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Socio-onomastics Terhi Ainiola 2017-06-09 The volume seeks to establish socio-onomastics as a field of linguistic inquiry not only within sociolinguistics, but also, and in particular, within pragmatics. The linguistic study of names has a very long history, but also a history sometimes fraught with skepticism, and thus often neglected by linguists in other fields. The volume takes on the challenge of instituting onomastic study into linguistics and pragmatics by focusing on recent trends within socio-onomastics, interactional onomastics, contact onomastics, folk onomastics, and linguistic landscape studies. The volume is an introduction to these fields - with the introductory chapter giving an overview of, and an update on, recent onomastic study - and in addition offers detailed in-depth analyses of place names, person names, street names and commercial names from different perspectives: historically, as well as from the point of view of the impact of globalization and glocalization. All the chapters focus on the use and function of names and naming, on changes in name usage, and on the reasons for, processes in, and results of names in contact.

Total Quality Management. Theory and Practice Bernard Wheaton 1999 Gut lesbare Einführung in ein Thema, das mittlerweile in allen Branchen große Bedeutung erlangt hat. Das Buch richtet sich an Studierende der Betriebswirtschaftslehre und wird insbesondere in zweisprachigen Studiengängen willkommen sein. Doch alle, die sich mit dem Thema Management befassen, haben hier zweifachen Gewinn: Ein Lehrbuch des Quality-Management und Englisch-Training.

Subject index, author index, corporate author index International Labour Office. Library 1972

Creating Canadian English Stefan Dollinger 2019-07-11 Traces the making of Canadian English, both as concept and global variety, throughout the twentieth century to the present.

The German Economic Review 1966

Deutsche Wirtschaftssprache Für Amerikaner Doris Fulda Merrifield 1989-02-21 An introduction to

business German and business practices in Germany. Includes documents, journalistic articles, graphs, and interviews with German business people. Stresses vocabulary development, especially business terminology, through readings and exercises. Prepares the reader to pass the exam for the Business German Diploma for the USA.

International Labour Documentation 1970

Modern Law and Society 1980

Monographic Series Library of Congress 1976

German Corporate Governance in International and European Context Jean J. du Plessis 2007-06-30
This book provides a comprehensive overview of the German corporate governance model to English speaking readers. It provides an introduction to the unique features of German Business and Enterprise Law. The book deals with the most important company organs, namely the General Meeting, the Management Board and the Supervisory Board. It also covers the unique interplay among these organs and details the particular dynamics of the German two-tier board structure. It gives insight into Accounting as the Documentary Proof of Good Corporate Governance. In addition, coverage examines the dominant role of the German banks and new players in the German financial markets.

Sachkatalog Universität Kiel. Institut für Weltwirtschaft. Bibliothek 1968

Pluricentricity Augusto Soares da Silva 2013-11-27 The "one-nation-one-language" assumption is as unrealistic as the well-known Chomskyan ideal of a homogeneous speech community. Linguistic pluricentricity is a common and widespread phenomenon; it can be understood as either differing national standards or differing local norms. The nine studies collected in this volume explore the sociocultural, conceptual and structural dimensions of variation and change within pluricentric languages, with specific emphasis on the relationship between national varieties. They include research undertaken in both the Cognitive Linguistic and sociolinguistic tradition, with particular emphasis upon the emerging framework of Cognitive Sociolinguistics. Six languages, all more or less pluricentric, are analyzed: four Germanic languages (English, German, Dutch and Swedish) and two Romance languages (Portuguese and French). The volume describes patterns of phonetic, lexical and morphosyntactic variation, and perception and attitudes in relation to these pluricentric languages. It makes use of advanced empirical methods able to account for the complex interplay between conceptual and social aspects of pluricentric variation and other forms of language-internal variation.

Yhteisluetto Suomen tieteellisten kirjastojen ulkomaisesta kirjallisuudesta 1972

Court Interpreters and Fair Trials John Henry Dingfelder Stone 2018-05-02 Globalization has increased the number of individuals in criminal proceedings who are unable to understand the language of the courtroom, and as a result the number of court interpreters has also increased. But unsupervised interpreters can severely undermine the fairness of a criminal proceeding. In this innovative and methodological new study, Dingfelder Stone comprehensively examines the multitudes of mistakes made by interpreters, and explores the resultant legal and practical implications. Whilst scholars of interpreting studies have researched the prevalence of interpreter error for decades, the effect of these mistakes on criminal proceedings has largely gone unanalyzed by legal scholars. Drawing upon both interpreting studies research and legal scholarship alike, this engaging and timely study analyzes the

impact of court interpreters on the right to a fair trial under international law, which forms the minimum baseline standard for national systems.

Deutsche Bibliographie 1979

Fachsprache 1994

University of California Union Catalog of Monographs Cataloged by the Nine Campuses from 1963 Through 1967: Authors & titles University of California (System). Institute of Library Research 1972

Verzeichnis lieferbarer Bücher 1999

MLA International Bibliography of Books and Articles on the Modern Languages and Literatures 1982
Vols. for 1969- include ACTFL annual bibliography of books and articles on pedagogy in foreign languages 1969-

The German Language in a Changing Europe Michael Clyne 1995-11-16 Recent sociopolitical events have profoundly changed the status and functions of German and influenced its usage. In this study (published by Cambridge in 1984) Michael Clyne revises and expands his original analysis of the German language in *Language and Society in the German-speaking Countries* in the light of such changes as the end of the Cold War, German unification, the redrawing of the map of Europe, increasing European integration, and the changing self-images of Austria, Switzerland and Luxembourg. His discussion includes the differences in the form, function and status of the various national varieties of German; the relation between standard and non-standard varieties; gender, generational and political variation; Anglo-American influence on German; and the convergence of east and west. The result is a wide-ranging exploration of language and society in the German-speaking countries, all of which have problems or dilemmas concerning nationhood or ethnicity which are language-related and/or language-marked.

Languages for Special Purposes John Humbley 2018-10-22 This handbook gives an overview of language for special purposes (LSP) in scientific, professional and other contexts, with particular focus on teaching and training. It provides insights into research paradigms, theories and methods while also highlighting the practical use of LSPs in concrete discourse situations. The volume is transdisciplinary oriented with a firm basis in the language sciences, including terminology, knowledge transfer, multilingual and cross-cultural exchange.

Die österreichischen Wirtschaftssprachen Chiara Messina 2015-06-18 Die österreichischen Wirtschaftssprachen sind bisher noch wenig erforscht. Chiara Messina ändert das. Ihre Studie ist eine Einführung in diesen Forschungsbereich. Sie analysiert die diatopische Variation in Fachtexten aus terminologischer und soziolinguistischer Sicht, thematisiert dabei die Schnittstelle zwischen Varianten und Termini und leistet so einen Beitrag zur Erforschung von Fachsprachen innerhalb diatopischer Varietäten. Weitere Schwerpunkte in diesem Buch sind u.a. die Kodifizierung und die Verflechtung unterschiedlicher Fachsprachen. Terminologische Einträge zu den Korpusbelegen, die im Sprachkodex nicht dokumentiert oder als Termini kodifiziert sind, runden die Analyse ab. Dieses Buch richtet sich daher gleichermaßen an Sprachwissenschaftler, Übersetzer und Dolmetscher.

German books in print 2002

The Pluricentricity Debate Stefan Dollinger 2019-05-23 This book unpacks a 30-year debate about the pluricentricity of German. It examines the concept of pluricentricity, an idea implicit to the study of World Englishes, which expressly allows for national standard varieties, and the notion of "pluri-areality," which seeks to challenge the former. Looking at the debate from three angles - methodological, theoretical, and epistemological - the volume draws on data from German and English, with additional perspectives from Dutch, Luxembourgish, Swedish, Danish and Norwegian, to establish if and to what degree "pluri-areality" and pluricentricity model various sociolinguistic situations adequately. Dollinger argues that "pluri-areality" is synonymous with "geographical variation" and, as such, no match for pluricentricity. Instead, "pluri-areality" presupposes an atheoretical, supposedly "neutral", data-driven linguistics that violates basic science-theoretical principles. Three fail-safes are suggested - the uniformitarian hypothesis, Popper's theory of falsification and speaker attitudes - to avoid philological incompatibilities and terminological clutter. This book is of particular interest to scholars in sociolinguistics, World Englishes, Germanic languages and linguists more generally.

Deutsch-englische Wirtschaftssprache Rüdiger Renner 1970

Österreichische Hochschulzeitung 1980

Library of Congress Catalogs Library of Congress 1977

National Union Catalog 1978

Subject Catalog Library of Congress 1980

Developing and Assessing Academic and Professional Writing Skills Susanne Göpferich 2016-03-22 Academic literacy is no longer considered a by-product of academic socialization but a complex set of skills that need to be developed actively. This book addresses the questions of how academic and professional writing skills can be fostered in our multilingual and multicultural societies and how these skills can be measured.

European Pluricentric Languages in Contact and Conflict Rudolf Muhr 2019 European pluricentric languages, contact and conflict in European pluricentric languages, Human rights for pluricentric languages, Disputes about the status of Post-Yougoslav-languages and reflections on the pluricentricity of Finno-Ugric languages, Languages and identity conflicts on the Iberian peninsula and on the British Isles.

WESS Newsletter 1994

Language and Business Sylvia-Michèle Sternkopf 2004-07-28 Inhaltsangabe: Abstract: Small and medium-sized enterprises (SMEs) are the backbone of the German economy. Against the background of continuing globalisation, they are increasingly faced with the challenge of internationalisation. This study was designed as an empirical investigation of how well SMEs in the federal state of Saxony are prepared for this task of the future, which measures they take in order to market their products and services in the global marketplace, and it tries to identify their strengths and weaknesses in this respect. The very nature of this thesis is thus a truly interdisciplinary approach, investigating marketing aspects as well as linguistic factors. The main focus was on the language small and medium-sized

companies use for their international communications. English has long become the lingua franca of the globalising economy, and this study set out to investigate how well SMEs are prepared to meet the linguistic requirements imposed on them by global business. Enterprises in the new German states are widely believed to be disadvantaged with regard to their communicative competence in English, since English played only a minor role for decades, but has risen to decisive significance within the past couple of years, taking many companies and their employees by surprise, finding them not as well prepared as their colleagues in the old German states. Still, finding their way to the new export markets in Western Europe, the Americas and Asia are vital for the survival of Saxon economy, and communicative competence in English as the lingua franca of international business is the major prerequisite for achieving this objective. Corporate communicative competence involves various aspects, including the foreign language skills of the employees covering the entire range of linguistic skills from oral communication including listening and speaking, giving presentations or participating in negotiations to writing skills ranging from reading and writing of various text types, including media literacy. Apart from the personal linguistic competence of the employees, the corporate linguistic competence of the company also plays a major role for the perception of the company on its international markets. Therefore this study focused on investigating how well SMEs present themselves in their corporate literature and on the internet, which instruments from the wide-ranging selection of marketing tools they apply for communicating [...]

Historical Abstracts 1985

Dictionaries, Encyclopedias, and Other Word-related Books: Non-English books Marie Browne 1982

Gesamtverzeichnis des deutschsprachigen Schrifttums (GV), 1911-1965 1979

Idiom Treatment Experiments in Machine Translation Dimitra Anastasiou 2010-09-13 In 1975, Searle stated that one should speak idiomatically unless there is some good reason not to do so. Fillmore, Kay, and O'Connor in 1988 defined an idiomatic expression or construction as something that a language user could fail to know while knowing everything else in the language. Our language is rich in conversational phrases, idioms, metaphors, and general expressions used in metaphorical meaning. These idiomatic expressions pose a particular challenge for Machine Translation (MT), because their translation for the most part does not work literally, but logically. The present book shows how idiomatic expressions can be recognized and correctly translated with the help of a bilingual idiom dictionary (English-German), a monolingual (German) corpus, and morphosyntactic rules. The work focuses on the field of Example-based Machine Translation (EBMT). A theory of idiomatic expressions with their syntactic and semantic properties is provided, followed by the practical part of the book which describes how the hybrid EBMT system METIS-II is able to correctly process idiomatic expressions. A comparison of METIS-II with three commercial systems shows that idioms are not impossible to translate as it was predicted in 1952: "The only way for a machine to treat idioms is—not to have idioms!" This book furnishes plenty of examples of idiomatic phrases and provides the foundation for how MT systems can process and translate idioms by means of simple linguistic resources.

Lebende Sprachen 1981

The National union catalog, 1968-1972 1973

Library of Congress Catalog Library of Congress 1970 Beginning with 1953, entries for Motion pictures and filmstrips, Music and phonorecords form separate parts of the Library of Congress catalogue. Entries for Maps and atlases were issued separately 1953-1955.