

Editorial

This editorial opens with two items of news that deserve celebration. One is the promotion of *Ibérica* to the first quartile (Q1) in its double category of Arts and Humanities (Language and Linguistics) and Social Sciences (Linguistics and Language) in Scopus, SJR (Scimago Journal Rank) and Web of Science. Our status has also been acknowledged by more local databases such as REDIB (Red Iberoamericana de Innovación y Conocimiento Científico), FECYT (Fundación Española para la Ciencia y la Tecnología), and DIALNET (Universidad de La Rioja, Spain). The other cause for celebration is the renewal of the Seal of Excellence for Scientific Journals awarded by FECYT on May 7, 2021. Both collective achievements will contribute to make AELFE yet more visible worldwide and give it appropriate recognition.

The present issue revolves around five highly topical research strands: EME (English-Medium Education) and its points of convergence with ESP/EAP (English for Specific and Academic Purposes), Rhetoric, Audiovisual Translation, Metadiscourse Analysis, and LPP (Languages for Publication). In her guest contribution, EMMA DAFOUZ MILNE makes the case for stressing the bonds between EME, ESP and EAP, maps out their common terrain, describes current trends, and encourages joint collaborative research and implementation of teacher education programmes. She additionally enriches the debate on the internationalisation of Higher Education by considering the option of a de-centralised or ‘embedded’ model of management of EME resources out of linguistics departments.

Rhetoric is the theoretical ground for two articles focusing on very different genres: academic websites and research articles. OLGA MENAGARISHVILI and BRET ZAWILSKI delve into how the websites of academies of sciences trans-nationally present these scientific organisations by means of rhetorical temporality. From their contrast of the US National Academy of Sciences and the Royal Swedish Academy of Sciences, they develop useful taxonomies and draw important conclusions applicable to the websites of other types of organisations. Rhetorical exploration also reveals the ways in which authors negotiate the theoretical value of novel research in the discussion sections of articles published in prestigious management journals.

FEI-WENG CHENG offers a tentative six-type taxonomy of rhetorical appeals derived from his study based on a 60-sample corpus, detects a strong promotional orientation, and suggests useful pedagogical implications.

Audiovisual translation (AVT), traditionally researched from cross-cultural and reception studies perspectives, finds here yet more practical applications within the field of ESP. PILAR GONZÁLEZ-VERA's article examines the didactic potential of AVT and proposes a series of activities for enhancing the development of listening comprehension. In a similar vein, JOSÉ JAVIER ÁVILA-CABRERA and PILAR RODRÍGUEZ-ARANCÓN resort to AVT, and specifically to reverse subtitling activities, in order to help students improve their writing skills and use of vocabulary from the discipline of Tourism. These authors prove the efficacy of AVT as a pedagogical tool by means of a contrastive empirical study involving a control group and describe their research initiative, which stems from a project shared by three Spanish universities: Complutense and Autónoma de Madrid and Universidad Nacional de Educación a Distancia (UNED).

Metadiscourse Analysis constitutes today a vast research trend in a host of LSP domains. On this occasion, DANIEL GALLEGO-HERNÁNDEZ and PATRICIA RODRÍGUEZ-INÉS scrutinise metadiscourse markers in a trilingual corpus (English, French and Spanish) of economics and business texts, with the ultimate purpose of classifying genre colonies in those two disciplines and displaying categories in an online platform with free access, which may aid translators, trainee translators, and translation and LSP trainers. The article is concerned with the empirical validation of the pilot corpus proposed.

Finally, the article on LPP included in this issue, by GISELE DIONÍSIO DA SILVA, draws on the notion of 'semiperiphery' to depict Brazil's standing in global scientific publishing and look into the language requirements demanded for manuscript submission by the author guidelines of Brazilian English-medium journals indexed in the SciELO database. To that end, she built a corpus of 98 guidelines sections from seven disciplines. Her conclusion is that the primacy of the native speaker is endorsed across the disciplinary spectrum, which calls for a critical reflection on the hegemony of English as lingua franca in scholarly communication and on the attitudes and actions of policy-makers.

The two book reviews that complete this spring issue deal with two crucial topics of discussion in Applied Linguistics: the latest avenues for research

and practice in English for Specific and Academic Purposes (ESP and EAP) and the cultural and cognitive dimensions of public communication. With regard to the first, QIONG LI & JIANYING DU evaluate Ken Hyland and Lillian Wong's most recent coedited work, *Specialised English: New Directions in ESP and EAP Research and Practice* (Routledge, 2019). As for the second, Melike AKKARACA KOSE appraises *Discourse Studies in Public Communication*, edited by Eliecer Crespo-Fernández (ed.) for John Benjamins this year.

To conclude, our gratitude goes, as usual, to those colleagues who have collaborated with us as external reviewers, this time between July and December 2020. They are, in alphabetical order:

Edgar Bernad Mechó (Universidad Internacional de La Rioja–UNIR, Spain)

Ana Bocanegra Valle (Universidad de Cádiz, Spain)

Luisa Caiazzo (Università degli Studi della Basilicata, Italy)

Belinda Crawford Camiciottoli (Università di Pisa, Italy)

Aintzane Doiz Bienzobas (Universidad del País Vasco/Euskal Herriko Unibersitatea, Spain)

Jan Engberg (Aarhus Universitet, Denmark)

Anne Lise Laursen (Aarhus Universitet, Denmark)

Lixin Liang (Huazhong University of Science and Technology, China)

Giovanna Mapelli (Università degli Studi di Milano, Italy)

David Sánchez Jiménez (NYC College of Technology–CUNY, USA)

Álvaro Subero-Sáenz (American University of the Middle East, Kuwait)

Wen-Hsien Yang (National Kaohsiung University of Hospitality and Tourism, Taiwan)

Gao Xia (Beihang University, Beijing, China)

Juan Rafael Zamorano Mansilla (Universidad Complutense de Madrid, Spain)

We hope that *Ibérica* will not only maintain its newly earned first-quartile status but also that it will soon climb in the global journal ranking within its category. Several changes are under way to achieve these goals, but nothing will be possible without the loyalty of our readers, the support of AELFE

members and staff, and the insightful and enthusiastic submissions of our contributors.

Carmen Sancho Guinda
Universidad Politécnica de Madrid (Spain)
iberica@aelfe.org
Editor-in-chief of *Ibérica*