
Foreword

Within the broad theme of English for Specific Purposes seen from a cross-cultural perspective, it would be hard to imagine a more varied selection of papers than the ones constituting the current volume of this journal.

The opening paper from Mahmood Reza Atai and Hossein Talebzadeh analyses the textual and visual characteristics of PowerPoint frames in English presentations held at a number of Applied Linguistics conferences held in Iran. We then move to Bulgaria where Alexandra Bagasheva outlines some of the difficulties for both teachers and students in finding “culturally appropriate methodologies and practices in the study of General Linguistics in English” in a philological department.

By illustrating a corpus-based study relating to the popular sitcom *Friends*, Sibó Chen discusses ways of using English-language TV as an effective method for Chinese learners to improve their lexical skills. After exploring the evolution of online gaming worldwide, Yu-ling Chung focuses on the challenges that game localizers face when translating into English casual games on Facebook for Taiwanese consumers.

Sabrina Bonqueves Fadanelli examines some of the language issues faced by interpreters in the UK when dealing with witnesses and suspects whose mother language is not English during legal procedures. With reference to specialized translation, Viviana Gaballo attempts to define the boundaries of ‘transcreation’, a portmanteau word which combines translation and creation and where the creativity required in the translation process is emphasized.

Mohammad R. Hashemi and Esmat Babaii present a synoptic overview of the ‘state of the art’ in the rapidly expanding field of mixed methods research in the sphere of ESP. The study by Ineta Luka explores tourism students’ and graduates’ intercultural language competence in relation to working in a multicultural environment in a higher education institution in Latvia.

Elisa Mattiello investigates the terminology used in scientific journals written in English and in Italian outlining and comparing the various ways in which scientific language makes use of abbreviations. Pei Lee Yeoh analyses the usage of conceptual metaphors employed by judges by examining two Malaysian High Court cases when asked to interpret a particular section of the Sedition Act of 1948.

This brief synopsis of the ten papers included in this volume clearly cannot do justice to the research that has gone into each of these contributions, but it does show how rich and vibrant the field of ESP studies continues to be.

As ever, the policy of this journal is to prioritize quality over quantity, with our double-blind refereeing process ensuring that each contribution meets with the ever more exacting demands being made of academic journals worldwide.

Christopher Williams
(Chief Editor)