

# Editorial

We would like to introduce this Fall issue of *Ibérica* by thanking all those of you – authors, editors, peer reviewers, assistants – who have helped to maintain the high standards that we have seen in *Ibérica* over the years. After a quarter of a century (our first issue was published in 1999), *Ibérica* is still true to its foundational mission of providing a place where researchers and teachers involved in languages for specific purposes and specialised communication can share their work with their peers. *Ibérica* charges no fees to authors, and provides all its articles in Open Access, fully in line with the principles of Diamond Open Access. It depends on the generous collaboration of its editorial board and many other peer reviewers from our professional community, who give their time and expertise to provide feedback for authors and help maintain the high standards that secure our place in the first quartile.

Because of all this, it is all the more disturbing that *Ibérica* has recently been the victim of serious fraud. This summer it came to our attention that a cloned version of *Ibérica* was being used to conduct a phishing operation: authors were promised speedy publication in *Ibérica* in return for a sizeable fee. As soon as we became aware of this issue, we wrote to the police authorities of the countries involved, and also to the authors who had been ensnared by this fraud, and to their heads of department. Since the summer, no further articles have appeared on the site, and we hope that the authorities will take action against the hosting company and bank involved. Nonetheless, the whole episode has been a sad reminder that the world of academic publishing is not free from unscrupulous criminals. Such individuals are quite literally making a profit out of the good name that we – the LSP community – have worked hard to earn over the years. We would ask readers to educate their less experienced colleagues on the importance of combatting academic fraud, and in general on the need for serious scholars to protect our community by avoiding fake or predatory journals (see Bocanegra-Valle, 2023, for more details on abuses in the publishing sector).

Turning to a more pleasant subject, we are happy to introduce a rich and varied selection of contributions in issue 48. We are honoured to welcome Forum author Peter De Costa, whose thought-provoking call for critical

emotional literacy to be incorporated into LSP curricula will surely stimulate a response in the form of future articles for *Ibérica* over the next few years.

We also extend a warm welcome to Shirley Carter-Thomas and Claire Kloppmann-Lambert, whose guest article on “X in the university context” looks particularly relevant in the light of ongoing developments in this social media platform and its rivals. Their article documents the importance of such media in academic communication, and looks at some ongoing trends in this field. This is followed by an interesting paper that addresses the important question of interactions between clients and agents in call centres, authored by Mikołaj Deckert and Anna Cichosz. Their Dia-Biz corpus of spoken Polish (Pęzik et al., 2022) contains recordings and annotated transcriptions of phone-based customer-agent interactions from 9 different business domains, enabling them to tackle one of the more challenging areas of specialised interaction.

Although this is not a specialised issue, several of the papers in volume 48 address aspects of medical communication. In the first of these, Yin Ling Cheung provides a scoping review on teaching and learning medical English, which will be of interest to the large community of practitioners involved in medical education. Another article, by Adela Kotatkova, María Álamo Rodríguez and Manuel Miralles Hernández, provides a model of how questionnaires should be translated and validated in new languages, in this case Catalan and Spanish. Two articles then address different discursive aspects of the medical consultation: Yu Zhang tackles online medical consultations in China during the COVID-19 pandemic, while Dániel Mány, Katalin Fogarasi and Péter Torzsa investigate patterns in person deixis in medical consultations in Hungarian.

The next three articles focus on aspects of academic writing. First, from Chile, Natalia Ávila Reyes, Estrella Léniz, Javiera Lagos and Javiera Figueroa Miralles analyse students’ voice in essayist prose, looking at how learners’ use of metadiscourse develops over time. Then, Wenchao Zhao looks at evaluative coupling patterns in a collection of research articles published in both Chinese and English versions, in a paper that adds to our understanding of cross-linguistic rhetorical variation. The third paper on academic writing is by Basim Alamri and Assem Alqarni, and focuses on syntactic complexity in applied linguistic research article abstracts, again drawing comparisons between texts by writers with different language backgrounds, in this case native speakers of Arabic living in the Arab world and international experts.

Their study found higher sentence complexity in the abstracts by international authors, and they discuss the implications of this for teaching in different contexts.

One article from the area of translation then takes us to the topic of sustainability, as Elena Alcalde Peñalver and Alexandra Santamaría Urbieto investigate how a Financial Translation course can promote specific knowledge about sustainability and promote critical thinking. These authors stress the potential of translation as a tool to support students' language development, but also to help them acquire subject-specific knowledge and critical thinking skills within a specialised domain.

The next two articles approach conceptual metaphor from different perspectives. Nadezda Silaski looks at the metaphors used to explain the body's immune system in English and Serbian, and considers how these metaphorical representations are used to communicate difficult concepts to non-experts through processes of recontextualization and reformulation. Then, Jinxiao Wang and Yilin Xu present a corpus-based study on how Chinese and American banks construct their corporate identities through genre-specific metaphors, metaphor scenarios, and stances in the genre of Letter to Shareholders. The differences are examined in terms of cultural dimensions, traditional Confucian values, and the banks' specific corporate cultures.

In the last research article, Halyna Kryzhanivska, Tatyana Yakhontova, Yuliya Godis, and Lyubomyr Borakovskyy from the Ivan Franko National University of Lviv analyse the genre of the personal account in popular magazines, which consists of a first-person story narrated by a woman in which she shares her experience on a problem that could be relevant for the magazine's audience. They investigate the organizational schema of such accounts, which are usually framed as stories in which the heroine experiences a dramatic situation but eventually reaches a happy ending. Their analysis show how such accounts are formulated to convey the values and ideology of the magazine, and to build "community" among readers.

In all of this, it is particularly positive that this issue contains articles about specialised communication in Polish, Hungarian, Chinese, Spanish, Catalan and Serbian, as well as English, with authors from 13 different countries. In contrast to many other journals, *Ibérica* is a truly international forum for knowledge transfer between languages, countries, cultures, and disciplinary traditions.

Last of all, we need to thank the reviewers who have provided this issue with seven useful reviews. We are grateful to Haoda Feng, Jie Guo, Zhengrui Han, Adrienn Karoly, Josef Schmied, Hongying Xu, Zi Yang Weihua, Yaru Zhao, and Yugan Zhao for their reviews, which cover recent publications by *Ibérica* authors, including a volume edited by Ramón Plo-Alastrué and Isabel Corona, and monographs by Sujata S. Kathpalia and Maria Kuteeva, as well as a collected volume on language in healthcare (edited by Sarah Bigi and Maria Grazia Rossi), an account of Chinese legal translation (by Xiaobo Dong and Yafang Zhang), and books on lexical semantics and critical cognitive linguistics.

Our heartfelt thanks also go to the peer reviewers who worked on papers for this issue, named here in alphabetical order: Martín Aoiz Pinillos, Marina Bondi, Pascual Cantos, Oana Carciu, An Cheng, Ana María Fernández Vallejo, Walter Giordano, Frank Harslem, Kathrin Kaufhold, Kayo Kondo, Sanne Larsen, Theresa Lillis, Laura Muresan, Guzmán Mancho Bares, Andreas Musolff, Carmen Pérez Sabater, Ramón Plo, Carmen Sancho Guinda, Anna Tereszkievicz, Tímea Takacs, María José Varela Salinas, Rosana Villares. We would also like to thank our tireless reviews editor, Jesús García Laborda, and our editorial team, in this case Anna Metreveli and Ana Isabel Martínez Hernández, led by editorial coordinator Dámaso Izquierdo.

Finally, we would like to encourage all our authors to submit video abstracts to our Digital Contents Editor, Edgar Bernad. For our readers, these videos are not only a useful way to keep up to date with developments in the field, but they are also a useful teaching and training resource.

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