

DC11 Joanna BLOORE

Title of IRP11: *Enhancing Language Awareness in Fintech: Terminology and Harmonisation towards Cross-Cultural Communication*

Research fields: Applied Linguistics, Contrastive Linguistics, Corpus Linguistics, Lexicography, Terminology, Languages for Specific Purposes

Co-supervisors of IRP11:

Fabio Mollica, fabio.mollica@unimi.it
Rute Costa, rute.costa@fcsh.unl.pt

This PhD position is part of a double-degree programme. Upon completion, candidates will be awarded **one joint doctoral degree**, on two PhD diplomas, following research stays at both institutions: **University of Milan** (diploma conferred by the **University of Milan**) and **NOVA University Lisbon** (diploma conferred by the **Nova University Lisbon**).

Scientific context of the Individual Research Project IRP11:

IRP11 is embedded into **Work Package 3 (WP3)**. Drawing on lexicographic, metalexicographic and terminological theoretical and methodological approaches, WP3 analyses multilingual corpora to identify terms, collocations and culture-specific lexical features relevant to learner's lexicography and specialised translation in three very innovative areas of Languages for Specific Purposes (LSP): tourism, circular economy and Fintech. It will address multimodal and digital dimensions of *Multilingual Multimedia Digital Lexical Information Systems (MMDLIS)*¹, emphasising the importance of usability through surveys and questionnaires to develop MMDLIS which include the basics of Language Awareness and corporate language system for promoting Language Awareness in a sustainable way. These findings, combined with input from users and lexicographers, will inform the interdisciplinary design of a user-oriented MMDLIS prototype for each LSP area under study, whose aim is to serve as a replicable model for similar projects, with user studies planned to evaluate its effectiveness.

In this context, IRP11 investigates Language Awareness in the Fintech sector.

Recruiting University: University of Milan (UNIMI), Italy
Partner University for the Joint Doctorate: NOVA University Lisbon (NOVA), Portugal

Objectives:

IRP11 explores Language Awareness in the Fintech sector, with a particular focus on multilingual terminology and its impact on translation practices (DE-EN-FR-IT). This rapidly emerging field of research relies on specialised EN terms, especially in the subdomains of digital assets, cryptoassets and blockchains, for which there are as yet no satisfying consensual equivalents in other languages, and which are crucial for financial institutions in Europe. IRP11 aims to:

¹ Cf. Schierholz, S. J., 2021. Die Villa Vigoni Thesen zur Lexikographie. In: *Lexicographica* 37, 303–30).

- 1) investigate the multilingual terminological landscape of the Fintech sector;
- 2) analyse how key actors, particularly private-sector financial entities, shape terminology to serve their strategic interests;
- 3) examine the linguistic implications of Fintech's emergence in EN and the resulting challenges of translation/adaptation in other languages;
- 4) explore the role of language awareness, particularly metalinguistic awareness and critical Language Awareness, in understanding and managing terminological choices in multilingual Fintech communication;
- 5) develop a terminological resource adapted to specific end-users.

Expected Results:

- A terminological mapping for the Fintech sector, identifying linguistic challenges issues related to harmonisation;
- Practical guidelines designed to assist Fintech sector in adopting linguistically accurate / culturally sensitive communication strategies;
- A digital multilingual Fintech terminology resource, which ensures consistency and accuracy in terminology across languages, and designed according to user's dictionary research theories and methods.

Secondment:

- Swiss National Bank (SNB), Zurich (Switzerland), 4 months

Languages: English, French, German, Italian