

English as a lingua franca in that it demonstrates so clearly and convincingly how particular linguistic features of ELF usages are symptomatic of socio-culturally informed cognitive differences which give rise to misunderstandings. But the book has a wider significance too, for these misunderstandings relate directly to political and ethical questions about social justice and human rights. Though it may be universally acknowledged, blandly and complacently, that English is today's global lingua franca, this global use of English is necessarily implicated in aspects, and consequences, of globalization more generally, like poverty, oppression, exploitation, inequality, immigration and so on. Though this is not a truth universally acknowledged, this book will at least make its readers more aware of it.

[Henry G. Widdowson]

GARZONE, Giuliana / ILIE, Cornelia (eds.), *The Use of English in Institutional and Business Settings*, Peter Lang, Bern 2007, pp. 372, ISBN 978-3-03910-889-3, € 61,20.

The present volume is a collection of papers, some of which have been presented at a seminar convened by Giuliana Garzone and Cornelia Ilie at the *ESSE 7 Conference* held in Zaragoza in 2004. Thematically homogeneous, all the essays deal with the problems generated by the widespread use of English in institutional and business settings and look specifically at its impact in an inter- and cross-cultural perspective. This approach is becoming more and more important today because of the pervasive penetration of English as a *lingua franca* into professional and workplace contexts. The book is divided into four sections (English in the Promotion and Marketing of Products across Cultures; Concepts and Issues across Languages and Cultures; Cross Cultural Perspectives on Speech Acts; Intercultural Issues in Face-to-face Communication), which cover different aspects of communication in spoken and written English in an international and cross-cultural perspective, and explore a variety of issues emerging from the confrontation of cultures across national, institutional and organizational discourse communities.

The first section deals with the linguistic and cultural issues associated with different text genres used in the promotion of products in international trade. More specifically, P. Catenaccio ('Constructing Identities in the Fashion Industry: Building Brand and Customer Image through Press Releases') and D. Chiaro ('A Question of Taste: Translating the Flavour of Italy') look at how texts in English are used to present and promote Italian-made products for the international/foreign audience at whom they are targeted, focusing on two categories of goods that are typically associated with Italian identity: fashion and traditional food produce. The

essay by M. Gerritsen, C. Nickerson, C. Van Den Brandt, R. Crijns, N. Dominiguez, F. Van Meurs and U. Nederstigt ('English in Print Advertising in Germany, Spain, and the Netherlands: Frequency of Occurrence, Comprehensibility and the Effect on Corporate Image') also focuses on advertising, but, unlike the previous two, it investigates the role of English in locally-published promotional genres in the Netherlands, Spain and Germany, focusing in particular on the reception of the message by the nationals of the countries involved.

The second section tackles the issues arising from the inevitable divergences and variations in conceptualization and categorization across countries and cultures, which are all the more problematic when a *lingua franca* is used, and have an obvious impact on language use and discursive practices. The essay by C. Ilie ('British "Consensus" vs. Swedish "*Samförstånd*" in Parliamentary Debates'), in particular, discusses the semantic properties as well as the discursive and argumentative function of the lexicalizations in English and in Swedish of the notion of consensus. Also D. Wawra ('On Course for the Next Stage of Success: the Annual Reports of U.S. and Japanese Companies') takes a cross-cultural approach, comparing the annual company reports of U.S. and Japanese companies and concentrating specifically on introductions and on Letters to Shareholders. K. Murata ('The Discourses of Pro- and Anti-Whaling in British and Japanese News Editorials: A Comparative Cultural Perspective') takes a discourse-analytical and cross-cultural approach to look at the way in which a highly-culture specific and politically controversial topic such as whaling is dealt with in British and Japanese newspaper editorials. Finally, M.C. Paganoni ('Recontextualizing Language: Indian Activists and the Recasting of English') deals with issues associated with a variety of texts produced by four well-known women activists within the framework of the Indian no global movement.

The third section has a specifically pragmatic focus, dealing with differences in the realization of speech acts across languages and cultures, a crucial problem in intercultural business contacts, which may give rise to ineffective communication or even misunderstandings. S.Z. Pohle ('Offers in Irish English and German Business Negotiations: A Cross-Cultural Pragmatic Analysis') presents a case study in German and Irish negotiations which illustrates the results of a comparative examination of the speech act *offer*, one of the main constituents of negotiation discourse. G.T. Bilbow's contribution ('Speaking and not Speaking across Cultures') focuses on East-West cross-cultural communication by contrasting the spoken discourse of local Chinese and Western participants in business meetings held at a large airline company in Hong Kong. O. Chakorn ('Written Business Invitations: A Cross-Cultural Rhetorical Analysis') shifts the attention to written interactions: her study discusses letters of invitation in English as instances of cross-cultural business writing between Thais and native English speakers, with the aim of shedding light on their rhetoric in a cross-cultural perspective. The chapters in the fourth part of the volume also deal with spoken intercultural communication

and look specifically at issues in face-to-face communication. G. Poncini ('Communicating within and across Professional Worlds in an Intercultural Setting') examines spoken interactions between wine producers and journalists during a winery visit organized within an international convention. C.V. Garcés and B. Downing ('Modes of Communication between Suppliers of Services and Non-native English-speaking Users: Doctor-Patient Interaction') deal with interpreter-mediated medical encounters between native and non-native speakers of English, focusing, in particular, on cases where a non-professional interpreter is at work and comparing them with others where a professional interpreter is recruited. C. Kellett Bidoli ('The Linguistics Conference Setting: A Comparative Analysis of Intercultural Disparities during English to Italian Sign Language Interpretation') examines intercultural communication mediated by simultaneous interpretation from English to Italian Sign Language, during a linguistics conference. C. Nickerson ('English as a *Lingua Franca* in Business Contexts: Strategy or Hegemony?') closes the volume with useful indications for a future research agenda, identifying three main areas of investigation into the use of English as a communication language in organizational contexts. More specifically, Nickerson invites more research on the specific communicative situations relevant to business in which English is used, on the rhetorical and linguistic strategies in various types of business discourse and on how to counteract hegemonic situations that have arisen because of the use of English in international business transactions.

Thanks to the detailed analysis of the topics presented and the wide range of settings explored, this volume provides a clear and diversified picture of the issues involved in intercultural communication in organizational and institutional settings, an extremely complex, yet interesting area of study.

[Larissa D'Angelo]