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Franca POPPI, Global Interactions in English as a Lingua Franca. How written communication is changing under the influence of electronic media and new contexts of use. (= Linguistic Insights. Studies in Language and Communication 168). Peter Lang Verlag, Bern etc. 2012, 245 str.

This book by Franca Poppi opens with a preface (pp. 11–12) by Winnie Cheng, Professor of English and Director of the Research Centre for Professional Communication in English at the Hong Kong Polytechnic University, who argues the uniqueness of the book. This is followed by the acknowledgments, and an introduction (pp. 15–36) in which the author herself presents the aim of her book. She attempts to investigate predominantly written discourse conducted in English via electronic media, by users of English as a lingua franca in international settings. Poppi has chosen to analyse changes and innovations in communicative interactions in various "communities of practice" (E. Wenger 1998) considered to be dynamic, temporary, and formed ad-hoc.

Already these first statements may provoke certain concerns. Indeed, the idea of analysing "the widest possible range of 'communities of practice'" is bound to put constraints on the presentation of the research results and the research itself, as can be observed on the basis of such expressions used by the author as "for the sake of brevity" (p. 44), "[t]hese findings (…) are preliminary (…) and only

constitute the starting point for further research" (p. 178), "it was beyond the scope of the present chapter to deal with (…)" (p. 201). As a consequence, the reader is given only a brief look at various research results and is hurried through interesting ideas which could have been expanded and explained in more detail in the course of the book (e.g. the biased use of language, p. 127, 220; specialized/ localized discourse community, p. 194; the manner of making people (specialists) more aware of the language strategies and the features of the language they use, p. 213).

In the introductory chapter, Poppi also provides an overview of the basic concepts behind "the use of English for international communication" and sums up the reasons for the choice of English as a third language in international interactions. She refers to the idea of the flat world as discussed by Th.L. Friedman (2005), globalisation processes, and the rapid development of Internet technologies, giving a quick historical background explaining why the English language was promoted to the global lingua franca. In addition, Poppi summarises the models devised to depict the spread of English around the world, which leads her to a very important and apt conclusion with regard to future research into the use of English in international encounters: "the necessity to move away from a vision of property of the language on the part of native-speakers" (p. 31). Indeed, criterion based on the traditional distinction between NS[1]s and NNS[2]s should be replaced by a yardstick measuring ability to use English efficiently in international settings.

The main body of the book is divided into two parts – "Part One: Communicating in ELF" (pp. 37–124) and "Part Two: Communicating in BELF" (pp. 125–213), where ELF stands for English as a lingua franca, whereas BELF is the acronym for Business English as a lingua franca. The author explains the meaning of ELF in the introductory chapter of the book (pp. 32–33) and then elaborates on it further in Part One of the book, whereas she discusses the concept of BELF in comparison with ELF on the first pages of Part Two (pp. 130–132). Poppi follows explanations by L. Louhiala-Salminen, M. Charles and A. Kankaanranta (2005; see also A. Kankaanranta, L. Louhiala-Salminen 2007, 2010) and represents the viewpoint that:

> BELF is the term coined to refer to the ELF used in the business community to conduct business and by business practitioners to do their work. (…) it [is] (...) a 'new professional language', different from International Business English, which (…) was conceived with the native-speaker discourse in mind, acting as a benchmark (p. 130).

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[1]   native speaker
[2]   non-native speaker

Part One comprises four chapters. The first chapter presents the results of the analysis of oral communication and asks provocatively: "EFL[3] Learners or ELF Users?" (pp. 39 ff.). On the basis of analysis of pragmatic and lexico-grammatical features within selected interviews and discussion recorded from BBC World and CNN International, Poppi claims that:

> the classical separation between those people who use English because they have grown up in an Anglophone area and those who use it with a high level of fluency but live in places where English is not the mother tongue results to be overcome. Distinctions should no longer be made on the basis of place of birth, but refer to the usage speakers make of the language and their grade of competence and efficiency in interactions in international settings. (…) this new perception opens up to new paths which are likely to guarantee ELF the status of widely recognized medium for communicating globally, without the constant need to refer to the yardstick of ENL [English as a Native Language]. (…) a departure is advisable from the mere analysis of linguistic forms, whose range may vary greatly, depending on the users' lingua-cultural backgrounds and experiences, to focus on the communicative processes adopted by ELF users (pp. 62–63).

The rest of the chapters in Part One of the book are devoted to written communication, and to be more precise, present the results of analysis of selected articles from three newspapers: "The Hindustan Times", "The Baltic Times", and "The China Daily". The structure of each chapter comprises a brief historical and/or cultural overview relevant for the analysis, the rationale of the study including the presentation of research data, the results of the analysis and concluding remarks. Due to certain context differences, the analysis of the newspaper articles (downloaded from online sources) was conducted in a slightly varied way. For instance, in the case of every newspaper the research data covers a varied number of articles coming from various periods and various thematic sections. Moreover, in the case of two newspapers ("The Hindustan Times" and "The China Daily"), the author gathered data from two different time intervals with the intention of confirming the findings of the analysis of the data from the earlier period, with the data collected at a later interval. This, however, may raise doubts over the results of such comparative analysis, if, as in the case of "The China Daily", the earlier corpus comprises articles from the local news sections, whereas the later corpus consists of editorials (p. 115). Furthermore, when discussing the results of the analysis, Poppi does not return to her initial aim of comparing the results of the analysis of two corpuses. This could also be concluded on the basis of the fact that when presenting the research results the author does not give the exact date of the citations. Additionally, the author is not particularly precise in her discussion of data analysis, applying such expressions as "most of the articles" (p. 115), "quite often" (p. 120), "several instances" (p. 121), "sometimes" (p. 121) and "a preliminary analysis" (p. 115) without explaining precisely what this analysis consists of.

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3   English as a Foreign Language

Part Two of the book begins with a discussion on communication in international business settings. Apart from the aforementioned definition of BELF, the author refers, amongst other things, to certain aspects of corporate communication, corporate identity and corporate reputation. In my humble opinion, this part of the book should have a more linguistic feel as with the volume published in the series "Linguistic Insights. Studies in Language and Communication". I would expect the exploration of (marketing and management) language in corporations to be nonetheless more linguistic in nature. The introductory section of Part Two also discusses certain aspects of corporate communication on the Internet. The rest of the chapters in Part Two (7, 8, 9, and 10) present the results of the studies concerning BELF. The first study (chapter 7) explores news written in English by managers and members of departments operating in various branches of Tetra Pak, retrieved from the News Archives of the global website of the company (from 2006, 2007, and 2008). The second study (chapter 8) is devoted to the analysis of corporate websites, especially the "About Us" sections, of seven selected European companies from the energy sector. Unfortunately, in the case of this study, the reader is not informed which year the data comes from. The third and the fourth studies focus on the analysis of email communication. The third study (chapter 9) investigates politeness strategies used in emails sent by Chinese and Japanese employees to their Italian colleagues, all working for an international freight-forwarding company, whereas the fourth study (chapter 10) presents the results of analysis conducted on (business) emails sent by Italian employees of an international company. The fourth study is based on L. Lohuiala-Salminen und A. Kankaanranta's (2005) tripartite model of email classification with special attention to dialogue genre messages.

In my view, Part Two of the book is a set of separate chapters, not fully connected with one another. Instead of referring to certain issues already elaborated on in the introductory chapter, the author explains them almost from scratch in the chapters presenting the results of the studies on BELF. For example, the section "Corporate Identity" which appears in the introductory chapter of Part Two (pp. 136 ff.) is introduced once again at the beginning of chapter 7 (pp. 149–150). Moreover, a very interesting passage paraphrased in the first section of chapter 7, after S.L. Esrock and G.B. Leichty (2000: 238) is repeated once more in the introduction of the following chapter:

> They [= corporate websites] act like 24-hour advertisements, displaying the products and services of a company and promoting them with hard and soft selling techniques. Thanks to the interactive nature of the Internet and their own peculiar features, corporate websites can be used to disseminate messages like traditional media, but much faster and more extensively and can also be used to collect data about target audiences and monitor public opinion on issues of interest to the organization (p. 150)

This, amongst other things, gives the impression that Part Two is a collection of separate texts, which is further confirmed by information found in the footnotes of chapters 8 and 9, according to which the earlier version of these chapters had been published as articles before the book came out. The book finishes with conclusions (pp. 215–223), a list of references (pp. 225–245) and the index of terms (pp. 247–249).

To sum up, I would like to point out that the book by Poppi refers to very interesting aspects of communication in ELF and BELF. The author has taken on a very ambitious and important task. However, the sum of texts collected and analysed by the author (articles, editorials, emails, corporate websites etc.) produced by various people representing different nationalities, and the number of topics to which they refer is enormous, making it near impossible for Poppi to present the entire findings of the conducted studies in a thorough manner in her book. Hence, the conclusions arrived at from the studies must also have been limited to certain general and short statements. Therefore, the reader of "Global Interactions in English as a Lingua Franca" is bound to be left slightly disappointed. Doubts can be raised whether it is rational to compare changes in language over the years on the basis of various data (e.g. articles and editorials) collected over a very short time span (up to 3 years). In addition, the fact that the book has not been edited thoroughly (spelling mistakes in the names, e.g. L. Louhiala-Salminen – three versions on just one page 130; mistakes in the references – see e.g. "Meierkord, Knapp[4]: 9" p. 23); repetition of the same sentence in different chapters – example above; an unkept promise to discuss certain points further in a given chapter – see e.g. "community of practice" p. 87) all serve to raise questions about the credibility of the findings of the studies presented in this book. However, the fact that Poppi mentions a great number of interesting and valuable details about research into ELF and BELF in her book, makes this book very informative, and piques the curiosity of the reader to reach for further research literature to expand their knowledge. It also makes "Global Interactions in English as a Lingua Franca" by Franca Poppi a significant contribution to the literature on ELF and BELF, and an enjoyable reading experience.

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Sambor GRUCZA, Monika PŁUŻYCZKA, Justyna ZAJĄC (red.), *Translation Studies and Eye-Tracking Analysis.* (= Warschauer Studien zur Germanistik und zur Angewandten Linguistik 6). Peter Lang Verlag, Frankfurt/M. 2013, 252 str.

Na publikację składa się 10 tekstów zgromadzonych wokół zagadnień dotyczących okulografii. Publikacja została (nieformalnie) podzielona na część dotyczącą podstaw teoretycznych badań eyetrackingowych oraz część poświęconą rezultatom konkretnych analiz eyetrackingowych. Książkę otwiera tekst autorstwa Sambora Gruczy, Moniki Płużyczki oraz Justyny Zając „Eye-Tracking Supported Translation Studies at the University of Warsaw", w którym wymieniono główne obszary badań okulograficznych prowadzonych przez członków Laboratorium Eksperymentalnej Lingwistyki Okulograficznej (LELO) Instytutu Kulturologii i Lingwistyki Antropocentrycznej. Do obszarów tych należą przede wszystkim badania dotyczące języków specjalistycznych, translatoryki i glottodydaktyki.

Serię tekstów dotyczących podstaw teoretycznych badań eyetrackingowych otwiera artykuł Sambora Gruczy pt. „Heat Maps, Gaze Plots … and What Next? The Access to Translation Competences and Translation Processes". W pierwszej części artykułu autor koncentruje się na kompetencjach translatorycznych, dzieląc je na idiokompetencje i polikompetencje. Podział ten warunkuje dwa rodzaje studiów translatorycznych, bazując na teorii lingwistyki antropocentrycznej, mianowicie studia nad „prawdziwymi" kompetencjami tłumacza oraz nad modelowymi