

# **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

50 – 2013

## EDITORIAL BOARD

Helle Dam Jensen & Patrick Leroyer (Editors-in-Chief)  
Patrick Leroyer & Sven Tarp (Theme editors)

## 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

## HERMES ANNIVERSARY

*Henning Bergenholtz*

From a Young Danish Child to a Grown Up Adult International Journal.....	7
--	---

## THEMATIC SECTION: Specialized Lexicography of Economics in the 21<sup>st</sup> Century

### Introduction to the thematic section

*Patrick Leroyer & Sven Tarp*

Not Business as Usual: The Lexicography of Economics in the 21 <sup>st</sup> Century.....	9
---	---

## ARTICLES

*Daniele Besomi*

Economic Dictionaries on the Web.....	13
---------------------------------------	----

*Pedro A. Fuertes-Olivera*

Specialised Dictionaries of Economics and Translation.....	33
--	----

*Sandro Nielsen*

Domain-specific Knowledge in Lexicography: How It Helps Lexicographers and Users of Accounting Dictionaries Intended for Communicative Usage Situations.....	51
---	----

*Ildikó Fata*

Specialised Dictionaries for LSP Learners in Hungarian Theory and Practice of Lexicography.....	61
---	----

*Deny A. Kwary*

Principles for the Design of Business Dictionaries on Mobile Applications.....	69
--	----

*Ángel Rodríguez Gallardo*

The Function Theory and Its Application on Manuals of Economics.....	83
--	----

## OTHER ARTICLES

*George Rossolatos*

Rhetorical Transformations in Multimodal Advertising Texts: From General to Local Degree Zero.....	97
---	----

*Inger Bergenholtz & Henning Bergenholtz*

One Database, Four Monofunctional Dictionaries.....	119
---	-----

*Sven Tarp*

Retskrivningsordbog mellem to stole.....	127
--	-----

*Mohammed Jadir*

Book presentation: (Préface: J. Lahlan Mackenzie) Fonctionnalisme et description linguistique Editions Universitaires Européennes, Sarrebruck, Allemagne, 2011.....	145
--	-----

## REVIEWS

Maria Christina Toledo Báez:

*El resumen automático como recurso documental para la traducción de artículos de  
investigación del ámbito jurídico-tecnológico (español-inglés-francés).*

Frankfurt: Peter Lang, 2010.

<i>(Isabel Durán Muñoz)</i> .....	149
-----------------------------------	-----

<b>Publications received</b> .....	151
------------------------------------	-----