

## FACHSPRACHE 1–2 / 2010

### **Kommunikative Anforderungen an Auszubildende in der Industrie**

Christian Efing

Apparently, German secondary schools (Hauptschulen, Realschulen) do not succeed sufficiently in providing their pupils with a basis for vocational training. Especially the linguistic competence at the end of a school career seems to be underdeveloped compared to the necessary communicative skills in vocational education. As the curricula (Bildungsstandards) explicitly admit the responsibility of the German lessons for preparing vocational training, this difference between actual competences and requirements is surprising. To make German lessons in secondary schools more effective in this regard, the real communicative requirements of (industrial) companies have to be analysed, first of all. Thereupon proposals for lessons (or a reorganised curriculum) in secondary schools, that might prepare a vocational training in a better way, can be made. This paper presents the results of such an empirical survey and analysis of communicative requirements in industry. The survey was conducted from May to July 2009 exemplarily at “Heidelberger Druckmaschinen AG” (constructor and global market leader of printing units), within the vocational fields of industrial mechanics, mechatronics fitters, electronics technicians and design draughtsmen. The focus of the analysis will be on the prototypical types of text and of discourse, vocational trainees have to deal with regularly within their first two years of vocational training; then the necessary competences to master these requirements will be discussed. In conclusion, we will present possible didactical consequences of the analysis of the collected data in industry.

### **Zur maschinenunterstützten Übersetzung von Patentschriften: der Stellenwert der internen Rekurrenz**

Heribert Härtinger

The empirical study presented in this paper explores the relationship between the linguistic features of patent specifications as a text genre and the benefits to be gained from using CAT tools for their translation. The database is a corpus of 60 complete original (i.e. non-translated) texts selected in accordance with the requirements of the task at hand. The study focuses on analysing patterns of intratextual recurrence that are typical of this genre with a view to examining their impact on the retrieval performance of commercial translation memory (TM) systems. Using the model developed by Reinke (2004) for comparing sentence content, it also looks at genre characteristics that may affect the usability of the search results. The test software was the Translator's Workbench by SDL/Trados (version 7.0.0). The results confirm that it makes sense from a linguistic point of view to use TM systems for patent translations for two reasons: first, because the corpus was found to contain a broad spectrum of recurring sentences, clauses and complex phrases, which is characteristic of this text genre, and second, because the analysis showed that the structural, argumentative and functional features of patent documents have a positive effect on the usability of the search results. The study is also of practical interest because patents are a frequently translated LSP genre, which, despite its high degree of linguistic standardisation, has so far not been one of the areas where memory-based translation tools are routinely used.

### **“An ambivalent phenomenon”: The role of English within the discipline of geography in Germany**

Fabienne Quennet & Detlef Kanwischer

English as an Academic Language has attained global stature on the research as well as on the teaching level in many academic fields. As an international scholarly language, English is the cornerstone by which to judge academic achievement and to advance the Bologna Process's internationalization programs. Given these functions, language policies within many disciplines at German universities have evolved significantly over the last years, culminating in the relatively recent implementation of Master's programs in English. However, the process of the

Anglo- Americanization of German academic life and university programs has met with criticism and, thus, has elicited diverse and ambivalent responses. A sample study of the role of English as an academic language within the Department of Geography at the University of Marburg/Germany has shown the development of Academic English and the ambivalence accompanying it. Quantitative and qualitative methods were used to illustrate and analyse how the challenge of using English within the department, and, in particular, of publishing in English, has been handled. At the moment, English within the geographical discipline in Germany seems to be indeed “an ambivalent phenomenon” that, on the one hand, offers promising opportunities for students and scholars alike, while being simultaneously perceived as a hindrance and a constraint.

## **From Bureaucrats to the Public on the Internet. Methodological Aspects of Intertextual Analysis**

Merja Koskela

Decisions made by authorities form sections of intertextual chains that run from the preparation phase of an issue until the public is informed, and further when the public starts to discuss it (see Fairclough 1992). The chain consists of many types of texts with different communicative purposes. A concept that can be used to describe what happens within an intertextual chain is recontextualization. Linell (1998: 144–145) defines that as ‘the dynamic transfer and transformation of something from one discourse/text-in-context to another’. When certain contents, facts or arguments are recontextualized, transformations of meaning tend to happen, depending on the contexts into which they are embedded. In specialized communication it is especially important to understand the nature of such transformations when the context changes. The present paper discusses the methodological challenges in studying transformations of meaning in intertextual chains representing specialized communication, especially when considering the internet as a medium. The most important challenges include limiting the material, identifying points of recontextualization within a chain, and defining the scope of the analysis.