

HERMES

Journal of Language and Communication in Business

Board of Referees

Barbara Ahrens	Anne Kankaanranta
Richard Alexander	Veronika Koller
Francesca Bargiela	Marion Krause
Mirjaliisa Charles	Pierre Lerat
Andrew Chesterman	Leena Louhiala-Salminen
Judy Delin	Valeria Molnár
Fabrice Desmarais	Catherine Nickerson
Birgitta Englund Dimitrova	Henning Nølke
Cathrine Fabricius-Hansen	Gina Poncini
Pedro Fuertes-Olivera	Daniel Prinsloo
Daniel Gile	Annely Rothkegel
Susanne Göpferich	Pernille Schnoor
Maurizio Gotti	Klaus Schubert
Rufus Gouws	Martin Stegu
Stefan Habscheid	Jeanne Strunck
Sandra Halverson	Eija Ventola
John Humbley	Hilkka Yli-Jokipii
Arnt Lykke Jakobsen	

Hermogenes:

I should like to know about Hermes.

Socrates:

I should imagine that the name Hermes has to do with speech, and signifies that he is the interpreter, or messenger, or thief, or liar, or bargainer; all that sort of thing has a great deal to do with language.

(Platon, *Kratylos*)

HERMES

Journal of Language and Communication in Business

55 – 2016

EDITORIAL BOARD

Helle Dam Jensen & Patrick Leroyer (Editors-in-Chief)
Carmen Daniela Maier (Theme editor)

EDITORIAL COMMITTEE

Carmen Heine
Helle Dam Jensen
Poul Erik Jørgensen
Patrick Leroyer
Irene Pollach

PUBLISHED BY

Department of Business Communication
Aarhus BSS, Aarhus University

<http://hermesjournal.au.dk>

© HERMES 2016

HERMES er sat med Times Laserprint af Vibeke Vrang.

Udgives af Aarhus BSS, Aarhus University.

Alle rettigheder forbeholdes.

Genoptryk af artikler kun med redaktionens tilladelse.

ISSN 0904-1699

Contents

<i>Carmen Daniela Maier</i> Multimodality, Synaesthesia and Intersemiotic Translation	7
------------------------------------------------------------------------------------------------	---

THEMATIC SECTION

Multimodality, Synaesthesia and Intersemiotic Translation

ARTICLES

<i>Ilaria Moschini</i> The "Face with Tears of Joy" <i>Emoji</i> . A Socio-Semiotic and Multimodal Insight into a Japan-America Mash-Up	11
<i>Maria Grazia Sindoni</i> "The Semantics of Migration". Translation as Transduction: Remaking Meanings Across Modes	27
<i>Tuomo Hiippala</i> Individual and Collaborative Semiotic Work in Document Design.....	45
<i>Carmen Sancho Guinda</i> Semiotic Shortcuts: The Graphical Abstract Strategies of Engineering Students.....	61
<i>Judith Leah Cross</i> Enigma: Aspects of Multimodal Inter-Semiotic Translation	91
<i>Theo Van Leeuwen</i> A Social Semiotic Theory of Synesthesia? – A Discussion Paper	105

OTHER ARTICLES

<i>María Ángeles Orts Llopis</i> Krugman vs Garicano: Individual and Cultural Differences in the Rhetoric of two Economic Op-ed Writers	121
<i>A. Helene Ipsen & Helle Vrønning Dam</i> Translation Revision: Correlating Revision Procedure and Error Detection.....	143
<i>María Jesús Rodríguez-Medina</i> The Use of Anglicisms in Spanish Television Commercials of Cosmetics, Hygiene and Personal Care Products	157
<i>Paula Pérez Campos & María-José Varela Salinas</i> La necesidad de una técnica de toma de notas en interpretación consecutiva: una experiencia.....	171
<i>Pierre Lerat</i> Technique, langue, traduction. Il y a sertissage et sertissage	193
<i>Anja Krogsgaard Vesterager</i> Implication in Legal Translation – A Study of Spanish-Danish Translation of Judgments	205

REVIEWS

Ricardo Muñoz Martín (ed.): <i>Minding Translation. Con la Traducción en Mente.</i> MonTI (Monografías de Traducción e Interpretación). Special Issue 1. Universitat d'Alacant, Universitat Jaume I, Universitat de Valencia. (<i>Iris Schrijver</i>).....	221
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----

Publications received	227
------------------------------------	-----

