

# EDITORIAL: Communication and Language at Work (CLAW) – Bridging Theory and Practice, first issue, 2012

*ICT Tools and Professional Language*

## Editorial Board

Dear reader,

As you have no doubt noticed we, the editorial board, have added a C to our acronym, turning LAW into CLAW, as it were. We have, in fact, added “communication” to our title. We have done so because it reflects the professional profile of you – our readers. Being a language specialist – no matter if you are working in business and industry, at a university or other educational facility, in the public administration, or if you indeed are a student – you cannot not be a communicator. Speaking with German scholar and philosopher Hans-Georg Gadamer, we agree that “nothing exists except through language”, but we would also like to maintain that language can fulfill this role only when it is used as a means of communication.

With regard to content this means that “Communication and Language at Work – Bridging Theory and Practice” is not down-toning its linguistic heritage, on the contrary, the magazine is being complemented with its communicative ‘other half’, so to speak. It is our firm belief that this widening of our scope will strengthen the magazine – both in terms of more content and an increase in readership.

But – as I take it that you are less interested in reading about the rationale behind this change and would much rather see for yourself what this change means – allow me to go straight to presentation of the content of this first edition of CLAW. The editorial board, which remains unchanged by the way, is proud to present four articles. All of which deal with different aspects of the topic of this edition, namely that of “ICT Tools and Professional Language.”

In her article “**Language in Web Communication: A Crash Course - How to raise the linguistic awareness of non-linguist professionals in the workplace**” Birthe Toft, University of Southern Denmark, discusses some of the core problems of the (lack of) status of language expertise. She does so by answering the following two questions:

- (1) Why do non-linguistically trained professionals in the workplace not realize the importance of language in general and of terms in particular?
- (2) Is it possible to raise their awareness of the role played by language and terminology?

If you are interested in the answers to these questions – as well as, in the process, profiting from Birthe Toft’s vast experience as a language teacher, well, I invite you to read the article.

In the second article “**Using web-based corpora to find Norwegian specialised neologies**” Marita Kristiansen, from the Department of Professional and Intercultural Communication at NHH – Norwegian School of Economics, presents and discusses how web-based corpora may be used to detect terms and neologisms. Apart from presenting this study – which is in itself both interesting and highly relevant due to the fact that detecting terms is a notorious problem to translators, writers and communicators alike – Marita Kristiansen also points to how her findings may be used by language and communication specialists.

Vigdis Jensen, Birthe Moustén and Anne Lise Laursen, who all affiliated with the Department of Business Communication, at Aarhus University, Denmark, present a joint article entitled “**Electronic Corpora as Translation Tools: A Solution in Practice**”. In their article the authors convey the findings from a study carried out as part of an MA thesis focusing on the use of ad-hoc bilingual text corpora as an important tool for translators. In accordance with the raison d’être of CLAW, however, the article not merely discusses this topic theoretically; the authors go on to show us how translators (and other languages and communication professionals) may themselves design, set up, use and profit from such a corpus.

In the fourth and last article of this edition, “**Machine Translation Tools – Tools of the Translator’s Trade**”, Peter Kastberg, Department of Business Communication, at Aarhus University, Denmark, gives an overview of what may count as the three ‘classical’ machine translation tools. Acknowledging that machine translation is here to stay, so speak, despite whatever shortcomings we may think of in connection with machine translation, Peter Kastberg refrains from participating in the notorious “machine-translation-bashing”. Instead he opts for providing the reader with a sound basis for considering what translation tool (if any) would be the most appropriate in order to meet a specific translation need.

In addition to the four articles on the topic of ICT, we are also quite happy to be able to bring you two interviews with communication and language professionals. Both interviews present us with a practical take on the topic of this first edition of CLAW, focusing on knowledge and technology management as seen from the perspectives of knowledge-intensive organizations, and in addition addressing important aspects of dealing with ICT in knowledge-intensive organizations. In bringing these interviews, “**If you think that terminology work is simply a matter of getting a terminology management software and of getting started, you are in for trouble**” and “**We need to do more than simply create classifications,**” we honor both the subtitle of the magazine, bridging theory and practice, as well as keep alive a good tradition from LAW.

Dear readers .... enjoy YOUR magazine!

**On behalf of the editorial board,**

*Peter Kastberg*