Table of Contents

Acknowledgements **13**

Figures **17**

Tables **19**

Abbreviations **20**

1 Introduction **21**

2 Scientific preliminaries **23**

2.1 Study design (1) – case study AMASA 23

2.1.1 Project communication embedded in the AMASA project 23
2.1.2 Communication as part of the project interaction 25
2.1.3 WG10: knowledge management at AMASA 34
2.1.4 Written internal communication – a thread through the entire project 36
2.1.5 Project culture 39

2.2 Study design (2) – LSP discourse(s) 42

2.2.1 Applied LSP Research 42

2.3 Applied Linguistics 45

2.4 English(es) used at AMASA 47

2.5 Research questions and methods 51

2.5.1 Research questions 51
2.5.2 Methods 52
2.5.3 Informed consent 56
2.5.4 The circle of applied LSP research and referring publications 56
2.5.5 Publish in English or perish in German? 58

3 Optimisation of communication 61

3.1 Communication needs in science?
Access to communication optimisation in an
international research project in the area of public health 61

3.1.1 Introduction 61
3.1.2 The AMASA project 62
3.1.3 Barriers to efficient communication in AMASA 67
3.1.4 Access to communication optimisation 69
3.1.5 Summary and perspective 77

3.2 Communication in international teams.
Interplay of multilingualism and a lingua franca 79

3.2.1 Introduction 79
3.2.2 Case Study: AMASA 79
3.2.3 Project partners 82
3.2.4 Multilingualism of the AMASA project phases 84
3.2.5 Project-specific terminology 88
3.2.6 Summary 89

3.3 Possibilities for optimising international project communication 91

3.3.1 Introduction 91
3.3.2 AMASA project language 91
3.3.3 Efficient communication 94
3.3.4 Barriers to efficient professional communication 94
3.3.5 Communication optimisation 95
3.3.6 Analysis of comprehensibility and approach
of reading and writing emails 103
3.3.7 General connection and summary 105

4 Elements of LSP-communication 107

4.1 Is there a project-specific terminology?
Considerations focussing a public health project 107

4.1.1 Introduction 107
4.1.2 Literature review and conceptual background 109

 © Frank & Timme Verlag für wissenschaftliche Literatur

4.1.3 The AMASA project 112
4.1.4 Research questions, data sources and methods 114
4.1.5 Analysis and results 116
4.1.6 Project-specific terminology 119
4.1.7 Conclusion 126
4.1.8 Appendix 127

4.2 Improvement through/despite emails – Strategic communication within a research project 134

4.2.1 Introduction 134
4.2.2 Data and Methods 135
4.2.3 Emails 136
4.2.4 Strategic communication optimisation 138
4.2.5 General aims 146
4.2.6 Discussion 154

5 Structuring LSP-communication 157

5.1 Project language classification – a systematic analysis of a LSP case study 157

5.1.1 Introduction 157
5.1.2 Applied LSP research 158
5.1.3 AMASA – a LSP case study 158
5.1.4 Applied Linguistics or Linguistics Applied? 160
5.1.5 Interplay of theory and practice 161
5.1.6 LSP structuring 164
5.1.7 Diachronical view on project language 167
5.1.8 Summary 168

5.2 Theoretical models and specific communication situations in projects 170

5.2.1 Structuring LSP – the basics 170
5.2.2 Structuring LSP – revising the models 176
5.2.3 Typology or classification? 192
5.2.4 Summary 194

5.3 Theoria cum praxi – modeling specialised communication 195
5.3.1 Applied LSP research 195
5.3.2 Project communication 196
5.3.3 Theoria cum praxi 199
5.3.4 Structures in project communication 201
5.3.5 Collective knowledge, knowledge production and idiolects 204
5.3.6 Applied LSP Research – revised 212
5.3.7 Summary 215

6 Collaboration and efficiency – internal and external 217

6.1 Implementation of the project collaboration platform at AMASA 217
6.1.1 Alfresco 218
6.2 External communication and dissemination 230
6.2.1 External communication 231
6.2.2 External communication at AMASA 234
6.2.3 Dissemination at AMASA 235
6.3 Efficiency – referring to the written project communication 246

7 Summary 249

7.1 Evaluation of known models for application 249
7.1.1 The pragmalinguistic context model at fieldwork 249
7.2 Enhancing project communication 251
7.2.1 Reflection on methods and proceeding 252
7.3 Applied LSP research – a holistic approach 252
7.4 Appeals and wishes 254
7.4.1 To project leaders 254
7.4.2 Appeal to applied LSP research 255
7.4.3 Appeal to funding agencies 255
7.5 Ongoing activities after the official end of the project 256

8 References 257

 © Frank & Timme Verlag für wissenschaftliche Literatur

9 Appendix 281

9.1 Participant observation tool 281

9.2 Email Guidelines 282

9.3 Corpus 284

9.4 Newsletter: Zero Email 287

9.5 AMASA dissemination flyer 289