To date, no appropriate delineation for applied linguistic research has been provided. While some researchers hold that applied linguistics is tantamount only with Teaching English as a Second Language or Foreign Language Teaching, others argue that it encompasses a plethora of areas, such as

literacy, bilingualism, second language acquisition, sociolinguistics, language policy in education, legal language, applied psycholinguistics, speech and language pathology, interpreting and translating, language planning, computer languages, lexicography, and linguistics and the professions. Because the field is so vast, any definition of applied linguistics must remain protean (Magnan, 1983, p. 382).

Pursuing the line of thought of Magnan and other researchers who conceive of applied linguistics as an all-encompassing discipline, the present paper propounds new avenues for contemporary research. It attempts to approach applied linguistic research from a perspective which could be that of Leon Bloomfield, a scholar who has been recognized for his ability to discern new problem areas and to develop research methods capable of elucidating crucial questions. The frame of mind one expects from a researcher like Bloomfield has been described by Bolinger (1975, p. 517), who wrote about the author of Language: "His view of linguistics was broad enough to include those things that others felt had to be explained by recourse to mind. . . . It was necessary first to study what could be described with the most certainty and precision." Adopting Bloomfield's positivistic tenet and penchant for objective descriptions, the present study pursues two goals: First, to describe linguistic phenomena in contemporary language use which have not yet received sufficient attention by linguists and second, to
propose ways in which the linguist can utilize his/her knowledge and insights to provide answers to open questions or to contribute to a heightened understanding of modern communication forms.

One of the paramount areas in which linguistic research is germane to the advancement of knowledge is computer technology. In this area, communication among different languages is impeded by a lack of common terminology. In order to facilitate the exchange of information in this area, it is necessary to describe the currently most widely used terminology which is predominantly in English and to identify—by means of a comparative analysis—the corresponding terminology in other languages. In many instances, translations are virtually impossible because the English terms are primarily neologisms for which there exist no counterparts in other languages. What is particularly excruciating is the fact that new semantic values are ascribed to conventional lexical items. For example, a clock is no longer simply a device for measuring time but "1. The timing signal used in synchronous transmission. 2. The source of such timing signals" (Black Box Corporation Pocket Glossary, p. 18). Or, a collision is not only an act of clash but "1. (In LAN technology) The result of two stations attempting to use a shared transmission medium simultaneously. 2. (In a half-duplex system) The result of both ends trying to transmit at the same time" (Ibid., p. 19). In view of such semantic innovative alterations, only one method is available regarding the study of interlanguage transfers: the collection of data through observation of the linguistic behavior of language users and a description of the semantic aspects of their communicative interactions. This method will make it possible to identify the semantic value of lexical items and to match them with those of other languages.

Such a method has been developed and successfully implemented by the Black Box Corporation. This America-based, award-winning corporation is strongly export-oriented and has compiled a Glossary of Computer Terminology which is an excellent tool for standardizing not only computer nomenclature but also "semantic projection rules." In addition, this
KRAETSCHMER

corporation produces each year catalogues in three
different languages in an attempt to cater to a
consumer population in six different countries and
cultures where numerous social sub-groups display
culture-bound disparate behaviors. Concerning the
compilation of dictionaries devoted to computer
terminology, mention must be made also of the latest
IMB creation, a bilingual (English-German) dictionary
of several hundred pages.

Another area in which there is a need for accurate
descriptions of lexical items is the language of
marketing. New marketing techniques, the appearance of
new products on various markets, and changes in
consumer behavior contribute to the generation and
proliferation of linguistic elements which are of
significance not only on the semantic but also on the
syntactic-syntagmatic level. Of special interest in
this area are linguistic transfers of items from one
language into another. What makes such transfers
particularly difficult is the fusion of two phenomena:
the culture-specific behavior of language users and the
appearance of new products of the manufacturing
industry. It happens frequently that a marketing
strategy which is alien to another culture has to be
implemented to promote products that do not meet with
immediate approval in this very culture. For example,
the idea of money-back guarantee, a marketing strategy
which is part and parcel of the American market and is
still widely unknown in the advertising systems of
European countries might have to be implemented to
promote microwaves, a product on which the European
consumer who is preoccupied with health hazards looks
with suspicion. One of the greatest challenges for the
translator, who must have competence in the language
use prevalent in international commerce, is the
transfer of not only individual language elements but
also of psychologically loaded concepts.

A third area in which the linguist due to his
expertise as lexicographer can contribute to
intercultural communication is an area for which I
propose the taxonomic designation "communicative
lexicography." The ever-increasing specialization of a
multitude of areas—e.g., Law, Accounting, Finance,
Banking, Insurance, Real Estate, Land Use Economics, Marketing, and Management—makes it necessary to provide the language user not only with information of a semantic nature but also with syntactic-syntagmatic information. For example, in the area of international monetary economics it is not sufficient to furnish the semantic value of a term like "domicile fiscal," but it is also necessary to show how this term is used syntactically, e.g., "le domicile fiscal d'une société est l'endroit où se concentre la conduite de ses affaires." Or, the term "registre du commerce," a concept which is unknown to the language user of certain cultures, must be explained by using an appropriate linguistic environment of standard language in which it can be couched, e.g., "le siège social de la société figure dans l'inscription au registre du commerce." In the area of specialized lexicography too, it is of paramount importance to highlight the semiotic features ascribed to lexical items in various contexts. For example, the term "access" is in legal parlance not simply the "act or privilege of coming to" but "the easement which belongs to the owner of land abutting on a highway for purposes of ingress and egress. . . . The opportunity of a husband for sexual intercourse with his wife. 7 Am Jur 637, 657" (Ballentine, 1948, p. 8).

The following pages provide illustrations for each one of the aforementioned areas. First, language forms as they appear in modern computer terminology are given to demonstrate the difficulty of transfers into other languages, in the present case into German. Second, examples taken from the marketing terminology show the importance of syntactic directives. Third, syntactic entities from the language of commerce are provided to illustrate how a lexicon with emphasis on communicative language forms has to be structured in order to provide more than just minimal semantic information. These examples purporte to prove that the linguist is uniquely qualified to solve the problems arising in the context of interlanguage transfers and to provide the language users with strategies that enable them to maximize their linguistic and communicative proficiency in numerous areas of professional pursuit.
ACCESSIBLE
CODE SET
COMMUNICATIONS ADAPTER
CONNECTORS
CONVERSION
DATA RATE
ENCLOSURE
EQUIPMENT
FLOW CONTROL
INCONSISTENT
INDICATORS
INTERFACE
MEMORY
MODIFICATION
MULTIPURPOSE UNIT
PARITY STRUCTURES
POWER
PRINTER SWITCH
RECEIVE ONLY
SERIAL PRINTER
SIZE
SWITCH
TAPE CODE
TRANSMISSION MODE
WEIGHT

ZUGÄNGLICH
CODE-UMWANDLUNG
KOMMUNIKATIONSADAPTER
ANSCHLÜSSE
UMWANDLUNG
BAUDRATEN
GEHÄUSE
EINRICHTUNGEN
DATENFLUSSKONTROLLE
UNVEREINBAR
ANZEIGEN
SCHNITTSTELLE
SPEICHER
UMWANDLUNG
MEHRZWECKGERÄET
ZEICHENPARITÄTEN
STROMVERSORGUNG
DRUCKER SCHALTER
NUR-EMPFANGSPORT
SERIELLER DRUCKER
GROSSE
SCHALTER
LOCHSTREIFEN CODE
BETRIEBSART
GEWICHT
MARKETING TERMINOLOGY

APPLICATION: these switches satisfy most common applications.

CARRY: if we do not carry a switch, we will customize it.

CLAIM: that's an impressive claim.

CONVENIENCE: use this chart for your convenience.

CUSTOM PROGRAMMING: custom programming is available.

CUSTOMIZE: if you have a rare application, we will customize it.

DESIGN: our models are designed for the common interface and rarer ones.

ORDERING: price and code are there for direct ordering.

PRICE: they are competitively priced.

QUALITY: you can depend on these switches for their reliable quality. That is part of our quality assurance.

QUOTES: we give you free quotes.

REFUND: return it for a full refund.

RELY: our models can be relied on to do the job.

SELECTION: this is the world's largest selection.

SHIP: we test each machine before shipping it.

SUPPORT: call our technical support department.

WARRANTIES: your purchase is backed by protective warranties.
ABUSIF: les avantages sont considérés par les États comme abusifs.

IRREGULAR

IRREGULARER

DEFICIT: le déficit commercial a atteint 18 millions de dollars

DEFICIT

DEFIZIT

DIRECTION: le critère de la "direction" connu en droit allemand ou autrichien n'est pas exempt d'inconvénients.

HEADQUARTER

DIREKTION

DOUBLE RESIDENCE:
la double résidence peut présenter des avantages.
La double résidence permet la récupération de pertes.

DUAL RESIDENCY

DOPPELWOHNSITZ

ENTREPRISE: une entreprise peut se prévaloir d'un siège fictif situé à l'étranger.

ENTERPRISE

UNTERNEHMEN

FILIALE: les multinationales recourent à la création de sociétés ﬁliales pour exercer leur activité hors du pays d’origine de la maison-mère.
Un état peut soutenir que la ﬁliale a chez lui sa résidence fiscale.

FISCAL: le cas de la résidence fiscale des multinationales est compliqué.

FISCAL

STEUER (FINANZ)

LEGIFERER: les U.S.A. ont légiféré en conséquence.

LEGISLATE

GESETZ GEBEN

SIEGE SOCIAL: en Belgique c'est le lieu du siège social ou du principal établissement qui est déterminant et ce, en vertu des articles 196 et 197.

SOCIAL RE-

SOZIALER

SITZ

SOCIETE: de nombreuses sociétés de droit belge sont en fait la propriété de sociétés étrangères.
L'état de la société-mère peut s'en tenir au critère de la direction centrale et du contrôle ou simplement celui de la direction.
REFERENCES


Pocket Glossary. Pittsburgh, PA: Black Box Corporation, P.O. Box 12800, Pittsburgh, PA 15241.