in a global marketplace. It is based on the ability to identify markets, to attract them, to sell into them effectively and provide the quality of after-sales service expected by customers: this requires competence in the skills of business and fluency in the international linguistic instrument that English has become. The specificity of these demands requires that English language, especially terminology and the new genres be integrated in in-company training programmes and in life-long learning that Portuguese companies must commission for their staff and be prepared to fund.

On the circumstances that influence the production of the English texts found in the catalogues

There is no general habit of engaging professional translators or even competent English language users to render Portuguese text into foreign languages in Aveiro, despite the fact that this is perceived to be an area of potential hazard: translations are still entrusted to amateurs. Even when the pursuit of total quality is part of the company ethos, there is no provision made for quality in the English language component of the catalogues. Despite government patronage

of promotional material and statements on their aim to abet competitive marketing, there is no effective system for evaluating the catalogues and even those that contain many linguistic and paralinguistic faults are endorsed by state entities and allowed to circulate. This should not be allowed to continue. Standardisation, quality and certification should be established effectively. For this purpose, government entities must institute capable supervisory bodies that employ all the necessary means to ensure that these goals are achieved.

On the effectiveness of the Aveiro-generated catalogue as promotional genre for industrial in-trade marketing.

The two sides of this issue are not well served: the purely informational aspect contains so many flaws that the instrumental value of this document is reduced, and the covert messages contained in these defective texts compose an often unappealing image of the entities that produce them. This is not to say that Portugal is alone in this shortcoming; we can argue that other businesses produce defective documents but it does not reflect well. This work focuses on the catalogues produced by companies in the Aveiro District but I believe that all that is said of these is true of most of the documentation generated by businesses in the country as a whole. The cosmopolitan nature of Lisbon and Oporto, their geographical and functional association with a variety of language resources, may ensure a lower production of defective language in business dealings there but I do not believe that this is very significant, especially where the small or medium-sized companies are concerned.

The pertinence of the problem that has been addressed in this study cannot, I think, be overstated. The perception of the poor quality of promotional material produced by Portuguese businesses forms part of a collective awareness of how competitiveness, at this moment, is not adequate to meet international trading standards, I hope that this study has contributed in bringing it to the foreground of our concern and given it some of the attention that it deserves.

6.2 Promotional Material for Industry - A Shared Responsibility

I have discussed the responsibility of companies promoting their products world-wide, how the search for quality must include care with the language in these promotional documents and how translators must take charge of the task of adapting those documents to serve an international readership. There are, however, still more entities whose accountability in the whole process must be addressed: the guilds, associations and governing bodies, like ICEP, that hold considerable responsibility in the present standard of industrial catalogues. I have made repeated reference to the manner in which this government body intervenes in the whole process, I will summarise:

1. It sets the criteria for the attribution of subsidies that companies apply for to help finance the making of their catalogues,

2. It assesses the applicants' catalogues and takes decisions on which to subsidise,

3. It participates actively in the distribution of the catalogues both for trade promotion purposes and in canvassing foreign investment for these firms.

4. It serves as the official interface between business concerns and the superordinate objectives of the country with regard to trade and investment and, concomitantly, between the business concerns and the international trade clientele.

Point number 1. is inadequately ascertained. The norms[76] refer to the need for foreign languages in the catalogues but there is no further indication as to the type of information that should appear in those languages nor to the appropriacy of the language. I think that the vast experience and resources with which ICEP is endowed make it the ideal promoter of standard models in this field. It could establish detailed, practical indications on the requirements of these documents, how they must be created, what characteristics they must incorporate, how best they can serve the trade purposes of these companies and ultimately, of the country.

Point 2. on the assessment of the catalogues must also include the participation of people who are competent in those aspects that pertain to language so that the catalogue can be assessed

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[76] Pamphlet containing these norms in the Appendix I

as an instrument of promotion that uses language as well as pictorial and design components in an accomplished, effective way. The linguistic analysis of the corpus of this work shows that many of the catalogues that are very deficient in the English used in them have been subsidised by ICEP. One way to obviate this lack of quality in the foreign language would be to attribute a specific amount of the subsidy to be used in paying for the services of competent translators.

In order that points 4 and 5. be suitably satisfied and Portuguese trade potential promoted to its full, not only have the conventional catalogues to be improved for distribution but the other avenues of promotion -e.g. the World Wide Web- must be competently explored. Sadly, it has to be said, many of the pages that are being created on the Web contain language that is simply lifted out of the conventional catalogues and appended to suitably adapted and in many cases, impressively sophisticated interactive iconography, photography and design. The following are Internet addresses of Web pages for Industrial concerns of the Aveiro region where the English language texts go from the mediocre to the very poor:

> http://www.mlevira.pt/ingles/html/levira.htm
> http://www.pavigres.pt/
> http://www.sotelha.pt/entrada.html
> http://www.impricopia.pt/madeicosta/boasvindasen_madeicosta.htm
> http://www.iddesign.com/electrodiver/eng.htm

The neglect to which language has been relegated tends to survive the shift in mode but this too can be corrected if a change in attitude both in the practitioners and the supervisors is accomplished.

Promotional material used in the tourism industry - another of the fields of influence of ICEP, must also be addressed. It is embarrassing to witness the reactions of foreign guests to the maladroit attempts that restaurants make at translating menus. Tourism brochures are yet another of the documents that ICEP oversees and they generally, also fall short of the quality expected from such an important and internationally visible promotional effort. Admittedly, many of these translating tasks are small, it would be expensive and cumbersome for the small

tourism concern to engage the services of a professional translator but here tourism control boards could supply the basic terms that these need.

ICEP is not the only entity with vested interests in the promotional operations of Aveiro Industry nor must all responsibility for the country's promotional success be placed at its door. Other organisations, like the Associations for the various regions and industrial sectors, must also share the censure for deficient promotion and its consequences. They are more conscious of the specific needs and exigencies that their associates' businesses generate and have therefore, to respond in a competent manner. They can and should:

- ? organise seminars and training in order that managers may become aware of the need to include promotional material and other functional documents in their quality drive,

- ? initiate programmes to analyse and assess the quality of catalogues and other documents produced by their associates,

- ? create terminology lists and user-friendly systems with wording and technical terms in Portuguese and in foreign languages, make them readily accessible to their associates who may not generate a sufficiently large amount of foreign language to justify engaging a translator: the Small and Medium-sized companies (PMEs), and keep them constantly updated

- ? engage the services of language professionals on a regular basis, to constantly update functional documentation and set up a review procedure of promotional literature,

- ? appraise the suitability of the functional documents by soliciting the opinion of foreign clients through direct enquiry: this will aid in the fine tuning that functional documents must undergo in order to be adequately adjusted to the needs and cultural contexts of these clients.

As concepts behind terms are basic units of knowledge, terminology is a key to common understanding, thought and communication and these are packaged into wording that can be collected, ordered and worked upon in a systematic manner. In view of the accelerated

development of terminology in the framework of languages for special purposes, terminology management, standardisation and specialisation are of utmost importance for efficacy and cost-efficiency to be attained. Because the dynamics of knowledge are fast and constant, standardisation and consistency are indispensable in order that confusion may be avoided.

It is obvious that the translation process is changing dramatically with the use of language technology, as quality and quantity are enhanced as well as speed and consistency but the need for terminology managers and other language professionals for the specific fields of language-use is becoming increasingly urgent. A basic requirement in terminological work is to identify end-users and to satisfy specific needs. Translation memory systems, which provide comparative assistance, help increase productivity by keeping versions and like-texts in an ordered memory-bank. The Associations, Guilds and Government bodies that function as mediators or facilitators in Portuguese business can provide this service for their associates by developing and managing these data-banks.

Finally, the institutions of higher learning must reassess the ingrained policies that have excluded language departments and faculties from making more valuable contributions, through research and its application, to Business and Industry. Just as science and technology departments establish valuable synergies with Business and Industry and have harnessed common interests to bring about mutual gains, so can language departments participate in this type of exchange with mutual benefits. Academic and Technical writers are in a good position to help create glossaries, data banks of wording and document genres, for they constantly address questions of terminology both in the bibliography they consult and that which they produce. As the various knowledge domains on which marketing depends are geographically near in Universities and other institutions of higher learning, it follows that language departments and institutes should tap into this material and make this multifarious resource, both in the mother-tongue and in the foreign languages, available to the business community.

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APPENDIX I

<u>APPENDIX II</u>

The corpus of this work has been put on CD ROM as it would take up an enormous bulk in paper or magnetic form. Even so, those pages in the catalogues that contained no text or duplicate technical or pictorial description, and are therefore of very limited interest to this work, have been left out.

The material on the CD is labelled as   "Catalogos" and is accessible through a PC with a *Microsoft Windows* or MS-DOS operating system.