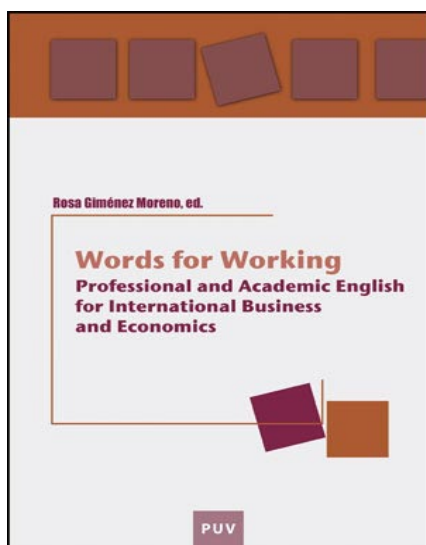




Book Review

Giménez Moreno, Rosa (ed.). (2010). *Words for Working. Professional and Academic English for International Business and Economics*. Valencia. Universitat de València (PUV). Colección: Educació. Laboratori de Materials 28. Pages: 400. ISBN: 978-84-370-7873-1

There are many ways in which one can sell and it is certainly one of the most important aspects of business to be able to place a product successfully in the market. From a creative and editorial point of view a telling title is similarly weighty and this book fulfils that premise: a hand-book whose very title calls the attention of the prospective reader/user by underlining its operative quality. Words to work with, operative language, certainly reminiscent of the type of text that Reiss (1976: 9 ff.) associated with the third of Bühler's (1934: 433-52)¹ *Organonmodell* language functions. Words which are capable of functioning within the sphere of business transactions and of that wealth of nations contemplated by Adam Smith, to the convened benefit of the parties.



The book is well organised and balanced, with 79 pages introducing 192 pages dedicated to business and economics and 78 pages of academic and research English part, closing the volume. As customary with the PUV series, the volume is student-centred. Each chapter has a short list of recommended references and web links (general references, abbreviations and the like being appended to the end of the book), interspersed activities and a final summarizing self-test. This is a fact worth bearing in mind when reviewing, since the type of text intended for trainees and novice researchers demand a more varied approach than peer to peer publications. As

Alexander Pope, in the Preface to his Shakespeare edition and in reference to Neo-Classical criticism, sentenced, it would be like trying a Man by the Laws of one Country, who had acted under those of another. It is what Beneš (1969) classified as the 'teaching/learning' sub-style of his 'theoretical-factual style', Möhn & Pelka's (1984) typology called 'didactive-instructive' texts and Gläser (1990), somewhat radically perhaps, grouped with popular science and medical reports addressed to the lay.

The first introductory chapter, by José Mateo Martínez, briefly describes the general map of specialty languages as an example of non-habitual language use, within the cadre of situation business and economics. The basic three-fold distinction already established by the Prague school scholars, wherein specialty languages are characterised by the addressee and either meant for the inner circle of the specialists, for the outer world of lay or are forced to navigate intermediate semi-specialised and half-technical shallows, is exemplified with English for Economics and Business English; even though both Academic English and Research English can be included in what Beneš had understood as the 'teaching' and 'research' substyles of his 'theoretical-factual' style. Mateo highlights the obvious prevalence of nominal structures and emphasises the pragmatic aspects, something which can determine the success or failure of any trade endeavour and which is also brought to the fore by Ruiz Garrido (pages 87-92) and Bosch (especially pages 125 ff.) in their corresponding chapters. The fourth subsection focuses on the pedagogical aspects of professional and academic English teaching and, as customary now for the last decades, concentrates upon the learner's needs, the preliminary needs analyses that both Bosch and Montañés (pages 102-107, 141-143) will also underline.

The second of the introductory chapters is due to Miguel F. Ruiz Garrido and presents language variations within English of Business and Economics in their geographical, personal, situational and other aspects, paying special attention, as indicated above, to the pragmatics-oriented, intercultural approaches and studies and incorporating Quirk's fivefold distinction that adds the social environment, the medium (spoken or written) and the (pre)existing relationships between/among the participants in the speech act as relevant factors. The author lists some of the better known differences between American and British English, mentions the Australian and Canadian varieties and does not forget the lingua franca modalities of 'International English'. It also describes the different approaches and scholarly points of view as regards genre and register.

The nuclear Part II, the one dedicated to Professional English, is divided into five chapters, presenting English for General Business Purposes, English for Specific Business Purposes (here Tourism), English for Economics and Finance, the legal aspects of business with the English-speaking world and the more novel English for Information and Communication Technology field within Business Management.

Elena Bosch Abarca delimits the field English for General Purposes, setting it apart from the Specific Business Purposes expounded by Montañés in the following chapter and

she does so through the crucial aspects of the business letter in its different subtypes as a genre paradigm. Bearing well in mind, like Ruiz Garrido had done, the possible pitfalls of intercultural mismatches, she takes the prospective business letter writer by the hand and widens her scope to include other, more personal/private varieties of written business communication like the e-mail, video-conference, mobile/cell phone + camera and computer-assisted direct communication possibilities, reports and memos, telephone conversations, meetings and negotiations, business presentations and the rhetoric of the job interview. The final subsection, reviewing business certificates worldwide, is surely be appreciated by her readers.

Elvira Montañés Brunet concentrates her attention on tourism, as a very specific example of Business English neatly splitting her chapter into two: the presentation and definition of the field and concept of (English for) Tourism and the pedagogical possibilities of the university subject matter. Her initial analysis includes the scope and adscription of English for Tourism and her admonishment to be aware of what really constitutes the world of tourism in present day society, with its sections and associated businesses. Then she turns to the way in which students can best learn the subject. She starts with the motivation of the would-be student, displaying the multiple career possibilities. Then she analyses the genres, the pragmatics of written and oral persuasion strategies and the general linguistic characteristics of the tourism lect. The central subsections deal with the teaching of the language skills and she links them all in 4.6. with real-life simulations and project proposals in the travel and tourism industry.

Juan Carlos Palmer Silveira divides his chapter into two sections: accounting and banking, the former understood as "the language of business" itself. Accounting (management accounting financial accounting) would aim at the transmission of financial information, dealing with markets and stock exchange but also taxation. Auditing would comprehend the control and assessment of the company results. As a practical example to the first section, Palmer introduces a lengthy subsection to illustrate the genre of the annual report and its principal features. The second section, banking, begins by introducing the student to the types of banks on the national and international levels, including international institutions like the European Investment Bank (EIB), the (International Monetary Fund) IMF or the WB and the more recent on-line banking possibilities. Palmer goes on to the present some of the technical terms likely to be used in banking and international trade, like bill of exchange, bill of lading, combined transport document, letter of credit, invoice and others. The last three subsections, dedicated specifically to 'Anglo' stock markets like the British (FT-SE) and the American NYSE recently purchased by the German *Deutsche Börse*, presents the basic distinctions that tell securities, commodities, currencies and stocks or shares apart, as well corporate finances and their jargon and acronyms and the international trade with their euphemisms.

The next chapter is the result of needs analysis: of the students' will. The pertinence of English within the legal world of international business is collateral to its lingua franca values

already commented. The authoress explains some of the main the differences between Common and Civil Law. And while it is true that Anglo-Saxon laws will only be applicable in English-speaking (including the Commonwealth and/or ESL) countries, in the world of today English is the language used to draft international documents. The next differentiation explained is the one between Criminal (Penal) Law and Civil Law, underlining the instances in which the former can be applied to business. Having delimited her territory, she briefly illustrates in the corresponding subsections: company law, corporate law, commercial law, private law and the law of torts as well as the legal aspects of international business transactions. The last of her subsections, closes the circle, analysing some of the most important language of law contrasts and differences in English and in Spanish.

Hanna Skorczynska Sznajder and María Carbonell Olivares are in charge of the seventh chapter: English for ICT in Business Management. The introductory section presents the main characteristics of the language used in Information and Communication Technology (ICT), their different types of texts and the language found both in e-mails and in chats. The following three sections describe the pertinent hardware, the operating systems and the software together explaining the terminologies employed. In the fourth subsection, Skorczynska and Carbonell pay special attention to the business-related 'packages'. The fifth subsection analyses how the corporations use the Internet, both for internal (intranet) and external (e-tail) purposes. Further subsections illustrate web page design with the help of the basic HTML auxiliary tools or delve upon internet security: a moot point for any present-day entrepreneur. The sixth subsection is centred upon business communication in the shape of electronic correspondence (e-mail), mobile devices and their respective jargons, paying special attention to its young but neck-breaking upsurge. The seventh subsection ends the chapter with the different possibilities of on-line trade.

Part III deals with Academic and Scientific English. While not necessarily inherent to the world of Business and Economic it is indispensable in a volume like this one since it is addressed to university students and the skills that the last two chapters contemplate are part and parcel of their daily activity as pre-graduates and the trappings of their publish-or-perish future.

The editor of the volume, Rosa Giménez Moreno, is responsible for chapter 8: English for Higher Education Studies. The first section updates the main structure of a renowned subject matter: English for Academic Purposes (EAP). The passive and active skills are split up into the corresponding micro-skills, alongside hybrids like exam preparation techniques that will be analysed in depth in her chapter. The second section discusses the different written and spoken genres, much in the way they have been understood since the twentieth century: instructional (teaching and learning), research and organisational or transactional (addressing an audience, debating, interviewing, negotiating, etc.). As usual, part of the problem lies with the manifold and often overlapping labels used by the various authors and schools, so that the option chosen by Giménez ("informal/casual" vs. "formal/ritual") could

perfectly and fruitlessly be contested by those who prefer other diaphatic labels. Giménez dedicates the next four sections to the relevance, presentation and analysis of the passive and active, eye-mediated and ear-mediated skills in Academic English. Giménez also takes a look at mixed varieties like the hearing → writing → reading/speaking sequence of note-taking and outlining. She closes her chapter considering additional skills like essay writing and the effective preparation for exams.

Jordi Piqué-Angordans and Carmen Piqué-Noguera crown the volume in the final and ninth chapter. The introductory section presents the premise: what should be understood under 'research'. The following three sections expound the three stages of the process: the search for information, the writing of the scientific paper and the oral and mixed (poster) presentation variants. The first of the three developmental sections poses a crucial issue of today's research facilities: the access to free-for-all information that is not necessarily peer-validated. The why, how and when to cite, the choice of footnotes or endnotes, the style of notes and citation are all part of this consubstantial scientific skill. Subsection 9.3., the central and longest of these three, explains each constituent of the scientific article from the choice of title through the parts of the abstract and the three components of the article proper: Introduction, Methods and Discussion/Results, not forgetting issues like thesis, dissertations and their literary reviews or the most prominent linguistic aspects that shape scientific language. The fourth section orientates the would-be scientific writer on how to submit abstracts and how to develop oral and mixed oral/written (poster) presentations.

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NOTES

¹ Page numbers are those of the Spanish, 1979 Alianza Editorial edition.

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