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NEWS WRITERS FACING NEOLOGISMS. COMMUNICATION STRATEGIES TO RESTATE THE CONCEPTS OF THE WORLD ECONOMIC CRISIS¹

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Abstract

News writers, positioned at the front line of communicative innovation, use terminological neologisms in their articles to designate the new concepts of today. The global economic crisis has brought about a constant terminological renewal to the journalistic discourse. The strategies that writers use to explain new concepts leave discursive markers in the text (Hermans & Vansteelandt 1999, Roldán 2012, Alves 2011, López-Rodríguez 2017 or Galanes 2017b) that enable to identify translations and restatements of terminological neologisms. These may be loanwords, translational equivalents or restatements that incorporate values from the target culture,

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connotations or euphemisms. The choice of one form or another is conditioned by each writer's communicative strategy. In this paper, we draft a list of discursive markers that restate neologisms, and we approach their efficacy together with the writer's intentions and strategies by researching into the exhaustive press corpus DiCEM (2007-2017).

Keywords: Communication. Neology. Translation. Markers. Written press.

Resumen

El redactor, situado en la primera línea de las innovaciones comunicativas, incluye en sus artículos neologismos terminológicos para denominar los nuevos conceptos de la actualidad. La crisis económica mundial ha producido una constante renovación terminológica en el discurso periodístico. Las estrategias que el redactor utiliza para explicar un concepto nuevo dejan marcas discursivas en el texto (Hermans & Vansteelandt 1999, Roldán 2012, Alves 2011 o Galanes 2017b). Estos marcadores permiten identificar las traducciones y las reexpresiones de neologismos terminológicos. Estos pueden ser préstamos, equivalencias traduccionales o bien reexpresiones que incorporan valores de la cultura meta, connotaciones o eufemismos. La selección de una u otra forma está condicionada por la estrategia comunicativa del redactor. En este artículo elaboramos una relación de marcadores discursivos de reexpresión de neologismos y analizamos su eficacia, también visibilizamos la intencionalidad del redactor cuando selecciona formas neológicas en el exhaustivo corpus de prensa DiCEM (2007-2017).

Palabras clave: Comunicación. Neología. Traducción. Marcadores. Prensa escrita.

1. Introduction

The world economic crisis that began in 2007 has been very present in the media. The debate on its causes, its effects on the productive sectors and society, as well as its other consequences, consolidated a journalistic discourse on the crisis² during the last decade. It is an event considered a *discursive*

2. The data offered by Chavero (2015: 92 et seq.) in his analysis of the media discourse of the 2008-2011 legislature in Spain serve as a sample. They reveal that, between September 2008 and December 2009, economic issues accounted for 36% of the media agenda. The labor reform accounted for 37.4% of the agenda between April and June 2010. And, finally, the breakdown of social dialogue led the crisis to occupy 43.1% of the agenda during the first quarter of 2011.

moment (Moirand 2007: 4) that, compared to the *instant*, has given rise to abundant media production and has left its mark on subsequent discourses. At the same time, it is a complex event with unique stages and manifestations, also at the linguistic level (Galanes 2016).

One of the daily tasks of a communicator is to translate, culturally transfer and disseminate specialized concepts unknown to the media's target audience. In their condition as mediators, not necessarily experts on the subject, they are obliged to document themselves effectively and urgently about current events to be able to understand and faithfully convey what is happening at all times, which is usually a novelty. We are witnessing, for example, the emergence of new concepts (*recasting capitalism* Luna 2016), new terms (*hipotecas de alto riesgo*) and new terminology metaphors (*hipoteca basura*, *hipoteca de baja calidad*, *hipoteca loca*, etc.); New meanings emerge (for *austeridad*, *indignado/a* or *rescate*) and specialized concepts are popularized (*prima de riesgo* or *activo* Fernández 2016), etc. All of them were first recorded in the press and, due to their novelty, had to be explained by the editor.

In the words of Hernández Guerrero (2011: 104), it is “a complex task that leads you to select, filter, reorganize, assess, rank, distribute, and also translate information”. This mediation between the experts and the laypersons implies an interlinguistic and intercultural operation that is hidden under the consideration of a press article as an original production. Rewriting, in all its forms, is the cause of invisibility for journalistic translations (Hernández Guerrero 2011, Valdeón 2016, among others), which is not free from the tension between the foreignization and domestication of content (Bielsa 2016: 27 et seq) and terms.

In this paper, we approach the insertion strategies of specialized neological terminology in news stories to render the implied operation of translation (and dissemination) visible. Also, the elements that are subject to reformulation as well as their solutions are studied.

One of our objectives is to create a list of linguistic markers of the “new concepts” disseminated by the written press in Spanish (which we call by their acronym in Spanish MRNE) and also to advance in the description and functionality of journalist mediation strategies. This classified list of markers will allow terminologists and translators to detect translation or dissemination operations in any press story and to easily identify neologisms, their

components (name, concept –intension and extension– reference, etc.) and the solutions adopted. Furthermore, these markers show the communicative intention of each designation and state the elements that are prone to reformulation.

2. Theoretical framework

According to Hernández Guerrero (2011), there is a strong interaction between Translation and Journalism in the current Spanish printed press. Such interaction does not always openly present the translation data (the title of the original, name of the translator, etc.), but is underlying in the form of journalistic creation. This turns the journalist into an editor, but also a translator, adapter, disseminator and cultural mediator. The writer assumes multiple tasks in a process that some call *transediting*, a term coined by Stetting 1989 and defined as “a new term to account for the fuzzy borderline between translating and editing” (Schäffner 2012). Other authors, such as Cheesman and Nohl (2011) *apud* Valdeón (2016: 38), prefer to use *gatekeeping* to refer to such changes. The difference is that transedition is described as “discursive re-intonations” and implies a greater adaptation to the target culture, whereas in *gatekeeping*, the selection prior to the translation process prevails.

Valdeón (2016: 39) states that the translation of news and other journalistic texts may show various modalities, ranging from translation in the strict sense to rewriting. This leaves room for linguistic, cultural and ideological transformations which are preceded by a decision or selection. The selection function (or *gatekeeping*) operates at least in two instances: the media in which the article is published (editorial standards) and the communication professional (own standards).

To pursue our objectives of studying the linguistic and communicative aspects of journalistic translation, we analyze the terminology selected by the editor when recreating and reporting on a reality perceived as foreign or alien to the reading public. The subject of our study is a current topic –the world economic crisis that began in the United States– the terminology of which has been, either explicitly or implicitly, translated in the newsroom.

Many works in the field of Terminology analyze the journalistic discourse to detect neologisms (or new terms), such as the NEOROM Network of Neology Observatories (Cabré 2006). The immediacy of the transmission of

global information in the newsrooms compels communicators to urgently coin lexical and terminological solutions on topics unknown to the reader and, initially, also to the communicator. Such terms also have the value of spontaneity for spreading without having yet been subject to terminological standardization by the relevant academies or language authorities and, of course, before they are included in the dictionary.

In previous works on the terminological neology of the economic crisis (Galanes 2016, Galanes 2017a, Fernández and Galanes 2018), we have researched into neologisms and their denominative, semantic and conceptual variety. Frequently, a new concept is given more than one denomination in the press and the choice of a certain form of reference, compared to others, is conditioned by the target culture, the publishers, and the editor's communication strategy. Thus, for example, we show how relevant the communicative perspective is in the selection of the terminological variants that designate subprime loans (Fernández & Galanes 2015: 271 and 278). So the original denomination *subprime mortgage loan* is based on the classification of the borrower's creditworthiness (as part of the scale *credits subprime*, *credits Alt A*, *credits jumbos*, *credits (super) prime*), while in the Romance languages most designations issue from the viewpoint of the product and not of the individual who takes it (*hipoteca basura* in Spanish, *crédit à risque* in French, *titolo spazzatura* in Italian or *crédito malparado* in Portuguese). This shows a change in the communicative perspective between the original name and its equivalents in other cultures.

Our systematic work to draft the *Dictionary of the World Economic Crisis* (DiCEM) has confronted us with a multiplicity of variants for each headword, that is, with the terminological variation (according to the descriptive-based Communicative Theory of Terminology, Cabré 1999). Beyond each case, we have asked ourselves by way of hypothesis how the communicator presents these denominative variants and if there is any marker in the journalistic discourse to evidence that the term was "translated" or transferred from another culture or specialized field.

Experimentally in Galanes (2017b), using quantitative criteria, we selected from the DiCEM corpus a subcorpus of 27 anglicisms (*subprime*, *stress test*, *credit default swap*, *core tier*, *quantitative easing*, etc.). We analyzed their frequency and chronology in 2 general media (*El País* and *El Mundo*) and

1 semi-specialized medium (*Expansión*) and we conclude that these terms in English are much more frequent and are introduced earlier in the semi-specialized press than in the general information media. Since anglicisms coexist in many texts with national forms, we intend to systematize how both forms are presented in a text. For this, we use the translational neology studies by Hermans and Vansteelandt (1999), Alves (2011) and Galanes (2017b: 133-135).

Other works address the study of the press and the communicative intention on *stable sources* (designated as such by Hernández Guerrero 2011: 109), that is, signed journalistic texts. Thus, Orts (2017) identifies textual or interactive markers and interpersonal or interactional markers, all of them meta-discursive, in authoritative opinion texts. In turn, López-Rodríguez (2017) studies the explicit lexical metalinguistic operators (ELMO) which indicate the presence of terms in various texts ranked from highest to lowest degree of abstraction. One of the conclusions is that ELMOs are more frequent the more informational the text is, and the magazine *Muy Interesante* (López-Rodríguez 2017: 157) is used as an example compared to more abstract texts.

The joint record of anglicisms together with their equivalents in Spanish in the press evidences translation and when we study them we are necessarily placed in the communicator's viewpoint. In this work, we research the editor's action when reformulating the information. This leads us to study reformulation markers and their strategies, for which reason we have set the following objectives: 1. to identify and systematize the linguistic markers for the restatement of neologisms in the entire corpus; and 2. to analyze the mediation and selection strategy (understanding, synthesis, translation, cultural mediation, explanation, adaptation to the recipient, adaptation to the medium, etc.) in the reformulation. It is about studying the transformations (or manipulations, Hernández Guerrero 2011: 109) carried out in the location of the news when the communicator reformulates the neological terminology.

The compilation of marks and markers from previous studies, and testing them in our corpus, has allowed us to develop a complete list of linguistic markers which we call specialized neology reformulation markers (MRNE). From the examples selected, we delve into the description of mediation, identifying which elements are subject to mediation and the communication strategies in its reformulation. With this information, we optimize the list of

markers, classifying them according to their scope of impact (the designation, the intension or the extension of the concept, its definition, its explanation, etc.). This classification, in addition to being novel, results in the future usefulness of the aforementioned list, since it allows discriminating different solutions for the different terminological problems in translation (denominative, conceptual, etc.).

3. Corpus

For the fieldwork, we use a corpus of the general and specialized press, constituted as a source of extraction from the *Dictionary of the World Economic Crisis* (DiCEM). We select the Spanish sub-corpus, which records the press reports on the economic crisis (understood comprehensively as economic, financial, banking, mortgage, credit, debt, the real economy and political crisis) that appeared one day of the week (on Fridays) in 3 Spanish media (*El País*, *El Mundo* and *Expansión*) between August 2007 and December 2013. For its update, we also include Friday copies of *Expansión* from 2014 to 2017 and samples from *El Mundo* and *El País* of the same period and dates.

	copies	No. of words (<i>tokens</i>)	percentage
<i>El País (EP)</i>	448	2,736,435	37.33 %
<i>El Mundo (EM)</i>	331	1,538,443	20.98%
<i>Expansión (EXP)</i>	474	3,055,376	41.68%
TOTAL	1,253	7,330,254	

We have obtained an extended DiCEM corpus by screening 1,253 copies of these 3 media in the period from September 2007 to December 2017 in the above-stated amounts. The volume of the corpus is 7,330,254 words, of which 41.68% belong to *Expansión*. In the extension, we decided to maintain a higher proportion of general (close to 60%) than semi-specialized corpus, because restatement is less frequent in more specialized texts and, therefore, they present fewer markers with this function (López-Rodríguez 2017: 160).

4. Methodology

According to the *Diccionario de términos clave de ELE* (hereinafter, DTCELE), discourse markers are “invariable language units whose function is to point out (“mark”) the relationship established between two textual segments”³. Specifically, we are interested in the reformulating discursive markers, defined in the same source as elements that “present the member of the discourse in which they are found as a new formulation of what is meant by a previous member”. In our case, one of the members will necessarily be a terminological neologism.

We consider terminological neologisms to be such units perceived as new by the target audience of the text in which they are inserted. The novelty may be because it is a foreign concept (extralinguistic translation), it is a technical concept first disseminated in the field or it is the product of the evolution of the meaning of a term (intralinguistic translation). In the neological studies, Rondeau (1981) distinguishes between *néologie d'origine* (NO) and *néologie d'appoint* (NA) *ou de transfert*, and other researchers such as Sager (*apud* Humbley, 2015, 42) call them *primary and secondary neology*, or *formation and translation neology*:

On peut distinguer deux types de néologie : celle où la formation d'un nouveau terme, dans une langue précise, accompagne la formation d'un nouveau concept et celle où le terme existe déjà dans une langue et où un nouveau terme est créé dans une autre langue. La situation typique dans laquelle se déroule le premier processus est la situation de travail (le laboratoire de recherche, la fabrication de nouveaux produits, etc.). Le contexte classique de la deuxième forme de néologie est la traduction (Hermans & Vansteelandt, 1999: 37)

Therefore, we are interested in studying secondary terminology neology or translational terminology neology, which includes the technical designations disseminated in the press whether or not they issue from a foreign term (inter and intralinguistic translation), and in learning how such forms are introduced into the journalistic discourse.

3. Translated by authors.

To approach the first of our objectives, to create a systematized list of specialized neology reformulation markers (MRNE), we reviewed works on translational neology (Hermans and Vansteelandt, 1999), on the identification of marks of this kind of neology (Auger 2010: 101; Alves 2011: 98 for Brazilian Portuguese, and Galanes 2017b: 134-135 for Spanish), to which we add the lexico-syntactic patterns for detecting terms and neologisms (Roldán 2012: 58), as well as the ELMO metalinguistic markers (identified in Rodríguez-Penagos 2004 and reused by López-Rodríguez 2017) which serve as a bridge between specialized knowledge and the general recipient, the reader of the printed press.

The reformulating discursive markers have been classified in DTCELE by Martín Zorraquino and Portolés (1999) as: explanatory (*es decir, o sea*, etc.), rectificatory (*mejor dicho, más bien*, etc.), distancing (*en cualquier caso, de todos modos*, etc.) and recapitulative (*en suma, en conclusión*, etc.). For our purposes, we are only interested in those that have an influence on terminology and on the various facets of the term (designation, concept, reference, etc.).

We use the word *marker* to designate linguistic units as well as graphic reformulation marks (square brackets, parentheses, quotation marks, etc.). For the preparation of our list of MRNEs, we start from the 35 lexico-semantic patterns of neologisms and terms (Roldán 2012) and the graphic marks of neology (Auger 2010). Rather than offering a simple list, we have found it appropriate to group them. Thus, from Galanes (2017b: 134-135) we distinguish graphic marks that are intended to introduce explicitness; metalinguistic markers, close to ELMOs; markers that influence the extension of the designation; translation markers, which offer an equivalent; designation markers (or concept extension) and, finally, 2 sub-classes that affect the scope of the conceptual intension, either because they explain the term or because they define it.

Type of reformulation marker	mark
Graphic mark for explicitness	italics, single or double quotes, parentheses and square brackets
Metalinguistic markers	<i>conocida/o (como), lo que se conoce, que se conoce,</i> <i>denominado/a,</i> <i>el nombrado, que recibe el nombre</i> <i>llamado/a, lo que se llama, lo que se podría</i> <i>llamar, lo que se ha venido en llamar, lo que</i> <i>se ha dado en llamar, etc.</i> <i>término usado, etc.</i> <i>a partir de ahora, de ahora en adelante, etc.</i> <i>en la jerga económica, técnicamente, para</i> <i>los especialistas, en argot financiero, etc.</i> <i>literalmente, en inglés</i>
Referential or designation markers	<i>entre otros, similares, semejantes a, como,</i> <i>como son etc.</i> <i>de los que se distinguen los siguientes</i> <i>tipos/clases, en concreto, entre las que se</i> <i>encuentran</i> <i>por ejemplo,</i> <i>en primer lugar, en segundo, por último+</i> <i>substantivo</i> <i>tanto+ NOUN como + NOUN</i>
Translation or adaptation markers	hyphens, parentheses, quotation marks, the conjunction <i>o</i>
Explanatory markers	<i>se trata de, que, que consiste en, es decir,</i> <i>esto es, o sea, etc.</i> apposition preceded by ,
Definition markers	<i>que es, definido como, que se define, que se</i> <i>considera (como), lo que se entiende como/</i> <i>por,</i>

We apply this classification to our press corpus with the help of the *WordSmith 7.0* concordance software. Using its tool called *Concord*, we can retrieve from the DiCEM corpus examples of all the kinds of marks and markers that we analyze below, except for italics.

Once the contexts have been singled out, we analyze which elements are subject to reformulation (1st member); how reformulation is produced in terms of the grammatical structure and order of the elements; what meaning

is added by each marker and what solution is presented (2nd member of the reformulation). In short, we aim to know what transformations are taking place on each of the planes of the term, as well as the intention of the editor who reformulates the terminological neologism.

5. Analysis

5.1. Graphic marks for explicitness

Of the graphic neologism marks stated in the text (italics, single or double quotation marks, parentheses and square brackets), we excluded italics from our analysis because it is not possible to retrieve them with *WordSmith*, which works on plain texts.

Single quotation marks are less frequent than double quotation marks and they work, together with italics, as a mark of foreignness, although they can also represent figurative uses. Quotation marks are used by the editor as marks to render various contents explicit so that they introduce emphasis or present a technical term, as in (1) or are indicative of a figurative use (2).

- (1) Eso es lo que estudia el Banco de España, la forma en que los bancos saquen de sus balances todo el negocio inmobiliario y lo gestionen de forma “bien separada” de su negocio bancario y eso es lo que se conoce como “desconsolidación”, ha insistido. <EXP_20/04/2012_EMPR_EFE>⁴
- (2) ... las declaraciones hechas por el ministro de Economía, Luis de Guindos, que confirmaban que los accionistas de Novagalicia Banco, entre los que se encuentra la caja, deberán asumir, mediante una ‘operación acordeón’, la recapitalización del banco con fondos públicos europeos. <EXP_21/12/2012_EMP_EFE2>

The parentheses delimit a relationship space between editor and reader, in which the former introduces clarifications. When anglicisms are used, their translations are provided in parentheses (3). Or, then, the parentheses are used for the anglicism (4) or metalinguistic information such as a folk designation (5) or a specification (6). In this space for relationship, there is also room for the sentence in the original language that is translated into text (7) and even the extension of the concept (8) or its explanation (9).

4. Underlining ours. The examples are identify with the fórmula <Medium_Date_Section_Author>. EXP stands for *Expansión*, EM for *El Mundo* and EP for *El País*.

- (3) La junta aprobará el dividendo a cuenta de 2012, que se situará en torno a los 0,3 euros por acción, y que se pagará de acuerdo con el mecanismo de scrip dividend (efectivo o acciones). <EXP_22/03/2013_POR_FUENTESM.Á.>
- (4) La Reserva Federal debe poner fin a la inscripción automática en la aplicación de costosos programas de descubierto y darle a los consumidores la opción de aceptación o rechazo (opt-in o opt-out). <EM_14/08/2009_ECO_RIVERA LAURA 2>
- (5) Antes de la reforma, el empresario tenía la opción de asumir, de hecho, la improcedencia del despido pagando la indemnización correspondiente (el llamado despido exprés) o correr el riesgo ante el juez de que la rescisión fuera declarada improcedente <EP_16/03/2012_24_ECO_MANUEL V. GÓMEZ Y JOSÉ YOLDI>
- (6) La otra palanca para reducir costes de financiación para Popular será también el plan de liquidez del BCE (el denominado TLTRO), que consiste en la concesión de préstamos a muy bajo coste con la condición de que este dinero sea utilizado para aumentar el flujo de crédito a la economía, especialmente a las pymes. <EXP_03/10/2014_BANCA_ROBERTO CASADO>
- (7) A cambio, España tuvo que plegarse a un MoU (Memorando de Entendimiento) con severas condiciones que se han ido cumpliendo a rajatabla hasta la fecha. Entre dichas condiciones está la creación de una Institución independiente del gobierno que supervise el cumplimiento de la política fiscal (“Spain is also requested to establish an independent fiscal institution to provide analysis, advice and monitor fiscal policy”). <EXP_19/10/2012_ECO_SÁNCHEZ QUIÑONES JESÚS>
- (8) Los tres primeros rescates (bancario, compra de bonos por BCE y línea preventiva de crédito) no solucionan los problemas, pero sí otorgan tiempo para acometer las políticas necesarias para llevar a cabo las reformas necesarias. <EXP_19/10/2012_ECO_SÁNCHEZ QUIÑONES JESÚS>
- (9) Las pérdidas se explica por la necesidad de elevar las provisiones para cumplir con los dos Reales Decretos de reestructuración del sistema financiero. En concreto, las cajas han tenido que realizar dotaciones por pérdidas de activos financieros (inversiones inmobiliarias) por 12.751 millones de euros y las de activos no financieros (activos adjudicados) hasta los 1.328 millones. <EXP_28/09/2012_EMP_M. R.>

That same function of a place for explicitness is presented to us in the fragments in square brackets that are used to provide explicit information (10) or a figurative sense (11).

- (10) Por otra parte, la vicepresidenta ha explicado que “no se ha aprobado el instrumento para facilitar la financiación y la cobertura de vencimientos de las CCAA [los llamados ‘hispabonos’] porque puede ser

- que requiera algún cambio normativo y esto puede llevar más tiempo”.<EXP_08/06/2012_ECO_AMIGOT-B ROIG-M>
- (11) En su intervención ante la Asociación de Bancos Cooperativos de Fráncfort, Trichet instó a la banca a volver a su rol tradicional de dar un servicio a la economía real... Acusó a las entidades de haberse centrado demasiado en una “especulación sin freno” y en el “juego financiero” [en el sentido de “apuesta”]. <EXP_16/10/2009_INV_EXPANSION.COM>

As it may be seen in the examples mentioned so far, each of them may combine graphic marks with the markers that we analyze below, so we will reuse some examples.

5.2. Metalinguistic markers

Metalinguistic markers explicitly point to specialized designations. The need to refer to them is because such concepts are unknown to the target audience, either because they are innovative or because they are highly specialized.

Such markers are built, in general terms, with verbs and collocations with *conocer*, *denominar*, *nominar*, *llamar*, *recibir el nombre*, etc. Their formulation is carried out with non-personal forms of the aforementioned verbs, either in participle, or in impersonal form (*conocida/o (como)*, *lo que se conoce*, *que se conoce*, *denominado/a*, *el nombrado*, *llamado/a*, *lo que se llama*, *término usado*, *que recibe el nombre*, etc.).

The tense of the verb is very relevant, which tends to be formulated in an impersonal form (participle, impersonal verb, etc.), as a communicative strategy to distance itself from the verbal tense of opinion texts, usually in the 1st person singular or plural. For example, introducing a technical term (1), variants (metaphorical or not) (12) and foreign words (13):

- (12) Barclays invertirá en la Sareb, conocida también como banco malo. Aunque, de momento, se desconoce cuál sería su aportación. <EXP_07/12/2012_POR_EXPANSION.COM4>
- (13) Los denominados pfandbriefe son el veneno que lastra a muchos grandes bancos alemanes, entre ellos el Hypo Real Estate, salvado sólo por la campana de las ayudas públicas y en proceso de nacionalización. <EP_08/05/2009_01_POR_GÓMEZ JUAN, PÉREZ CLAUDI>

The distancing is even more evident in formulations such as *lo que se podría llamar, lo que se ha venido en llamar, lo que se ha dado en llamar*, etc.

- (14) Urgen medidas para apuntalar a las familias y evitar así que miles de personas sigan engrosando la lista de la exclusión social. Lo que se ha dado en llamar sobreendeudamiento es quizá la situación más alarmante y los desahucios por no poder pagar las hipotecas, la cara más visible. <EP_24/02/2012_10_POR_MORÁN CARMEN>

These reformulations can also add explicitness of the technical mark (15) with formulas as *en la jerga económica, técnicamente, para los especialistas*, etc. Either they introduce a translational equivalent or literal translation (16), or the linguistic origin is indicated with the marker *en inglés*. The same way as in the previous case, we recorded examples with an accumulation of markers (17).

- (15) “El Consejo”, dijo, “quiere evitar caer en la trampa de la liquidez”, lo que en la jerga económica viene a suponer que por muy barato que sea endeudarse y gastarse ese dinero -es decir, por muy bajos que estén los tipos- la gente no pedirá créditos ni gastará por temor. Además, destacó que la semilla de la crisis actual es precisamente el bajo precio del dinero. <EP_16/01/2009_01_POR_PÉREZ CLAUDI-GÓMEZ JUAN>
- (16) Este sistema se conoce como Kurzarbeit (trabajo corto, literalmente) en Alemania y Austria y, de hecho, se practica en España y en muchos otros países en el sector de la automoción, especialmente, bajo la forma de EREs de reducción. <EP_04/12/2009_XX_OPI_HERCE JOSE A.>
- (17) Esta inyección de liquidez es lo que se llama técnicamente en inglés quantitative easing, un aumento excepcionalmente brusco de la masa monetaria en circulación con el doble objetivo de facilitar el crédito a las empresas y evitar que la inflación se sitúe por debajo del objetivo del 2%. <EP_06/03/2009_XX_ECO_OPPENHEIMER WALTER>

In sum, the metalinguistic references introduce diastatic variants, technical terms, foreign words, through depersonalized verbal formulas or noun phrases. The pragmatic value introduced is to distance the editor from the story, because insofar as the term is presented with these specific markers, it is placed outside the editor's own discourse and delves further into the distancing.

5.3. Referential or designation markers

These markers relate a term to an object or element to which the designation may be applied, that is, they act on the extension of the term. The markers are varied, some serve as a prelude to an enumeration (*por ejemplo, como son, de los que se distinguen los siguientes tipos/clases, en primer lugar, por último*, etc. see 18); others introduce a specification (*por ejemplo, en concreto, entre otros*, etc. 20); and finally, they may present a comparison (*similares a, semejantes*, etc. 19). All of these markers are followed by terms, usually with a noun category, which is the most prevalent.

- (18) Según han indicado fuentes financieras, Catalunya Banc tiene emitidos un total de 1.710 millones de euros en productos híbridos, como son las participaciones preferentes y la deuda subordinada perpetua y con vencimiento. <EXP_22/03/2013_EMP_EXPANSION.COM/EFE>
- (19) El Gobierno establece en este Real Decreto la creación de las sociedades inmobiliarias para que los bancos enanejen sus activos inmobiliarios y, en concreto, los activos inmobiliarios “físicos”, es decir los activos adjudicados en los canjes de deuda o embargos. <EXP_11/05/2012_EMPR_ZULOAGA J.-ROMANI MICHELA>
- (20) Los planes de reinversión del BCE son similares a los programas de QE de EEUU y Reino Unido, donde la rentabilidad de los bonos del Tesoro a largo plazo sigue siendo baja. <EXP_4/08/2017_ECO_FINANCIAL TIMES >

In general, these markers, insofar as they present objects, are objective since they are only aimed at exemplifying. Besides, the latter present comparisons and the editor's criteria take an active part in them. In all of them, the purpose is didactic, although the comparison may also refer to the intension (or defining features) of the concept (21). In other cases, they are used as a translational approximation, as a paraphrase (22).

- (21) La CAM fue la primera caja de ahorros en salir a Bolsa con la emisión de cuotas participativas en julio de 2008. Las cuotas participativas son similares a las acciones, pero no tienen derechos políticos, lo que hizo que esta caja las emitiera para capitalizarse. <EM_22/07/2011_POR_MAILLO JUAN EMILIO>
- (22) Por este motivo, tal y como se recoge dentro de la presentación del Tesoro al extranjero, no se descarta recurrir a instrumentos menos comunes de financiación como títulos ligados a la inflación o préstamos negociables

similares a los pagarés (schuldschein loans) <EP_17/12/2010_XX_ECO_ROMERO ÁLVARO>

5.4. Translation or adaptation markers

The repertoire of translation or adaptation markers is much smaller than previously seen and markers (such as the conjunction *o*) are combined with marks such as parentheses (ex. 3, 4, 7 and 16), quotation marks or hyphens.

As we have already seen, the original form in English or the translational equivalent in Spanish may appear in parentheses. This resource is especially productive in combination with markers such as *en inglés* to cite original acronyms (165 examples of a total of 210 cases introduced with that marker). The formula is common to the three newspapers and the semi-specialized medium records 40% of cases (85), consistently with the overall representativeness of this medium in the corpus.

The use of hyphens as a mark is less frequent than parentheses and presents both the translation and the references of the term.

- (23) Durante ese tiempo, los inspectores de la UE o de la “troika” -el BCE, la Comisión Europea y el Fondo Monetario Internacional- evaluarían si un país está cumpliendo con las condiciones de su programa de ayuda. <EXP_05/10/2012_ECO_EXPANSIÓN.COM>

The use of conjunction *o* as a marker serves different functions, such as presenting the translation (24), even if this equivalence is dynamic, that is, not identical (ex. 25 and 26). The order of anglicism and translational equivalent may vary, as in (27).

- (24) Se ha fijado un precio de 80 puntos básicos por encima del índice de referencia para las emisiones de renta fija o midswap. <EXP_29/09/2017_ECO_A.S.S >
- (25) La futura legislación elimina trabas para invertir en capital riesgo, en fondos de inversión libre o hedge funds, así como fondos inmobiliarios y de infraestructuras. Se facilita en particular la inversión en fondos de capital riesgo europeos y en fondos de emprendimiento social europeo. <EX_01/12/2017_08_ECO_ E. del Pozo>
- (26) Las apuestas bajistas consisten en pedir prestadas acciones de un determinado valor para venderlas con la esperanza de que su precio caiga y poder comprarlas en un futuro a un precio más barato para devolverse las a su dueño, apuntándose las correspondientes plusvalías. Este tipo

- de estrategia es realizada principalmente por los fondos de alto riesgo o hedge funds. <EP_17/02/2012_22_ECO_DAVID FERNÁNDEZ>
- (27) Los bancos aprovecharon para sacar de sus balances los bonos basados en hipotecas. ¿Cómo? Creando 'conduits' o vehículos especiales de inversión, que son entidades vinculadas al banco pero jurídicamente independientes de él. <EM_06/02/2009_ECO_PARDO PABLO>

The use of the marker *o* may also link synonyms (28), co-hyponyms (29), introduce a technical notation (BB) (30) or present an acronym, along with its expansion and vice versa (31, 32).

- (28) La nota BBB está solo dos escalones por encima del nivel especulativo o de bono basura. O, visto desde el máximo, la novena de las 10 dentro de lo que se considera grado de inversión, o deuda con cierta seguridad de cobro. España recupera uno de los dos escalones perdidos en la última rebaja de S&P, en octubre de 2012. <EP_23/05/2014_ECO_MIGUEL JIMÉNEZ>
- (29) El número total de lanzamientos hipotecarios o desahucios practicados entre abril y junio de este año se redujo un 1,9% respecto del mismo periodo del año anterior, en tanto que las ejecuciones de inmuebles iniciadas se redujeron un 17,4%, al pasar de 17.414 a 14.380. <EXP_14/10/2016_ECONOMÍA_EFE>
- (30) En una entrevista con la emisora Business TV, aseguró que, en realidad, los "ratings implícitos" que se derivan de la prima de riesgo de la deuda española en el mercado corresponderían a una calificación por debajo de los niveles de inversión, esto es, en la categoría de bonos basura o BB, seis escalones por debajo del nivel actual. <EP_20/01/2012_20_ECO_GONZÁLEZ ALICIA>
- (31) La prima de riesgo de Portugal también se ha reducido hasta los 442 puntos básicos. Los seguros de impago de deuda (credit default swaps o CDS) de España se han reducido al cierre de la sesión a 220.000 dólares, muy por debajo de los 246.350 dólares de los italianos <EXP_01/11/2013_POR>
- (32) Esta cantidad será la que reembolsarán de manera anticipada 35 bancos de la eurozona de los 523 y los 800 que acudieron a la primera y a la segunda barra libre a tres años (LTRO o Long Term Refinancing Operation), respectivamente. <EXP_08/03/2013_POR_VERBOM.L.>

In sum, we understand that these marks relate anglicisms to their national solutions, but they can also represent other links, so that the reader is offered information about references or notional information, such as co-hyponyms.

It is also a strategy for disseminating technical information (notation), word variants (acronym expansion), synonyms, etc. All this to adapt the text to the recipient, through a process of “intralingual translation”, which underlies all dissemination.

5.5. Explanation markers

These markers introduce conceptual information, through formulas such as *se trata de, que, consiste en, es decir, esto es, o sea*, etc. In addition to including technical conceptual information, in an effort to disseminate it (33), they may add additional information or a clarifying interpretation (34) or make an understatement (35), a figurative or metaphorical use (36) explicit. In other cases, the editor uses synonyms (37) or comparisons (38) to explain the specialized concept.

- (33) Una permuta de cobertura por impago es el llamado credit default swap, CDS en inglés. Se trata de seguros frente al impago de instrumentos de crédito, como los bonos emitidos por los países. <EM_6/07/2012_ECO>
- (34) la mejor opción es pedir ayuda a la eurozona agarrándose a este texto que le va a permitir negociar un rescate blanco. O sea, sin que pierda la soberanía económica y sin necesidad de que venga la Troika a España a decirnos qué impuestos hay que subir o cuántos funcionarios se tienen que ir a la calle. <EM_08/06/2012_POR_HITAElena_GALLEGO JAVIER G.>
- (35) El Consejo de Ministros ha acordado este viernes a propuesta del Ministro del Interior, Jorge Fernández Díaz, un plan de “reordenación” de escoltas, que consiste en un recorte de efectivos para adaptar la dotación a la nueva situación tras el anuncio del cese definitivo de ETA y a los principios de austeridad en el marco de la actual situación económica. <EXP_20/01/2012_ECO_EUROPA PRESS>
- (36) La teoría del bazuca consiste en que si guardas armamento de gran calibre en el bolsillo y el mercado lo sabe, nunca tendrás que usarlo. La eurozona decidió ayer dotarse de arsenal suficiente <EP_12/02/2010_XX_ECO_PÉREZ CLAUDI/ANDREU MISSÉ-1>
- (37) Todos sabemos que hay quienes invierten en posiciones largas [o sea, al alza] y otros que apuestan en corto [es decir, a la baja], terreno favorito de los especuladores más agresivos <EP_03/12/2010_01_POR_PÉREZ CLAUDI>

- (38) Bienvenido a las finanzas del siglo XXI. Y a los activos ‘sintéticos’, o sea, que tienen menos parecido con la realidad como La Guerra de las Galaxias con los viajes en avión. <EM_11/05/2012_ECO_PARDOPablo>

Of all of them, the marker that introduces a more subjective or interpretive vision in its explanation is *o sea*, which we have documented to a greater extent in opinion texts. On the other hand, it is very frequent in the reproduction of orality, judging by the number of contexts in which it appears formulated in the direct style.

5.6. Definition markers

The editor can introduce notional information under lexicographic or terminological patterns, that is, in the form of a definition, to the extent that it presents the main distinctive features that make the concept unique, on occasions compared to similar concepts (39). It is possible, therefore, that it includes information on its nature, functions, mode, objectives, modalities, components, etc. It is introduced with formulas such as *que es, definido como, que se define, que se considera (como) lo que se entiende como/por*, in addition to the use of graphic marks such as parentheses, hyphens, commas (40) or a colon. This practice is common to general and semi-specialized media, although the definition may be contextual (41).

- (39) ...en 2012 se habían realizado 91.622 ejecuciones hipotecarias, que son las tramitadas por los juzgados de primera instancia en las que se ha exigido en pago de deudas garantizadas por propiedades hipotecarias. De todas ellas, 70.257 acabaron en los juzgados como lanzamientos, que son los cambios en la propiedad de un inmueble, ya sea rústico o urbano, de empresas o de particulares. <EP_12/04/2013_01_POR_DE BARRÓN ÍÑIGO>
- (40) Solo hasta finales de año, el Fondo tiene pendiente el vencimiento de unos 3.000 millones de euros. La cantidad sube hasta los 18.000 si se contempla todo lo que se entiende convencionalmente como deuda a corto plazo, la que vence en menos de tres años. <EP_17/08/2012_19_ECO_EL PAÍS>
- (41) En este sentido, señala que los precios están regresando en muchos mercados a su “valor justo”, definido como el ratio medio a largo plazo del precio de la vivienda respecto a los ingresos disponibles y los alquileres. <EXP_17/08/2012_EMP_EUROPA-PRESS>

On other occasions, its function is, precisely, to label or qualify the designated object. The editor intends to classify and the strategy is to quote the generic concept (42). The dynamic nature of the neological phenomenon presents these classifications in an unstable way (43).

- (42) La medida más controvertida hasta ahora ha sido una resolución anunciada por el presidente del CSIC el mes pasado imponiendo una limitación de gasto a cada uno de los institutos, medida definida como corralito por muchos científicos, ya que se les impide utilizar fondos que ellos han captado para su investigación en proyectos competitivos estatales e internacionales, en contratos con empresas, por patentes, por donaciones, etcétera. <EP_09/08/2013_01_POR_ALICIA RIVERA>
- (43) Este marco operativo debe incluir una definición de lo que se consideran “activos heredados”. Este es un tema clave para España porque los bancos recapitalizados por el Fondo de Reestructuración Ordenada Bancaria (Frob) con dinero del MEDE podrían entrar en esta categoría <EXP_14/12/2012_POR_MIQUEL ROIG>

In short, we have been able to document a large part of the proposed marks and markers in the corpus and their comparison has allowed us both to expand the initial list of markers (Galanes 2017b) and to know which elements are susceptible to mediation and how this is done.

6. Conclusions

Recent studies on journalistic translation have focused on a modality which has traditionally been little studied. The journalist, like the translator, performs mediation functions which are not always evident in the press article. Starting from the study of the terminological innovations introduced by the world economic crisis, we have delved into the concept, the object, the strategies and the results of this intra and interlinguistic and cultural mediation.

Foreign words (or anglicisms in Economics) are clearly mediated by the editor who translates, explains or defines them. Along with them, we have discovered that other units also need the editor's mediation, such as expert notation systems (BBB), acronyms (usually in English, CDS), technical terms in the process of dissemination (*ejecuciones hipotecarias* vs. *lanzamientos*), the forms that have figurative uses (*activos sintéticos*), some metaphorical

terms (*operación acordeón*) and certain euphemisms (*plan de “reordenación” de efectivos*).

The editor's action is evident with the use of *Marks and Markers for the reformulation of specialized neology* (MRNE) that involve carrying out explicit operations (such as quotation marks or italics); metalinguistic reference (*denominada*, etc.); of designative reference (*por ejemplo*); translation or adaptation (conjunction *o*); explanation (*consiste en*) or definition (*definido como*). From the compilation of some of the markers in previous works and, above all, with the comparison in an exhaustive press corpus, we managed to identify more than 50 markers. This list can be reused to identify neologisms and reformulations in any type of corpus specializing in Spanish.

The editor's visibility is displayed to different degrees in each of the mediation operations. With graphic marks (such as quotation marks), we are just being told to interpret the segment in quotation marks in a figurative way. On other occasions, a space for interaction with the reader is created by the parentheses or square brackets, as if it were a stage direction. Other reformulation markers, like *técnicamente*, place the editor in an intermediate position between the scientific community and the reader. This distancing is also evident in the morphological resources (impersonal verb forms, nominalizations, etc.) in which the editor dilutes the enunciation, although making us take part in the learning (*conocido como*).

The outcome of mediation (or second member of reformulation) is varied. A search with markers can retrieve explanations, specifications, definitions, designations, synonyms, co-hyponyms, hypernyms, paraphrases, explicitness (expansion of acronyms, for example), interpretations and also literal translations, translation equivalents, etc. Therefore, it is pertinent to classify the reformulation markers (MRNE) according to the type of information that they provide as a result and that act on the name (explicitness, metalinguistic, translation), on the designation or the concept (explanation, definition).

As a result, and to demonstrate journalistic reformulation we offer the following classification:

Reformulated element	Reformulation	Scope of incidence/ outcome
Anglicism Specialized term Technical notation and acronyms Technical term Discursive variant Figurative use (metaphor, euphemism) Etc.	Explicitness→ Metalinguistic reference→ Designation→ Translation and adaptation→ Explanation→ Definition→	Term Name (variants) Reference (extension) Equivalent Conceptual intension Conceptual intension

Although several marks and markers (for example, quotation marks and definition marks) may appear simultaneously in a text and some markers are common to two categories, we have found it useful to classify them to discriminate the type of information they retrieve. The classification according to its function and scope (name, concept, etc.) allows optimizing the list of markers (MRNE) since it identifies neologisms but also indicates the type of reformulation and its outcome (notional, denominative, referential information, etc.). It is valuable information that translators and terminologists need in their daily work.

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