Giuliana Garzone & Cornelia Ilie (eds)

The Use of English in Institutional and Business Settings

An Intercultural Perspective

..........

.....



PETER LANG Bern · Berlin · Bruxelles · Frankfurt am Main · New York · Oxford · Wien

Contents

GIULIANA GARZONE
Introduction9
English in the Promotion and Marketing of Products across Cultures
PAOLA CATENACCIO
Constructing Identities in the Fashion Industry: Building Brand and Customer Image through Press Releases
DELIA CHIARO
A Question of Taste: Translating the Flavour of Italy57
MARINEL GERRITSEN / CATHERINE NICKERSON / CORINE
VAN DEN BRANDT / ROGIER CRIJNS / NURIÁ DOMINGUEZ /
FRANK VAN MEURS / ULRIKE NEDERSTIGT
English in Print Advertising in Germany, Spain and the
Netherlands: Frequency of Occurrence, Comprehensibility and the Effect on Corporate Image
, une Effect on Corporate fillage

Concepts and Issues across Languages and Cultures

CORNELIA ILIE	
British 'Consensus' vs. Swedish 'Samförstånd' in Parliamentary	
Debates101	l

7
7
7

Cross Cultural Perspectives on Speech Acts

Stefanie Zilles Pohle	
Offers in Irish English and German Business Negotiations: A Cross	
Cultural Pragmatic Analysis	199
GRAHAME T. BILBOW	
Speaking and not Speaking across Cultures	229
ORA-ONG CHAKORN	
Written Business Invitations: A Cross-Cultural Rhetorical	
Analysis	245

Intercultural Issues in Face-to-Face Communication

GINA PONCINI	
Communicating within and across Professional Worlds in an	
Intercultural Setting	.83

CARMEN VALERO GARCÉS / BRUCE DOWNING Modes of Communication between Suppliers of Services and Non-native English-speaking Users: Doctor-Patient Interaction......313

CYNTHIA KELLETT BIDOLI

The Linguistics Conference Setting: A Comparative Analysis of	
Intercultural Disparities during English to Italian Sign Language	
Interpretation	31

CATHERINE NICKERSON

English as a Lingua Franca in Business Contexts: Strategy or
Hegemony?

Notes on Contributors	65
-----------------------	----