

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

51 – 2013

EDITORIAL BOARD

Helle Dam Jensen & Patrick Leroyer (Editors-in-Chief)
Morten Pilegaard (Theme editor)

EDITORIAL COMMITTEE

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

PUBLISHED BY

Department of Business Communication

Aarhus Universitet, School of Business and Social Sciences
Aarhus University, School of Business and Social Sciences
<http://hermesjournal.au.dk>

© HERMES 2013

HERMES er sat med Times Laserprint af Vibeke Vrang.

Udgives af Aarhus University, School of Business and Social Sciences.

Alle rettigheder forbeholdes.

Genoptryk af artikler kun med redaktionens tilladelse.

ISSN 0904-1699

Contents

THEMATIC SECTION: Health Communication

Morten Pilegaard

Introduction to the Special Issue	7
---	---

ARTICLES

Pedro Sánchez-Escobedo & Luz M. Viera-Castro

Using the Language of Wellbeing in the Care of the Elderly in Mexico	11
--	----

Antoinette Mary Fage-Butler & Matilde Nisbeth Jensen

The Interpersonal Dimension of Online Patient Forums: How Patients Manage Informational and Relational Aspects in Response to Posted Questions.....	21
--	----

Isabel García-Izquierdo & Vicent Montalt

Equigeneric and Intergeneric Translation in Patient-Centred Care.....	39
---	----

Sofija Mičić Kandijaš

Developing an English Language Course for Serbian Doctors	53
---	----

OTHER ARTICLES

Isabel Durán-Muñoz & María Rosario Bautista-Zambrana

Applying Ontologies to Terminology: Advantages and Disadvantages.....	65
---	----

Monica Karlsson

Quantitative and Qualitative Aspects of Advanced Learners' L1 and L2 Mastery of Polysemous Words	79
---	----

REVIEWS

Anthony Pym:

On Translator Ethics

Translated by Heike Walker. Revised by the author.

Amsterdam/Philadelphia: John Benjamins Translation Library, 2012.

<i>(Kristiina Abdallah)</i>	113
-----------------------------------	-----

Heidi Hansen:

Kommunikation skaber din organisation

København: Hans Reitzels Forlag, 2011.

<i>(Trine Susanne Johansen)</i>	117
---------------------------------------	-----

Øjvind Dahl:

Møter mellom mennesker. Innføring i interkulturell kommunikasjon.

2. udg. (1. udg. 2001).

Oslo: Gyldendal Akademisk, 2013.

<i>(Hanne Tange)</i>	119
----------------------------	-----

Publications received	123
-----------------------------	-----