

li316

Linguistic Insights

Studies in Language and Communication

Rosa Rabadán/ Noelia Ramón (eds.)

**Cross-linguistic Mediated
Communication:
Hybrid Text Production
English-Spanish**

Peter Lang

li316

Hybrid text production today comprises machine translation chunks, human-produced paragraphs modelled on the writer's L1, and generative AI contributions via prompting. This book explores how corpus-based cross-linguistic studies can contribute to building and optimising Natural Language Generation in multilingual contexts. The aim is to show how rich linguistic annotation can provide valuable data to enhance and refine hybrid text production. Corpus data are mined from CLANES, a multilayer English-Spanish comparable corpus annotated for PoS, semantic, rhetorical and pragmatic information. The study highlights the implications of leveraging LLMs for the automatic generation of domain-specific texts. It also addresses the new challenges and opportunities raised by AI-enhanced data augmentation and post-editing, stressing the need for human control over text generation.

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Cross-linguistic Mediated Communication



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Unpacking the rhetorical structure of online food and drink descriptions

1. Introduction

Genre knowledge plays an essential role in producing texts that meet the conventions and expectations of specific discourse communities. This knowledge involves understanding the genre's rhetorical structure, i.e., how its moves are organised according to their purpose (Bhatia 1993; Swales 1990, 2004), and a sound command of its main linguistic features (Biber et al. 2007). It is particularly relevant in the agri-food sector, where product descriptions' quality can influence marketing activities' success and, consequently, export performance. Therefore, it is crucial to understand and use rhetorical structures effectively when writing and translating in the context of international trade and digital marketing. Writers and translators should have a contrastive knowledge of the source and target rhetorical structures, as they need to adapt them to the expectations and preferences of the target audience by producing a text that fulfils the communicative purpose in the target linguistic and cultural context (Hatim & Mason 1990). As Bhatia (2004) argues, genre-based approaches can improve the effectiveness of intercultural communication, especially in promotional genres, and the genre under study—online food and drink descriptions—falls into this category, according to Bhatia's (1993) definition.

The agri-food sector significantly impacts the gross domestic product (GDP) and export revenues of different countries. For instance, the Spanish agri-food industry accounts for approximately 11% of the country's GDP and generates more than €70 billion in annual exports (MAPA