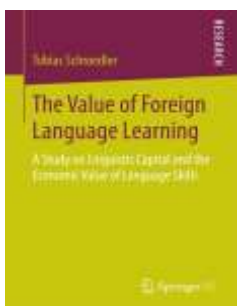


Value of Foreign Language Learning



v měkké vazbě, 233 stran
vyd. Springer, XI/2017
ISBN 9783658197353

katalog.cena cca 1.620 Kč vč.DPH
v této nabídce **1.290 Kč** vč.DPH

Based on a highly interdisciplinary theoretical framework, Tobias Schroedler provides a comprehensive picture of the value of language skills within the Irish economy. The author manages to present and merge theories from economics, business studies, sociology, and applied linguistics making this an innovative and valuable contribution to the growing field of research on the value of multilingualism and languages. The first of two datasets presented in the book provides a macroeconomic quantification on the economic performance of four different global language communities.

The second dataset consists of an expert interview study on the matter. Based on the data analysis, the author derives recommendations for economically beneficial language education policy making.

Language and Culture at Work



v měkké vazbě, 168 stran
vyd. Routledge, I/2017
ISBN 9781138688490

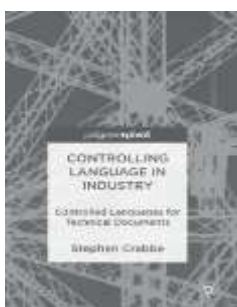
katalog.cena cca 1.090 Kč vč.DPH
v této nabídce **880 Kč** vč.DPH

Language and Culture at Work provides an overview of the complex role that culture plays in workplace contexts. Eight chapters cover the core aspects of culture at work, comprising: * Face and politeness * Decision making * Leadership * Identity * Gender * Work-life balance

The authors draw on a significant corpus of authentic workplace data collected in numerous professional and medical settings involving participants from a variety of different socio-cultural backgrounds (including Chinese, Filipino, Indian, British, Dutch, Hong Kong, Taiwanese and Australian). Using in-depth analyses of authentic interactions and interviews, the book proposes a new integrated framework for researching culture at work from a sociolinguistic perspective.

This is key reading for researchers and recommended for those working in the areas of sociolinguistics, communication studies, discourse analysis and applied linguistics. It will be of particular interest to students of professional and workplace communication, intercultural communication and intercultural pragmatics.

Controlling Language in Industry



v pevné vazbě, 118 stran
vyd. Springer, II/2017
ISBN 9783319527444

katalog.cena cca 1.450 Kč vč.DPH
v této nabídce **1.160 Kč** vč.DPH

This book provides an in-depth study of controlled languages used in technical documents from both a theoretical and practical perspective. It first explores the history of controlled languages employed by the manufacturing industry to shape and constrain the information in technical documents. The author then offers a comparative analysis of existing controlled languages and distills the best-practice features of those language systems.

He concludes by offering innovative models that can be used to develop and trial a new controlled language. This book will be of interest to linguists working in technical and professional communication, as well as writers and practitioners involved in the production of technical documents for companies in multiple industries and geographical locations.

Language of Branding



v měkké vazbě, 176 stran
vyd. Routledge, XII/2017
ISBN 9780415806749

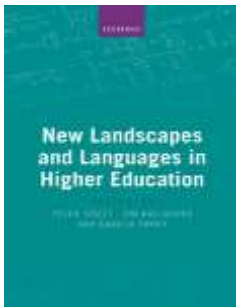
katalog.cena cca 1.220 Kč vč.DPH
v této nabídce **980 Kč** vč.DPH

The Language of Branding: Theory, Strategies, and Tactics will teach marketing students how to use language successfully to improve brand value and influence consumer behavior. Luna and Lerman are among only a few researchers who take a multidisciplinary perspective on the ways language influences how consumers act. Together with Morais, an anthropologist engaged in market research, they show how understanding the power of language can impact the essence - and sales - of a brand.

The book covers the fundamentals of brand language and applications for an array of marketing initiatives. Students will learn why brand language matters, how language is used in marketing, and how to build a brand strategy that exploits the richness and complexity of language. This book includes real-world case histories that demonstrate vividly how brand language is created and exercises that enable students to apply the book's concepts and stimulate class discussion.

The Language of Branding: Theory, Strategies, and Tactics can be used in a number of courses, including consumer behavior, branding, advertising, linguistics, and communications.

New Languages and Landscapes in Higher Education

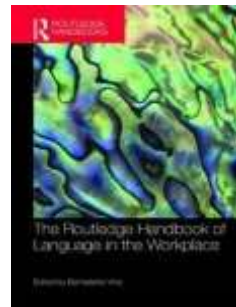


v pevné vazbě, 288 stran
vyd. Oxford University Press,
XII/2016
ISBN 9780198787082

katalog.cena cca 1.810 Kč vč.DPH
v této nabídce **1.480 Kč** vč.DPH

The landscapes of higher education have been changing rapidly, with enormous growths in participation rates in many countries across the world, and major developments and changes within institutions. But the languages that we need to conceptualise and understand these changes have not been keeping pace. The central argument in this book is that new ways of thinking about higher education, the new languages of its title, are needed to understand the role of universities and colleges in contemporary society and culture and the global economy, new landscapes. Over-reliance on existing conceptualisations of higher education, has made it difficult to understand fully the nature of 21st-century higher education. It may also have encouraged a view that there is no alternative to the development of more marketized forms of higher education. The analysis offered suggests that the future is much more open. It argues that familiar categories, normally accepted as givens, are actually more fluid. 'Systems' of higher education, whether expressed through direct public funding or through regulatory regimes, are being eroded. 'Institutions', often assumed to be to be given enhanced agency by more corporate forms of management and governance), are no longer powerful actors, if they ever were. 'Research', often corralled by assessment and management systems, is becoming more diffuse and distributed. 'Learning', supposedly more focused on skill outcomes and employability, retains a more broadly educative function. The 'publicness' of higher education has not disappeared as public funding has diminished, but taken on new forms.

Routledge Handbook of Language in Workplace



v pevné vazbě, 444 stran
vyd. Routledge, VIII/2017
ISBN 9781138915855

katalog.cena cca 5.760 Kč vč.DPH
v této nabídce **4.590 Kč** vč.DPH

The Routledge Handbook of Language in the Workplace provides a comprehensive survey of linguistic research on language in the workplace written by top scholars in the field from around the world. The Handbook covers theoretical and methodological approaches, explores research in different types of workplace settings, and examines some key areas of workplace talk that have been investigated by workplace researchers. Issues of identity have become a major focus in recent workplace research and the Handbook highlights some core issues of relevance in this area, such as gender, leadership, and intercultural communication.

As the field has developed, applications of workplace research for both native and non-native speakers have emerged. Insights can inform and improve input from practitioners training workers in a range of fields and across a variety of contexts, and the Handbook foregrounds some of the ways workplace research can do this. This is an invaluable resource for researchers and graduate students interested in learning more about workplace discourse.

Teaching Language in Context



v měkké vazbě, 368 stran
vyd. Oxford University Press,
2.vydání, I/2017
ISBN 9780190303686

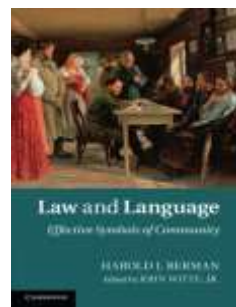
katalog.cena cca 1.190 Kč vč.DPH
v této nabídce **970 Kč** vč.DPH

Language is at the heart of the learning process. We learn through language. Our knowledge about the world is constructed in language-the worlds of home and the community, the worlds of school subjects, the worlds of literature, the worlds of the workplace, and so on.

It is through language that we interact with others and build our identities. Teachers' explanations, classroom discussions, assessment of student achievement, and students' understanding, composition, and evaluation of texts are all mediated through language. In this book, the authors explore how an explicit understanding of how language works enables students to make informed choices in their use and understanding of texts.

Teaching Language in Context 2e is an introduction to the language that students encounter in the various curriculum areas as they move through the years of schooling and it will enable teachers to: - plan units of work that are sensitive to the language demands placed on students - design activities with a language focus - select texts for reading at an appropriate level - analyse texts to identify relevant language and visual features - create teaching materials that integrate an awareness of language - help students to access meanings created through a variety of media (written, spoken, visual, multimodal) - provide explicit support in developing students' writing and composing - assess students' written work - extend students' ability to articulate what they are learning. In this second edition, there is an increased emphasis on the multimodal nature of texts.

Law and Language



v měkké vazbě, 222 stran
vyd. Cambridge University Press,
XII/2016
ISBN 97811316619339

katalog.cena cca 900 Kč vč.DPH
v této nabídce **730 Kč** vč.DPH

Completed in 1964, Harold J. Berman's long-lost tract shows how properly negotiated, translated and formalised legal language is essential to fostering peace and understanding within local and international communities. Exemplifying interdisciplinary and comparative legal scholarship long before they were fashionable, it is a fascinating prequel to Berman's monumental Law and Revolution series.

It also anticipates many of the main themes of the modern movements of law, language and ethics. In his Introduction, John Witte, Jr, a student and colleague of Berman, contextualises the text within the development of Berman's legal thought and in the evolution of interdisciplinary legal studies. He has also pieced together some of the missing sections from Berman's other early writings and provided notes and critical apparatus throughout.

An Afterword by Tibor Varady, another student and colleague of Berman, illustrates via modern cases the wisdom and utility of Berman's theories of law, language and community.

Language in International Business



v pevné vazbě, 308 stran
vyd. Springer, XI/2016
ISBN 9783319427447

katalog.cena cca 3.330 Kč vč.DPH
v této nabídce **2.660 Kč** vč.DPH

Tracing the treatment of language in international business as represented in the Journal of International Business Studies, this seminal collection critically explores the conceptualizations of language that have been adopted or ignored by international business scholars over the years and showcases nine articles that have played an important role in establishing and advancing the field. In today's increasingly globalized context of business, significantly richer theories from interdisciplinary perspectives are needed to explain the complexity of the interplay between multiple facets of language and how they affect day-to-day operations. With insights from linguistics, psychology and organizational theory, Language in International Business provides an assessment of scholarly efforts to uncover the profound impact that language has on global business today and proposes some important ways in which this nascent field of language in international business may be further advanced. Chapter 9 is licensed under a Creative Commons Attribution NonCommercial-NoDerivs 3.0 Unported License. The Journal of International Business Studies (JIBS) is an official publication of the Academy of International Business and is the top-ranked journal in the field of international business.

The goal of JIBS is to publish insightful, innovative and impactful research on international business. JIBS is multidisciplinary in scope and interdisciplinary in content and methodology. For more information, visit www.jibs.net. The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business.

Ashgate Handbook of Legal Translation



v měkké vazbě, 350 stran
vyd. Routledge, I/2017
ISBN 9781138700789

katalog.cena cca 1.260 Kč vč.DPH
v této nabídce **1.000 Kč** vč.DPH

This volume investigates advances in the field of legal translation both from a theoretical and practical perspective, with professional and academic insights from leading experts in the field. Part I of the collection focuses on the exploration of legal translatability from a theoretical angle. Covering fundamental issues such as equivalence in legal translation, approaches to legal translation and the interaction between judicial interpretation and legal translation, the authors offer contributions from philosophical, rhetorical, terminological and lexicographical perspectives.

Part II focuses on the analysis of legal translation from a practical perspective among different jurisdictions such as China, the EU and Japan, offering multiple and pluralistic viewpoints. This book presents a collection of studies in legal translation which not only provide the latest international research findings among academics and practitioners, but also furnish us with a new approach to, and new insights into, the phenomena and nature of legal translation and legal transfer. The collection provides an invaluable reference for researchers, practitioners, academics and students specialising in law and legal translation, philosophy, sociology, linguistics and semiotics.

Translating Social World for Law



v pevné vazbě, 312 stran
vyd. Oxford University Press,
VIII/2016
ISBN 9780199990559

katalog.cena cca 2.440 Kč vč.DPH
v této nabídce **1.990 Kč** vč.DPH

This volume examines the linguistic problems that arise in efforts to translate between law and the social sciences. We usually think of "translation" as pertaining to situations involving distinct languages such as English and Swahili. But realistically, we also know that there are many kinds of English or Swahili, so that some form of translation may still be needed even between two people who both speak English-including, for example, between English speakers who are members of different professions.

Law and the social sciences certainly qualify as disciplines with quite distinctive language patterns and practices, as well as different orientations and goals. In coordinated papers that are grounded in empirical research, the volume contributors use careful linguistic analysis to understand how attempts to translate between different disciplines can misfire in systematic ways. Some contributors also point the way toward more fruitful translation practices.

The contributors to this volume are members of an interdisciplinary working group on Legal Translation that met for a number of years. The group includes scholars from law, philosophy, anthropology, linguistics, political science, psychology, and religious studies. The members of this group approach interdisciplinary communication as a form of "translation" between distinct disciplinary languages (or, "registers").

Revisiting Transnational Broadcasting



v pevné vazbě, 124 stran
vyd. Routledge, IX/2016
ISBN 9781138202450

katalog.cena cca 3.290 Kč vč.DPH
v této nabídce **2.630 Kč** vč.DPH

Presenting a collection of original chapters, this book reassesses the history of the BBC foreign-language services prior to, and during, the Second World War. The communication between the British government and foreign publics by way of mass media constituted a fundamental, if often ignored, aspect of Britain's international relations. From the 1930s onwards, transnational broadcasting - that is, broadcasting across national borders - became a major element in the conduct of Britain's diplomacy, and the BBC was employed by the government to further its diplomatic, strategic, and economic interests in times of rising international tension and conflict.

The contributions to this volume display a series of case studies of BBC transmissions in various European foreign languages directed to occupied, neutral, and enemy countries. This allows for a comprehensive understanding of the different broadcasting strategies adopted by the BBC in the late 1930s and throughout the war, when the Corporation was under the direction of the Ministry of Information and the Political Warfare Executive. This book was originally published as a special issue of Media History.