APPLIED LINGUISTIC RESEARCH IN THE VEIN OF BLOOMFIELD

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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
excrutiating 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 sematic value of lexical items
and to match them with those of other languages.

Such a method has been developed and succesfully
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

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 manifacturing
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.

COMPUTER TECHNOLOGY

ACCESSIBLE	ZUGAENGLICH
CODE SET	CODE-UMWANDLUNG
COMMUNICATIONS ADAPTER	KOMMUNIKATIONSADAPTER
CONNECTORS	ANSCHLUESSE
CONVERSION	UMWANDLUNG
DATA RATE	BAUDRATEN
ENCLOSURE	GEHAEUSE
EQUIPMENT	EINRICHTUNGEN
FLOW CONTROL	DATENFLUSSKONTROLLE
INCONSISTENT	UNVEREINBAR
INDICATORS	ANZEIGEN
INTERFACE	SCHNITTSTELLE
MEMORY	SPEICHER
MODIFICATION	UMWANDLUNG
MULTIPURPOSE UNIT	MEHRZWECKGERAET
PARITY STRUCTURES	ZEICHENPARITAETEN
POWER	STROMVERSORGUNG
PRINTER SWITCH	DRUCKER SCHALTER
RECEIVE ONLY	NUR-EMPFANGSPORT
SERIAL PRINTER	SERIELLER DRUCKER
SIZE	GROESSE
SWITCH	SCHALTER
TAPE CODE	LOCHSTREIFEN CODE
TRANSMISSION MODE	BETRIEBSART
WEIGHT	GEWICHT

MARKETING TERMINOLOGY

APPLICATION: these switches satisfy most common   ANWENDUNG
applications.

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

CLAIM: that's an impressive claim.   BEHAUPTUNG

CONVENIENCE: use this chart for your   GUTDUENKEN
convenience.

CUSTOM PROGRAMMING: custom programming is   KUNDENSPEZIFISCHE
available.   PROGRAMMIERUNG

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

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

ORDERING: price and code are there   BESTELLEN
for direct ordering.

PRICE: they are competitively priced.   PREIS

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

QUOTES: we give you free quotes.   KOSTENVORANSCHLAG

REFUND: return it for a full refund.   RUECKZAHLUNG

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

SELECTION: this is the World's   AUSWAHL
largest selection.

SHIP: we test each machine   VERSENDEN
before shipping it.

SUPPORT: call our technical   UNTERSTUETZUNG
support department.

WARRANTIES: your purchase is backed   GARANTIE
by protective warranties.

TERMINOLOGIE COMMERCIALE

ABUSIF: les avantages sont considérés   IRREGULAR
  par les Etats comme abusifs.   IRREGULAER

DEFICIT: le déficit commercial a atteint   DEFICIT
  18 millions de dollars   DEFIZIT

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

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

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

FILIALE: les multinationales recourent à la   BRANCH
  création de sociétés filiales pour exercer   FILIALE
  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   FISCAL
  multinationales est compliqué.   STEUER (FINANZ)

LEGIFERER: les U.S.A. ont légiféré en   LEGISLATE
  conséquence.   GESETZ GEBEN

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

SOCIETE: de nombreuses sociétés de   COMPANY (FIRM,
  droit belge sont en fait la propriété   CORPORATION)
  de sociétés étrangères.   GESELLSCHAFT
  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.

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