

EDITORIAL

Our colleague Biljana Radić-Bojanić has sadly decided to step down from her position of Associate Editor of *ESP Today*. I would like to thank Biljana for her support, assistance, expertise, commitment and the effort and enthusiasm she put into our joint project.

I am delighted to announce that Ana Bocanegra-Valle, our colleague from the University of Cádiz (Spain), will be taking over as Associate Editor of *ESP Today*. Ana is a person who doesn't need special introduction to *ESP Today*'s readership. Being very well known both for her ESP/EAP research and for her outstanding eight-year-long editorship of *Ibérica*, a highly influential ESP journal published by the European Association of Languages for Specific Purposes (AELFE), Ana will bring her distinctive approach to academic pursuits that *ESP Today* is eager to reflect. As a member of *ESP Today*'s Advisory Board, Ana has been extremely helpful and supportive from the very beginning – ever since the idea about the Journal's launch was conceived. Her knowledge and experience will be invaluable in the further development and dissemination of *ESP Today* and in making it a relevant and internationally recognised outlet for the publication of ESP and EAP research. I can't stress strongly enough how much Tatjana and I look forward to continuing this exciting journey together with Ana and how pleased we are that she has agreed to take on the role of Associate Editor.

I am also excited to announce an open Call for Guest Editors for future special issues of *ESP Today*. I believe that the field of ESP/EAP has now branched out so extensively that the exciting developments are arising from the area of study, research and practice very fast, calling for contributions which will stretch the boundaries of the existing research paradigms and at the same time offer fresh insights into the new and under-researched areas of ESP/EAP. The full text of the Call for Guest Editors can now be found on *ESP Today*'s website. I invite scholars who wish to serve as guest editors to send their proposals which will be double-blind reviewed within two months of the date of receipt.

As far as this issue of *ESP Today* is concerned, it is pronouncedly international since it gathers together researchers coming from Brazil, Sweden, Spain, Croatia, and Canada (listed in the order of the appearance of their contributions in the issue). They not only corroborate diverse theoretical frameworks by convincing results of their studies and clearly delineated pedagogical implications, but also attest once again to the variety and thought-provoking character of ESP and EAP respectively. The issue contains five research papers and one book review.

It opens up with a contribution by **Barbara James Wilcox Hemais**, a renowned researcher from Brazil, now a collaborating professor at the Pontifícia Universidade Católica do Rio de Janeiro, who has published extensively in the area of genre studies and multimodality in academic and teaching settings related to EFL. Basing her study on Kress and van Leeuwen's grammar of visual design and Martinec and Salway's model of image-text relations, the author explores the multimodal character of texts in marketing journals and the interplay of verbal and visual elements in marketing texts. This leads to the elucidation of general meanings of some theoretical models and their better reception among the readers, as a result. The author also identifies a number of benefits of the visual-verbal interaction in the domain of academic writing, particularly for raising ESP students' awareness of visual-verbal communicating of text meanings.

A somewhat different approach to text is undertaken in the second paper of this issue, written by a prestigious ESP theorist, researcher and practitioner and a professor in the Department of English at Stockholm University **Philip Shaw**, who examines the mixing and hybridisation of discourses and genres and the related concept of intertextuality, as exemplified by a genre which has so far received scarce scholarly attention – a software design proposal. The author points out the necessity of making comparisons and distinctions between internal corporate genres and discourse, on the one hand, and those taught to students at tertiary-level ESP courses on the other.

The next two papers address the question of an overwhelming impact of English in today's world and the consequences this produces in national, recipient languages. Thus, **Isabel Balteiro** of the University of Alicante (Spain) focuses her study of true and false Anglicisms on a rather neglected jargon in Spanish – the language of fashion industry, and on the basis of a small data collection, she analyses the occurrences of *-ing* forms concerning the degree of their adaptation to the Spanish language. The study aims to detect whether the anglicisation of the Spanish fashion jargon exhibits the trend of incorporating English word formation processes into Spanish, or even the tendency of imposing English words as substitutes for the native ones.

Similarly, **Daniela Matić** (University of Split, Croatia) investigates Anglicisms but in the field of information and communications technology in Croatian. Her exploration of Anglicisms rests on the questionnaire administered among the computer science students whose answers are analysed so as to evidence their attitude to the use of the English element in the specialised discourse of ICT magazines, as well as to the use of their native, Croatian language in the same discourse setting. The study raises important pedagogical implications, arising from the quantitatively verified predominant preference for Anglicisms among the ESP computer science students.

The issue of utilising technology and building students' digital academic literacy is dealt with by **Chris Harwood** (University of Toronto, Canada) in the last paper in this issue. The author presents one of the personal learning environment

platforms, *SymbalooEdu*, and checks its efficiency and convenience by the surveys conducted among the EAP students. Besides indicating how students can make most of the platform, the paper stresses the role of instructors in the full development of students' digital literacy skills.

Finally, in the book review section of *ESP Today*, Tatjana Đurović offers an account of Ruth Breeze's book *Corporate Discourse* which systematically explores various internal and external business communication practices from a discourse perspective. Expertly integrating various theoretical frameworks and being amply supported by authentic data, Ruth Breeze's book convincingly shows how today's companies communicate their identity, culture and values via discourse to different audiences.

I would like to thank the members of the Editorial Board and Advisory Board for their ongoing support, useful suggestions and valuable advice. Last but not at all the least, my sincere thanks go to the twenty-one reviewers for their critical evaluation of the manuscripts submitted to *ESP Today* since the previous issue. In alphabetical order, these have been the following: Mihailo Antović (University of Niš, Serbia), Elena Bárcena (Universidad Nacional de Educación a Distancia, Madrid, Spain), Ana Bocanegra-Valle (University of Cádiz, Spain), Silva Bratož (University of Primorska, Portorož, Slovenia), Isabel de la Cruz Cabanillas (University of Alcalá, Spain), Jasmina Đorđević (Union University Belgrade, Serbia), Cristiano Furiassi (Università degli Studi di Torino, Italy), Miguel García-Yeste (University of Gothenburg, Sweden), Tatjana Glušac (Union University Belgrade, Serbia), Sabina Halupka-Rešetar (University of Novi Sad, Serbia), David Jaffee (University of North Florida, USA), Pilar Mur-Dueñas (University of Zaragoza, Spain), Concepción Orna Montesinos (University of Zaragoza, Spain), Tvrtko Prčić (University of Novi Sad, Serbia), Miguel F. Ruiz Garrido (Universitat Jaume I, Spain), Michele Sala (University of Bergamo, Italy), Carmen Sancho Guinda (Universidad Politécnica de Madrid, Spain), Mateusz-Milan Stanojević (University of Zagreb, Croatia), Jagoda Topalov (University of Novi Sad, Serbia), Solange Vereza (Fluminense Federal University, Rio de Janeiro, Brazil), and Zuocheng Zhang (University of New England, Australia). Their professionalism, competence, insightfulness and thoroughness have greatly contributed to this issue.

On behalf of the Editorial Board of *ESP Today*,

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Editor-in-Chief of *ESP Today*