Svenja Kranich & Veronika Pankova

"Und dabei stellen sich wichtige Fragen"

Linking constructions in translation

Abstract

This paper investigates 'linking constructions', which have "rarely been examined in monolingual texts and discourses, let alone contrastively" (Bührig/House 2007: 345). Linking constrictions can be defined as "multi-word discourse markers that act as connective devices in discourse" (House 2011: 166), e. g. *As a result, Given this common theme*. While Bührig and House (2004, 2007) investigated linking constructions by analyzing an English source text and its German translation, we will develop a classification of linking constructions on the basis of a German original and then compare the use of linking constructions in this source text with the expressions in its English translation. Our study shows that, while the communicative contrasts between English and German highlighted by Bührig and House (2004, 2007) undoubtedly play a role, the preference for different types of linking constructions in English and German is furthermore heavily influenced by systemic contrasts, especially differences in word order.

1 Introduction

> The state of the art in research on linking constructions in the field of connectivity is dismal: while there is rich literature on discourse markers in both monolingual and multilingual discourse […], there are to my knowledge only very few studies on multiword connectives […] in monolingual discourse, let alone contrastive ones.   (House 2011: 167)

This important statement by House underlines the necessity of research on 'linking constructions', a phenomenon that can be defined as "multi-word discourse markers that act as connective devices in discourse" (House 2011: 166). The present research sets out to conduct a study of linking constructions in translation, taking the German original as a starting point and analyzing the way that its linking constructions are rendered in the English translation. It thus complements the approach taken by Bührig and House (2004, 2007), who based their analysis on an English source text and its German translation.

The importance of a systematic investigation of linking constructions is highlighted by the crucial influence these connectives can have on the 'communicative quality' of the text, namely "its impact on the hearers, the weighting of the interpersonal against the ideational functional components, as well as the interaction of oralness and writtenness"

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(Bührig/House 2007: 361). Thus, the difference in the use of linking constructions in a source text and its translation has an impact not only on the cohesion and coherence of the text but also on its interpersonal function.

The present paper is motivated by a contrastive analysis of the use of linking constructions in an American-English economics text and its German translation conducted by Bührig and House (2007). In the concluding section, the researchers consider that the direction of the analysis might have biased the results they obtained; therefore, the authors emphasize the necessity to conduct "a comparable study in which the starting point would be a German original text, in which different linking constructions with different interpersonal functions might be used that would have to be compared with their English translations" (Bührig/House 2007: 360). The current research thus aims to fill this research gap and addresses the following research questions: Are there differences in the use of linking constructions in a German source text and its English translation? And if so, how do they compare to differences between an English source text and its German translation (i. e. the results by Bührig/House 2004, 2007)? The focus of the inquiry is on the forms and functions of linking constructions.

The present paper is structured as follows: Following the introduction, Section 2 provides a theoretical framework of the study. Section 3 explains the method that has been employed to conduct the research and describes the data used in the study. Sections 4 and 5 present the results of the analysis: Section 4 reports the results of the classification of linking constructions in a German source text, whereas Section 5 reports the results of the contrastive analysis of linking constructions in a German original text and its English translation. The insights from both studies inform the discussion in Section 6. Section 7 summarizes the research findings, draws conclusions and indicates some implications and limitations of the study. The conclusion is finished by consideration of suggestions for further research in the field.

2 Literature review

The section presents an overview of previous research on linking constructions and outlines the studies that have triggered the current research project. Firstly, the notion of 'connectivity' is explained, and its role in orality and literacy is highlighted. Next, the phenomenon of 'discourse markers' is defined, which supports the introduction of the term 'linking constructions'. Moreover, two methods of investigation on linking constructions are considered, namely comparative exemplar-based discourse analysis and a corpus-based approach. Finally, based on findings of the studies reviewed, the hypothesis for the present research project is generated.

2.1 Connectivity and its role in orality and literacy

The study by Bührig and House (2004) explores connectivity in orality and literacy. The researchers define connectivity as the label for linguistic forms creating the information

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structure in linguistic action (Bührig/House 2004: 89). The authors relate the concept of 'connectivity' to the category of 'Mode', one of the categories of the model of translation quality assessment described by House (1977, 1997, 2015a) based on a concept from Hallidayan systemic-functional grammar (cf. e. g. Halliday/Matthiessen 2014: 33). House explains that "Mode refers to both the channel – spoken or written […], and the degree to which potential or real participation is allowed for between writer and reader" (House 2015a: 64). Both aspects, the medium and the participation, can be 'simple' or 'complex'. 'Simple' medium means, for instance, 'written to be read', whereas 'written to be spoken as if not written' is included into a 'complex' type (House 2015a: 64). 'Simple' participation covers monologue and dialogue, while the 'complex' type involves mixture (House 2015a: 29).

In their research, the authors adopt and try to verify the assumption by Ehlich (1994: 21) that "the quality of linguistic action changes according as the use of specific linguistic forms changes in oral versus in written text" (Bührig/House 2004: 89). To fulfil this purpose, they apply a qualitative approach to examine the internal and external connectedness between utterances of a text "The Boa Principle", an American speech and its German translation – part of the corpus of the project "Covert Translation" conducted in Hamburg at the Research Centre on Multilingualism between 1999 and 2011. The focus of the analysis is on the interaction between connectivity, orality and literacy.

The genre of the text and its translation could be described as a sort of 'mission statement', covering "texts that describe a company's general philosophy or "corporate identity" (Kranich 2016: 20). The written document is based on a linguistic action, which can be characterized as a 'speech', given by John E. Pepper, chairman and chief executive of the well-known global company "Procter and Gamble", in January 1997 at Florida A&M University. The data are characterized by a complex communicative nature, "oscillating between orality and literacy" (Bührig/House 2004: 91), since the actual speech given by Mr. Pepper is a 'written to be spoken as if not written' text, while the written articles, namely the American text and its translation into German, are 'written to be read'.[1]

Bührig and House (2004: 97) report the detection of differences concerning the connective relationships in the original text and its translation in the occurrence of several phenomena: temporal clauses and prepositional phrases, discourse markers and composite deictics, list structures and compositional parallelism and, finally, lexical repetition. The results obtained support previous findings (e. g. Baumgarten/House/ Probst 2004):

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[1]   We are applying the systemic-functional notion of Mode here when speaking of orality and literacy, but if one were to apply the distinctions developed by Koch and Oesterreicher (e. g. 1985), one would also come to the conclusion that the text analysed by Bührig and House (2004, 2007), just as the one we have chosen for analysis in this paper, oscillates between writtenness and spokenness, i. e. between the language of distance (e. g. because of its mostly informative content) and the language of mediacy (e. g. because of its persuasive intent) in Koch-Oesterreicherean terms.

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> German economic and popular scientific texts show a general tendency towards being 'more written' than their English counterparts, and this tendency is – among other things – a result of the conventionalised use of different connective mechanisms.   (Bührig/House 2004: 108)

The researchers suggest that the translator seems to have employed a 'cultural filter' (House 1977, 1997, 2015a), "a means of capturing socio-cultural differences in expectation norms and stylistic conventions between the source and target linguistic cultural communities" (House 2015a: 68). Moreover, Bührig and House (2004: 108) conclude that the use of different means of connectivity in the original American-English original text and its German translation has been affected by the application of this filter. Therefore, the communicative quality and, consequently, the degree of addressee orientation of the text is significantly changed in the translation. Finally, the authors recommend validating their findings through large-scale quantitative corpus-based studies.

2.2 Comparative exemplar-based discourse analysis of linking constructions

The study by Bührig and House (2007) is motivated by the research on connectivity in orality and literacy presented in Subsection 2.1 (cf. Bührig/House 2004). It is a follow-up study on the issue of connectivity, focused on the forms and functions of linking constructions. The researchers carry out an exemplary analysis of the same data as in the previous study, namely the written version of the speech by Mr. Pepper, and make an attempt to classify linking constructions on the basis of this American-English economics text. Moreover, they present a contrastive analysis of the use of linking constructions in the source text and its German translation.

As Bührig and House (2007: 345) point out, the research on the relationship between connectivity and interaction has been mainly focused on the phenomenon of 'discourse markers' (cf. e. g. Schiffrin 1987; Fraser 1999). Discourse markers can be defined as:

> a class of lexical expressions drawn primarily from the syntactic classes of conjunction, adverbs, and prepositional phrases. With certain exception, they signal a relationship between the interpretation of the segment they introduce, S2, and the prior segment, S1.
>
> (Fraser 1999: 931)

It is generally accepted (e. g. Siepmann 2005: 44; Bührig/House 2007: 346) that though the notion of discourse markers covers different word classes, for example, adverbs, particles, parenthetical expressions, discourse markers have two fundamental functions: the textual one, that is to signal relations between discourse, and the interpersonal one, consisting in "expressing speaker or writer stance or in securing cooperation and understanding" (Siepmann 2005: 44).

In their theoretical review section, Bührig and House (2007: 346) refer to the study conducted by Siepmann (2005), investigating not morphologically and phonologically non-complex discourse markers, consisting of one-word units, but more complex types of expressions that have the same functions, termed as 'second-level discourse markers'.

> Second-level discourse markers, hereafter SLDMs, are medium-frequency fixed expressions or collocations composed of two or more printed words acting as a single unit. Their function

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> is to facilitate the process of interpreting coherence relation(s) between elements, sequences
> or text segments and/or aspects of the communicative situation. Succinctly put, second-level
> markers are recurrent multi-word combinations performing common language functions.
>
> (Siepmann 2005: 52)

The study by Siepmann (2005) is intended to be innovative, since, firstly, it is claimed to be the first large-scale corpus-based contrastive study dealing with three languages, namely English, German and French; secondly, it considers an almost unexplored phenomenon; finally, it is aimed at assisting writers, translators and second-language teachers. Although the paper (Siepmann 2005) provides an extensive functional taxonomy of second-level discourse markers, the present study supports the critical remark concerning Siepmann's definition and terminology, suggested by Bührig and House: "whether it is in fact the criterion of frequency which is crucial or whether other form-related criteria need to be taken into account" (Bührig/House 2007: 346). This critical approach resulted in their consideration of the term 'linking constructions'.

The term 'linking constructions' is used by Bührig and House (2007: 347) as a super-ordinate concept for connective devices consisting of more than one word. It is defined as "lexico-grammatical patterns whose main function is to indicate the relation-ship between some portion of prior and/or subsequent discourse" (Bührig/House 2007: 347). In contrast to Siepmann, who restricts these expressions to phrases, the researchers include in the notion of linking constructions non-phrasal syntagmas, for instance, in-dependent clauses. Bührig and House (2007: 348) identify the following features of linking constructions:

- like non-complex discourse markers, they have topological positions of the left periphery;
- they act as 'utterance launchers' (Biber et al. 1999: 1073);
- they are syntactically independent;
- like discourse markers, linking constructions perform an interpersonal function on top of their textual function, namely to support a text's addressee-orientation.

In their analysis of linking constructions in the written version of Mr. Pepper's speech, Bührig and House (2007: 361) have distinguished four different classes of linking con-structions, differentiated in terms of the linguistic forms and the respective functions: extraposed absolute linking constructions, signalling linkage between the previous and the following sentences (e. g. participial constructions: *So, given this common theme,*); extraposed prepositional phrases, specifying what has been verbalised before (e. g. *in addition to,*); temporal subordinate clauses, finite constructions that suggest the presence of human participants and show a temporal sequence of events (e. g. *After I've finished*); and the last group of constructions, namely instructions to addressee, serving as alerts for the audience to pay attention to certain phenomena (e. g. *And it's important to note…*) or to draw conclusions (e. g. *As you can see,*).

The second part of the study, a contrastive analysis of linking constructions in the original American-English text and its German translation, has revealed some preferences

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in the use of linking constructions in the English and German texts, which support the previous research by Bührig and House (2004): frequent omission of extraposed absolute expressions; omission or non-equivalent translation in terms of the function and position of the extraposed prepositional phrases; often reproduction of subordinate temporal clauses as prepositional phrases, a transformation that has an impact on the oral or written character of the translated text; the instances of the final group of constructions, instructions to addressee, are sometimes omitted in the translation into German (Bührig/ House 2007: 361). The finding concerning partial omission of instructions to audience in the German translation supports a consistent pattern of English-German cross-cultural differences described by House (1996, 1997, 2015a) along the five dimensions, presented in Figure 1 below. The framework shows a tendency by Germans to prefer content-oriented and self-referenced constructions, as opposed to a tendency by English speakers to prefer expressions explicitly addressing the audience (House 1996: 347). Thus, the following conclusion is drawn:

> the use of linking constructions as one form of interactional connectivity appears to differ in the German and English texts […]. And this difference appears to have important consequences not only for the production of local connections in the text, it also crucially influences the interpersonal function of the whole text. (Bührig/House 2007: 361)
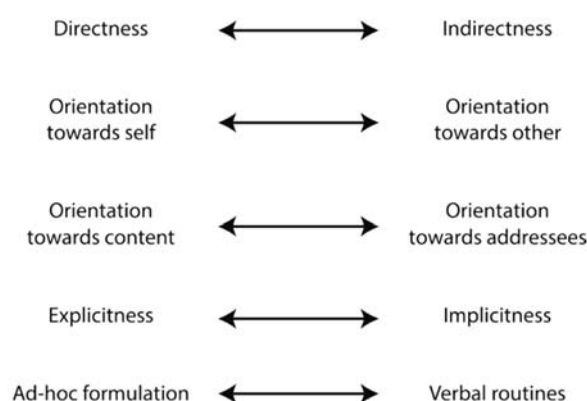

Figure 1: Dimensions of cross-cultural differences (German–English) (House 2015a: 88)

Finally, the researchers point out that their typology of linking constructions have been developed on the basis of the original text written in English, which might be a limitation of the study, and recommend therefore carrying out a study of a German original text and its English translation to compare the results (Bührig/House 2007: 360). As mentioned in the introduction to the present paper, this comment by Bührig and House has triggered the current study, which has the following research purposes:

- to develop a classification of linking constructions on the basis of a German original economics text
- to conduct a contrastive analysis of the use of linking constructions in a German original text and its English translation.

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It will thus be able to show to what extent the findings by Bührig and House (2004, 2007) are impacted on by the translation direction they investigated and to what extent findings are similar when studying the reverse translation relation.

2.3 Corpus-based inquiry into the behaviour of linking constructions

The two studies outlined in the present subsection differ from the two main papers presented in Subsections 2.1. and 2.2. in terms of the research design. While the research projects carried out by Bührig and House (2004, 2007) investigate the phenomenon of 'linking constructions' through a small qualitative contrastive discourse analysis, the following inquiries undertaken by House (2011, 2015b) apply a different method of data collection, namely a corpus-based one.

The data base for these studies is the popular science part of the *Covert Translation* corpus of texts in the two frames: 1978–1982 and 1999–2002. It comprises 500,000 words and consists of three sub-corpora: English texts, their German translations and comparable German texts (House 2011: 168). "Covert Translation" (mentioned in Subsection 2.1 as well) is a project which investigated the influence of English–German translations on the development of the German language in two genres: popular science and business communication, since these genres do not have a long tradition in the German-speaking countries, as opposed to their strong establishment in English, which has the status of dominant lingua franca (Kranich/Becher/Höder 2011: 28–29).

Both papers (House 2011, 2015b) are follow-up studies motivated by Bührig and House (2004, 2007). The research projects are aimed at removing the limitations of the exemplar-based discourse analyses and at complementing the results obtained. Both inquiries focus on the forms, functions, distribution and the translation equivalents of one type of linking constructions – extraposed prepositional phrases: while the focus in House (2011) is on two constructions, namely *for example* and *for instance*, the focus of House (2015b) is on extraposed prepositional phrases in general (e. g. *After all*, *In fact*, *In addition*). The investigations adopt the overall "Covert translation" project hypothesis:

> English discourse norms have an impact on German norms, with German translations paving the way for a possible, eventual adaptation of original German texts to English norms, and with perceived interlingual formal and functional equivalence playing an important part in blocking cultural filtering and initiating English influence. This influence would manifest itself in quantitative and qualitative changes in the use of certain linguistic items and structures both in German translations and comparable German texts. (House 2011: 167–168)

The results of both studies (House 2011, 2015b) disconfirm this general hypothesis by indicating that the use of linking constructions differs substantially in German and English discourse (the finding supports previous research by Bührig and House 2004, 2007). As House suggests, these differences may block English impact on German discourse norms via translation, "leaving cultural filtering intact" (House 2011: 178), a notion con-firmed by the comparison of the impact of English source text conventions on German translations concerning different linguistic markers offered by Kranich, House and Becher (2012), who show that it is in particular in cases where form-function equivalence

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is easily established by competent bilinguals that source language interference takes place.

House (2015b: 382) supports the assumptions of Bührig and House (2004: 108, cf. Subsection 2.1, 2007: 361, cf. Subsection 2.2) concerning the nature of the German popular science texts. The findings indicate that the German popular science texts are more writer-oriented and more written than their English counterparts, which are more reader-oriented, and thus assumes that this difference reflects the expectations of German readers (House 2015b: 382). The findings confirm conventionalised cross-cultural differences of interpersonal orientation versus content orientation and writer orientation versus addressee orientation between the English and German discourse, presented by Figure 1 in Subsection 2.2. (cf. House 1996, 1997, 2015a).

Based on previous findings discussed in Bührig and House (2004, 2007) and House (1996, 1997, 2011, 2015a,b) (described in Subsections 2.1, 2.2 and 2.3), the hypothesis for this study has been formulated. The hypothesis states that differences in the use of linking constructions in a German economics text and its translation into English will be detectable and that these have an influence on the overall communicative quality of the text (Bührig/House 2007: 361). More specifically, a German original text is expected to show a tendency to disfavour interpersonal functional components, whereas its translation into English is expected to be more addressee-oriented (Bührig/House 2007: 361).

3 Data and method

This section presents the data analysed in this paper. Detailed information on the genre, nature and structure of the data as well as the reasons why these data have been chosen for the purposes of the present research is given in Subsection 3.1. The method employed for the data analysis is introduced in Subsection 3.2.

3.1 Data

To answer the research questions formulated in Section 1 and to fulfil the research purposes outlined in Subsection 2.2, a data base consisting of a German economics original text and its translation into English was compiled. To conduct a study comparable to the projects by Bührig and House (2004, 2007, cf. Subsections 2.1, 2.2), a German text representing the overarching genre of business communication has been chosen. However, while the data analysed by Bührig and House (2004, 2007) are a sort of 'mission statement', the data investigated in the present analysis belong more to the genre that could be described as 'letter or message to shareholders'.

As Kranich points out, though these genres have a common core function, namely "to present the company in a positive light and build trust in its integrity and success [,] [t]heir circle of addressees and moves undertaken […] differ" (Kranich 2016: 20). Mission statements are meant to present the company's identity, "to share its culture, viz. its values, goals, strategy, guiding principles and future perspectives (vision) with the public,

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and above all with employees" (Meex/Verplaetse 2011: 155). The communicative purpose of letters to shareholders is to provide the readers, namely shareholders, future investors, financial analysts and the general public, with financial results throughout a year, its position in the market and future perspectives (Skorczynska Sznajder/Giménez-Moreno 2016: paragraph 8). According to Garzone (2008: 197), letters to shareholders have an interpersonal orientation because they explicitly address shareholders. However, since there is no communicative exchange between the speaker and the addressee, letters to shareholders are characterized as a one-way communication (Garzone 2008: 180). These features correspond to the nature of mission statements; therefore, the two genres of corporate discourse seem to be comparable in terms of the research questions addressed in the present study.

Though the speech is not a typical example of the genre 'letters to shareholders' in terms of its structure and communicative nature, it includes the following three 'Moves' identified by Garzone (2008: 194) as obligatory for this genre:

(1)   Evaluating the company's performance in the relevant year

(2)   Narrating the salient facts

(3)   Outlining priorities for the future.

In the speech analysed in this study, the speaker reports the results of the financial year 2016, describes the actual stance of the company towards the key facets of the industry and announces the procedures aimed at keeping the company the leader in the market in future. Hence, the original text of the speech and its translation fulfil two essential communicative functions of the genre 'letters to shareholders': "to inform and to persuade" (Skorczynska Sznajder/Giménez-Moreno 2016: paragraph 17).

The corpus examined in the present research is a speech by Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars, given on March 29, 2017 at the Annual Shareholders' Meeting of Daimler AG in Berlin. The speech was later published on the official website of Daimler AG, a German multi-national automotive corporation. The written version of the speech is available in two languages: the original in German (Daimler AG 2017a) and the translation in English (Daimler AG 2017b). Though the corporate website presents only the written versions of the speech, a video of the actual speech is available on YouTube, for instance, on The Wheel Network Channel (2017: 30:55–54:20). A comparison between the actual speech and its written version demonstrates that the text in German was edited before being published on the corporate website. The instances presented below (Extracts 1 and 2) illustrate two sentences of the introduction section of the published version of the speech, which differ from the speech actually given. The extracts also contain back translations of the German source text into English (in round brackets) for the benefit of the readers with no knowledge of German. The discrepancy between the speech versions is marked in bold print. The adaptations made, namely omission of the personal pronouns *Sie* and *mit Ihnen*, indicate a transition from an 'oral' character of the discourse into a more

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'written' one through decreasing the use of deictic addressee-related expressions. This modification might be due to the fact that the audience do not share a joint 'perception space' with the narrator any longer ("Wahrnehmungsraum" cf. Bühler 1934/1982: 124).

Line	Published version of the speech	Actual speech
GER. A.II.1	Vom Erfolg des Unternehmens profitieren auch Sie: In Summe schüttet Daimler 3,5 Milliarden Euro an die Aktionäre aus.	Vom Erfolg des Unternehmens profitieren auch Sie: In Summe schüttet Daimler 3,5 Milliarden Euro an **Sie**, die Aktionäre, aus.
Back-transl.	(You, too, profit from the success of the company: in total, Daimler will pay out €3.5 billion to the shareholders.)	(You, too, profit from the success of the company: in total, Daimler will pay out €3.5 billion to **you**, the shareholders.)

Extract 1: Omission of forms of address (*Sie*) in the written version of the speech

Line	Written version of the speech	Actual speech
GER. A.IV.6	Darüber mochte ich heute gerne sprechen.	Darüber möchte ich gerne **mit Ihnen** heute sprechen.
Back-transl.	(This is what I'd like to talk about today.)	(This is what I'd like to talk **to you** about today.)

Extract 2: Omission of forms of address (*mit Ihnen*) in the written version of the speech

Consequently, the data underwent the same adaptation process as the data analysed in the papers by Bührig and House (2004, 2007, cf. Subsection 2.1). The process is described below (Table 1):

Bührig and House (2004, 2007)	The present study
Source Text in American English: Speech by John E. Pepper, Chairman and Chief Executive of Procter and Gamble, given in January 1997 at Florida A&M University	Source Text in German: Speech by Dr. Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars, given on March 29, 2017 at the Annual Shareholders' Meeting of Daimler AG in Berlin
Transposed into written medium	Transposed into written medium
Translated into German	Translated into English

Table 1: The adaptation process undergone by the data

For this reason, the written version of the speech given by Dr. Zetsche and its translation into English have the same complex communicative character in terms of orality and literacy as the speech examined in the studies by Bührig and House (2004, 2007, cf. Subsection 2.1). Given these similarities, the data are assumed to be comparable with the data analysed in the papers by Bührig and House (2004, 2007) in terms of 'Mode' and have been therefore chosen for the present study.

The written version of the speech and its English translation consist of an introduction, six major topics and conclusion. Both texts have a table of content with the respective headings:

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- • A: Introduction
- • B: Electric drive and combustion engines
- • C: Self-driving vehicles and driving pleasure
- • D: Shared mobility and growth
- • E: People and machines
- • F: Autonomy and partnerships
- • G: Perfection and the startup spirit
- • H: Conclusion

The two texts, namely the German original and its English translation, were manually aligned to compile a comparable parallel data base. In addition, the information supporting navigation in the text to contextualize the instances quoted in the data base is provided: Letters A-H identify the section of the text, Roman numerals indicate the paragraph, Arabic numerals specify the sentence.

3.2 Method

Methodologically, the study employs a contrastive discourse analytical approach. As House (2015b: 372) emphasises, this methodology is highly relevant for translation to detect, describe and access the appropriateness of the choice of linguistic expressions. House (2015b: 370–372) identifies three main connections between discourse analysis and translation:

1   Discourse analysis is a textual approach, and text is an essential concept in translation.

2   Translation is a matter of performance, and discourse analysis is a performance-oriented framework.

3   Discourse analysis offers methods to characterize not only simple mode types (spoken or written language) but also more complex cases (as in the current research project).

4   Classification of linking constructions

In the present section, a classification of linking constructions in the written version of the speech by Dr. Zetsche is outlined. The types distinguished are based on the classification developed by Bührig and House (2007, cf. Subsection 2.2.). The following five types of linking constructions have been identified:

4.1   Absolute linking constructions

This group includes non-finite clause-initial constructions, which might be referred to as 'utterance commenting conversational phrases' ("äußerungskommentierenden Gesprächs-formeln", cf. Hindelang 1975: 258), signalling the author's 'stance' (cf. Biber et al. 1999:

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972) towards the ensuing utterance, or as 'parenthetical adverbials' ("parenthetische Adverbiale", cf. Bartsch 1972: 60), which are not connected to the propositional content of the utterance they belong to, since they have a metacommunicative function.

Formally and functionally, this type of constructions might be compared to the category 'extraposed absolute linking constructions' in the classification by Bührig and House (2007: 349), since it also includes the clause-initial participial constructions as evidenced below (back translations of the German linking constructions are given in single quotation marks):

(1) *Global gesehen* (lit.: 'Globally seen') 'In global terms' (GER.D.III.4)

(2) *Anders gesagt:* (lit.: 'Differently said) 'To put it in another way' (GER.E.II.3)

The participial functions "as a sort of 'hinge' ('Scharnier') joining retro- and prospective views of the text discourse" (Bührig/House 2007: 350). Thus, the author involves the addressee in the processing of what has been verbalised before in the preceding sentences and integrates this shared knowledge as a basis for the following verbalisations (Bührig/House 2007: 350).

However, the examples listed above diverge from the respective English constructions (e. g. *Simply put,* Bührig/House 2007: 350) in terms of their topological position. The English phrase is 'extraposed', "a type of dislocated structure outside the nuclear clause" (Bührig/House 2007: 349). The German phrases appear on two different positions: Instance 2 is a case of the disintegrated absolute linking construction, occurring in the pre-front field (Auer 1996: 295, "Vorvorfeld", cf. Auer 1997: 55), the construction in Instance 1 is integrated in the clause and occurs in the front field (Auer 1996: 295, "Vorfeld", cf. Auer 1997: 55). This case contradicts the assumption of Bartsch (1972: 66) that parenthetical adverbials, including participial groups, are characterized by syntactical separation.

One type of expressions which are oriented towards the same purpose as absolute linking constructions is the adverbial construction, as in the following instance:

(3) *Unabhängig davon* (lit.: 'Irrespective of this') 'Irrespective of this' (GER.B.V.1)

Though the phrase acts as a hinge, since the adverbial directs the addressee's attention to what has been verbalised before and to the new information, it differs structurally from non-finite clauses. This class of expressions might be functionally and formally similar to the left-dislocated comparative construction *And more positively* in the typology by Bührig and House (2007: 350). Nonetheless, it has a different topological position: The German linking phrase is not extraposed, it is integrated in the clause and occurs in the front field, just like the above-described expression *Global gesehen* (Instance 1).

4.2 Disintegrated impersonal matrix constructions

These linking constructions which appear in the left periphery of a sentence also function as a hinge: The linker refocuses the audience on the content of the previous discourse

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and turns it into a basis for further elaborations. In the present paper, this type is called 'disintegrated impersonal matrix constructions', as in the examples below:

(4) *Dabei gilt weiterhin:* (lit.: 'The following still applies here:') 'It remains the case' (GER.B.II.4)

(5) *Hinzu kommt:* (lit.: 'To this is added:') 'What's more' (GER.D.IV.1)

(6) *Zur Wahrheit gehört aber auch:* (lit.: 'To the truth belongs however also:') 'It's however also true that' (GER.F.I.1)

(7) *Grundsätzlich gilt:* (lit.: 'Generally is true:') 'Basically' (GER.F.II.1)

According to Rehbein, matrix constructions can be defined as "complex linguistic processes with which specific content is brought into a specific constellation through discourse and text" (Rehbein 2007: 423). These are complex constructions consisting of two clauses: a matrix clause, which adds a stance to an isolated core sentence, and a subordinate clause, which express the subject matter (Rehbein 2007: 419).

Structurally, the matrix clauses in this group are finite, since each construction contains a tensed verb. However, the clauses contain no subject, which is omitted but inferable. Thus, for instance, the construction *Zur Wahrheit gehört aber auch* can be reconstructed into the following phrase: *Es gehört aber auch zur Wahrheit.* The presence of the correlative pronoun *es* is optional if another element of the main clause takes the initial position (Reimann 1999: 149). When *es* is omitted, the subordinate clause itself functions as the subject (Berman 1998: 12). However, even if the correlative pronoun determining the verb agreement is present, *es* functions as the dummy subject anticipating the subordinate clause (Biber et al. 1999: 155); therefore, the matrix construction is assumed to be impersonal (Perlmutter 1983: 196).

As opposed to the previous group of linkers, the above listed matrix constructions are topologically consistent: They are disintegrated from the clauses they refer to.

> Ein Ausdruck K, der kein selbständiger Satz ist, ist bezüglich einer Satzstruktur S desintegriert, wenn er zwar Bestandteil der Linearstruktur von S ist, aber Keine Konstituente in der hierarchisch-syntaktisch Struktur von S bildet und keine syntaktische Funktion in S ausübt. (Breindl/Volodina/Waßner 2014: 29)

> 'An expression K, which is not an independent sentence, is disintegrated from a sentence structure S if, despite being a part of the linear structure of S, it is not a constituent of syntactic hierarchy of S' structure and does not fulfil any syntactic function in S.'

The disintegrated matrix constructions located in the pre-front field in the sentence are not explicitly connected to their subordinate clauses. Though the respective propositional act is embedded in the post-field of the matrix, the dependent construction contains no complementizer *dass* introducing the subordinate clause (Rehbein 2007: 426). Thus, the parts of the sentence are connected not syntactically but paratactically, they form a 'communicative minimal unit' ("kommunikative Minimaleinheit", cf. Breindl/Volodina/Waßner 2014: 29). The disintegrated construction functions as a metacommunicative

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comment, creates a 'content framework' ("inhaltlicher Rahmen", cf. Breindl/Volodina/ Waßner 2014: 29) for the following discourse.

4.3 Prepositional phrases

This type of linking constructions function as a specifier to the previously verbalized discourse. The group includes the following phrases:

(8) *Gleich zu Beginn* (lit.: 'At the very beginning') 'At the very beginning' (GER.A.I.6)

(9) *Im Ergebnis* (lit.: 'As a result') 'As a result' (GER.C.II.4)

(10) *zum Beispiel* (lit.: 'for example') 'for example' (GER.E.III.1), (GER.G.III.3), (GER.G.VI.2) / *Beispielweise* (GER.F.III.1)

As opposed to the categories of linking construction which function as a hinge, described in Subsections 4.1 and 4.2, these phrases are forward directed, they are aimed therefore at adding, concretising, exemplifying, restricting or explaining the following information (Bührig/House 2007: 351). As Bührig and House (2007: 351) suggest, these expressions can be regarded as extended collocations, i. e. as words that often co-occur.

Functionally and formally, this class is comparable to the type of English linking constructions in the classification of Bührig and House (2007: 351) called 'extraposed prepositional phrases'. However, topologically, none of the German prepositional phrases acting as linkers is extraposed: All the instances are sentence-integrated. Moreover, their location in the sentence is not consistent: While two phrases, *Gleich zu Beginn* and *Im Ergebnis*, have a clause-initial position in the front field, all the cases of *zum Beispiel* occur in the middle field. Furthermore, the adverb *beispielweise*, the connective function of which is assumed to be equivalent to the linking potential of the prepositional phrase *zum Beispiel* (House 2011: 175), appears clause-initially. This suggests that the linking construction *zum Beispiel* can appear not only in the middle field but in the front field as well.

4.4 Instructions to addressee

The last group of linking constructions includes instructions to addressee and is perfectly comparable to the respective English instances presented in the classification by Bührig and House (2007: 352). While the previous categories, namely absolute linking constructions, disintegrated impersonal matrix constructions and prepositional phrases, have been distinguished according to their structure, this class of linkers is differentiated on a functional basis. It consists of two types of instructions given by the speaker to the addressee:

1. The first subtype includes the expressions used by the narrator which are aimed at prompting the addressee "to mentally follow the speaker in his train of thought and/or draw a conclusion on the basis of the speaker's previous discourse" (Bührig/House 2007: 352). The following examples are listed here:

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(11) *Beginnen wir dort, wo...* (lit.: 'Let us begin there, where…') 'Let us begin where' (GER.B.I.1)

(12) *Nun kann man sich fragen:* (lit.: 'Now one can ask oneself:') 'Now one can ask oneself' (GER.D.II.1)

(13) *Ein anderes Beispiel ist HERE.* (lit.: 'Another example is HERE.') 'Another example is HERE. (GER.F.III.4)

(14) *Und dabei stellen sich wichtige Fragen:* (lit.: 'And connected to this, important questions present themselves:') 'And this raises important questions' (GER.F.V.3)

(15) *lassen Sie mich noch ein letztes Thema ansprechen,* (lit.: 'let me address one more final topic,') 'let me address one more final topic' (GER.G.I.1)

(16) *Natürlich kann man sich fragen:* (lit.: 'Of course one can wonder:') 'Of course, one might wonder' (GER.G.VII.1)

These constructions are rather heterogeneous: Two instances, namely *Beginnen wir dort, wo…* and *lassen Sie mich noch ein letztes Thema ansprechen,* are formulated in the adhortative mode (cf. Hentschel 2010: 164), encouraging the addressee to follow the ensuing utterance; three other examples, such as *Nun kann man sich fragen*, *Natürlich kann man sich fragen* and *Und dabei stellen sich wichtige Fragen*, can be described as disintegrated matrix constructions (cf. Subsection 4.2.); while the last case, *Ein anderes Beispiel ist HERE,* is a complete sentence.

2. The second subtype includes more implicit instructions drawing the addressee's attention to the phenomena presented by the speaker in the ensuing discourse (Bührig/House 2007: 352). The following instances are presented in this subclass:

(17) *Ich möchte betonen:* (lit.: 'I would like to stress:') 'I would like to stress' (GER.B.III.3)

(18) *Und ich verspreche Ihnen:* (lit.: 'And I promise you:') 'And I promise you' (GER.C.II.6)

(19) *möchte ich betonen:* (lit.: 'I would like to stress:') 'I would like to stress' (GER.C.IV.1)

(20) *Im Namen von Daimler möchte ich nur daran erinnern:* (lit.: 'On behalf of Daimler I would just like to remind of that:') 'On behalf of Daimler, I would simply like to remind' (GER.C.II.4)

The constructions of this group are formally more consistent, since all of them might be referred to as 'disintegrated matrix constructions'.

Despite the formal disparity of the linkers covered in the type 'instructions to addressee', this class of constructions might be regarded as "introductory qualifications of speech actions" (Fandrych/Graefen 2002: 22), which are text commentaries referencing the immediately following utterances. Thus, the speech action introduced is embodied in the subordinate clause.

Given this typology of linking constructions developed on the basis of the written version of the speech by Dr. Dieter Zetsche, a contrastive analysis of the use of these

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linkers in the original German text and its English translation is presented in the following section and compared to the findings by Bührig and House (2004, 2007) based on the reverse translation relation.

5 Linking constructions in the German original text and its translation into English

This section illustrates the examples of linking constructions from each category described in Section 4 and outlines how these constructions function in the German original text and its translation into English.

5.1 Absolute linking constructions

The two instances of this group are reproduced in the translation: one as the extraposed absolute construction (*Anders gesagt: – To put it in another way,*), another as the extraposed prepositional phrase. Since in the last case a greater divergence between the original and its translation is demonstrated, it has been chosen for a more in-depth analysis (Extract 3). The linking constructions are marked in bold print, back translation is given round brackets.

Line	Source text (Back translation)	Line	Target text
GER. D.III.1	Für manche Menschen in der Großstadt ist ein eigenes Auto nur bedingt sinnvoll.	ENG.D.III.1	For some people, owning a car in a big city is of limited benefit.
	'For some people in the big city, owning a car is useful only to a limited extent.'		
GER. D.III.2	Sie nutzen lieber Daimler-Angebote wie moovel.	ENG.D.III.2	They prefer to use Daimler services such as moovel.
	'They rather use Daimler services such as moovel.'		
GER. D.III.3	Die App bietet Zugriff auf viele verschiedene Mobilitätsoptionen.	ENG.D.III.3	This app gives them access to many different mobility options.
	'The app provides access to many different mobility options.'		
GER. D.III.4	**Global gesehen** ist der Verzicht auf das Auto aber ein Randphänomen.	ENG.D.III.4	**However, in global terms**, doing without a car is a fringe phenomenon.
	'**Globally seen**, doing without a car is however a fringe phenomenon.'		
GER. D.III.5	Die Meisten wünschen sich ein eigenes Fahrzeug.	ENG.D.III.5	Most people would like to have a car of their own.
	'Most people would like to have their own car.'		

Extract 3: *Global gesehen*

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The linking phrase *Global gesehen* contains the participle *gesehen*, which reflects the interaction between the previous sentences of the text, devoted to the topic "Shared mobility", and the ensuing discourse on the issue "Car ownership". Thus, the linker functions as a hinge, since the previous utterances describing the preference of some people to use alternative mobility options, turn into a basis for the speaker's further elaboration on the global overview of the phenomenon of doing with or without a car. The linking construction *Global gesehen* provides an opportunity for the speaker and the addressee to zoom out and to consider the whole state of affairs in the industry. This information is extremely important to the addressees of the genre 'letter to shareholders', namely investors and financial analysts. Though the German construction appears in a clause-initial position, it is integrated in the structure of the sentence: it takes the front field slot, the subject *der Verzicht auf das Auto* is therefore shifted to the middle field.

The English translation immediately starts with the adverb *however*, the translation of *aber* in the German original. While *aber* occurs later in the source text, *however* is extraposed and is thus given considerably more weight than *aber* in the German original text. *However* functions as a more explicit linking signal to guide the addressee' processing of the propositional content of the utterance.

The linker *Global gesehen* is translated into English as *in global terms*. As opposed to the German phrase, the English expression is extraposed from the nuclear clause. Furthermore, the German absolute construction is translated as the prepositional phrase, the focus of which is on the ensuing verbalisation. It restricts the previous information concerning the popularity of mobility services to a marginal phenomenon, as opposed to the general trend of car ownership.

5.2 Disintegrated impersonal matrix constructions

The four disintegrated impersonal matrix constructions identified in the text have been reproduced in the translation: one as the comparative construction (*Hinzu kommt – What's more,*); the second as a discourse marker (*Grundsätzlich gilt: – Basically,*); whereas two expressions are reproduced as the integrated matrix constructions (e. g. *Zur Wahrheit gehört aber auch: – However, it's also true that...*). The second case is presented below (Extract 4).

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Line	Source text (Back translation)	Line	Target text
GER.B.II.2	Unterwegs müssen wir alle verfügbaren Mittel zur CO2-Reduktion nutzen.	ENG.B.II.2	Nevertheless, going forward, we must do everything we can to further reduce CO2 emissions.
	'Along the way, we must use all the available means for CO2 reduction.'		
GER.B.II.3	Schon deshalb sind effiziente Verbrenner in der Übergangszeit ein wesentlicher Teil der Lösung.	ENG.B.II.3	That's why efficient combustion engines will be an important part of the solution for a transitional period.
	'That alone is a reason why efficient combustion engines are an essential part of the solution during the transitional period.'		
GER.B.II.4	**Dabei gilt weiterhin:** Moderne Diesel stoßen deutlich weniger CO2 aus als Benziner.	ENG.B.II.4	**It's also a fact that** modern diesel engines emit much less CO2 than gasoline engines.
	'**The following still applies here:** modern diesel engines emit significantly less CO2 than gasoline engines.'		

Extract 4: *Dabei gilt weiterhin:*

In Extract 4, Dr. Zetsche elaborates on the issue of CO2 reduction and the ways to foster it, one of which is efficient combustion engines. Given the fact that diesel engines have been a topic of negative discussions during the recent years, by using the linker *Dabei gilt weiterhin* regarding the lower CO2 emission of diesel engines than gasoline ones, the speaker emphasises that this fact has been established before and is still true even now, after the diesel emission scandals.

The linking construction starts with a 'composite deictic', *dabei*, a connective device which is fairly frequent in German (House 2015b: 377). Composite deictics (cf. "zusammengesetzte Verweiswörter", Rehbein 1995) have two components: a deictic one, *da*, prompting the addressee "to refocus their attention to the knowledge they have previously accrued" (House 2015b: 377), and a phoric one, *bei*, "instructing readers to integrate this knowledge in a specific way into the current clause" (House 2015b: 377). Thus, the previous utterance acquires a new interpretation potential. For this reason, two sentences are connected not in a linear but in a 'convoluted' way (Bührig/House 2004: 102). Moreover, the matrix construction *Dabei gilt weiterhin* is disintegrated from its subordinate clause, which contains no complementizer *dass*. The absence of complementizer makes the mental processing of the utterance more demanding for the addressee since it supports the structuring of the audience's knowledge (Rehbein 2007: 427).

As opposed to the German linker, the matrix construction *It is also a fact that* in the English translation is not disintegrated from its propositional act. The supplementary complementizer 'couples' the subordinate clause with the superordinate matrix (Rehbein 2007: 426), making the structure of the sentence more linear; thus, the processing of the utterance is less demanding for the addressee. However, the connective potential of the linking construction is lost. The translation does not indicate the specific connection

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between the sentences, achieved through the use of the composite deictic in German. Moreover, the processual aspect of the idea that diesel engines have been and are still more efficient in terms of CO2 reduction than petrol engines is missed out, since in the translation, the fact is simply stated.

5.3 Prepositional phrases

In the speech of Dr. Zetsche, three prepositional phrases functioning as linking constructions have been identified: *Gleich zu Beginn*, *Im Ergebnis* and *zum Beispiel*. The latter occurs in three different contexts. However, only the linking construction *zum Beispiel* is equivalently translated in the English text as for *example*, whereas *Im Ergebnis* is modified into *This means* and *Gleich zu Beginn* is transformed into *So I would like to start by*. The last case is presented in Extract 5.

Line	Source text (Back translation)	Line	Target text
GER. A.I.5	Und mit Mercedes-Benz haben wir bereits 2016 geschafft, was wir uns für 2020 vorgenommen hatten: die Nummer eins im Premiumsegment zu sein.	ENG. A.I.4	With regard to Mercedes-Benz, we have already accomplished what we set out to achieve by 2020 — namely, to make Mercedes-Benz the number one automaker in the premium segment.
	'And with regard to Mercedes-Benz, we have already accomplished in 2016 what we set out to achieve by 2020, to be the number one in the premium segment.'		
GER. A.I.6	**Gleich zu Beginn** möchte ich darum allen Kolleginnen und Kollegen für ihre Leistung und ihren unermüdlichen Einsatz herzlich danken!	ENG. A.I.5	**So I would like to start by** sincerely thanking all of our employees for their untiring dedication and outstanding work!
	'**At the very beginning**, I would like to sincerely thank all the colleagues for their performance and their untiring dedication!'		

Extract 5: *Gleich zu Beginn*

Having greeted the addressee, Dr. Zetsche briefly reports the annual financial results of Daimler AG. Then he highlights the salient achievement its one brand, Mercedes-Benz, has accomplished. Thus, the speaker narrows down the focus of his speech to evaluating the performance, providing the outlook of the state of the art and outlining the priorities for the future development of this division of the company, since he is the Head of Mercedes-Benz cars. He explicitly evaluates the success of the brand by stating that Mercedes-Benz is the number one in the premium segment of the automotive industry. The prepositional phrase *Gleich zu Beginn* is a text commenting expression, outlining the chronological sequencing of the text and providing the insights into the speaker's mental planning of the discourse structure (Fandrych/Graefen 2002: 34). The addressee is therefore explicitly guided and can follow the speaker easier.

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The German original sentence contains the composite deictic *darum*. As descried in Subsection 5.2., this connective device links the current sentence to the previous one by means of its dual nature: the component *da* directs the addresses to refocus their attention on the previous utterance, whereas the component *rum* identifies that this information is to be interpreted as a 'reason' (Rehbein 1995: 176–177; Bührig/House 2004: 102). Through this linker, the speaker shows that the employees working for Mercedes-Benz have made a major contribution to the success of the division. This instance is another case demonstrating the 'convoluted' relationship between two sentences, created through the composite deictics.

The English translation *So I would like to start by* starts with the discourse marker *so*, chosen to express the connection between two sentences, conveyed by the composite deictic *darum*. As opposed to the German construction, in which *darum* is not only integrated in the sentence but occurs in the middle field, *so* has a clause-initial position. Through the use of *so*, the speaker coordinates the addresses' attention to what has been said before and to what will be verbalised next in a more linear way than in the case of the German composite deictics. Moreover, as House (2011: 177) suggests, English *so* is used to make the written discourse more oral.

The prepositional phrase *Gleich zu Beginn*, aimed at outlining the chronological sequencing of the text, lacks the presence of a human participant to perform the action. The object *Beginn* is considered as a target category through the use of the preposition *zu*. Besides, the use of the prepositional phrase in the German text involves a conceptual categorisation of the relevant knowledge (Bührig/House 2007: 357), which suggests "an exploitation of the possibility of the recursive reception typical of written discourse" (Bührig/House 2007: 358).

The prepositional phrase is translated into English by means of a set of verbs *would like*, *to start*, *by thanking*. The string of verbs is characterised by the presence of a human participant to perform the action, that is the speaker. Through the sequence of verbs, the mental process of the speaker is structured in a more linear way, easier to grasp for the addressee. This leaner representation of the process "seems to be in line with the production and reception conditions holding for oral discourse" (as Bührig and House 2007: 358 state with respect to the reverse translation process).

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5.4 Instructions to addressee

The last group contains almost half of the German linking constructions identified in the speech by Dr. Zetsche. All of them are reproduced in the English translation. The table below presents the German instructions to addressee and their translations into English.

Source text	Target text
Beginnen wir dort, wo…	Let us begin where…
Nun kann man sich fragen:	At this point you might be wondering,
Ein anderes Beispiel ist HERE.	Another example is HERE.
Und dabei stellen sich wichtige Fragen:	And this raises important questions:
lassen Sie mich noch ein letztes Thema ansprechen,	please let me address one final topic
Natürlich kann man sich fragen:	Of course, one might wonder
Ich möchte betonen:	I would like to stress the fact that
Und ich verspreche Ihnen:	And I promise you,
möchte ich betonen:	I'd like to emphasize that
Im Namen von Daimler möchte ich nur daran erinnern	But on behalf of Daimler, I would simply like to remind you that

Table 2: Instructions to addressee and their translations into English

Consider the following extract from the speech by Dr. Zetsche (Extract 6), intended to demonstrate the use of two types of instructions to addressee in the German written version of the speech and its translation into English.

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Line	Source text (Back translation)	Line	Target text
GER. F.V.2	2017 ist in vielen Ländern Wahljahr.	ENG. F.V.2	In many countries, 2017 is an election year.
	'2017 is an election year in many countries.'		
GER. F.V.3	**Und dabei stellen sich wichtige Fragen:** Wollen wir zurück zu einem Europa der Kleinstaaterei oder gemeinsam vorwärts in eine bessere Union?	ENG. F.V.3	**And this raises important questions:** Do we want to regress to a Europe of small nation states, or move forward together toward a better union?
	'**And connected to this, important questions present themselves:** Do we want to get back to a Europe of small states, or move forward together toward a better union?'		
GER. F.V.4	Lassen wir uns von radikalen Stimmen provozieren oder haben wir die Kraft, andere zu integrieren?	ENG. F.V.4	Will we allow radical voices to provoke us, or do we have the strength to integrate others?
	'Will we allow radical voices to provoke us, or do we have the strength to integrate others?'		
GER. F.V.5	Setzen wir auf Nationalismus und Protektionismus oder auf Freiheit und Freihandel?	ENG. F.V.5	Will we commit ourselves to nationalism and protectionism, or to freedom and free trade?
	'Will we rely on nationalism and protectionism, or on freedom and free trade?'		
GER. F.VI.1	Als Bürger muss jeder von uns diese Fragen selbst beantworten.	ENG. F.VI.1	As citizens, each of us must answer these questions for himself or herself.
	'As citizens, each of us must answer these questions for himself.'		
GER. F.VI.2	Im Namen von Daimler **möchte ich nur daran erinnern:** Wachstum und Wohlstand gedeihen durch Kooperation, nicht Isolation.	ENG. F.VI.2	But on behalf of Daimler, **I would simply like to remind you that** growth and prosperity thrive through cooperation rather than isolation.
	'On behalf of Daimler, **I would just like to remind of that:** growth and prosperity thrive through cooperation, not isolation.'		

Extract 6: Und dabei stellen sich wichtige Fragen:/Im Namen von Daimler möchte ich nur daran erinnern

In this passage, Dr. Zetsche elaborates on the topic of the elections that are scheduled for 2017 in many countries. While talking, he addresses several crucial political issues formulated as rhetorical questions. Hence, this address is aimed at involving the audience to mentally follow the speaker in his chain of thought and thus to draw conclusions concerning the questions put up for discussion. Finally, the speaker points out that certainly every citizen makes his/her own political decision; nonetheless, he concludes this passage by giving a very oblique, descriptive instruction to pay particular

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attention to the fact that cooperation is a prerequisite of prosperity. In his part, Dr. Zetsche makes an appeal to the addressee and tries to win the audience to his side through two types of instructions that he applies in his speech. Consequently, this chunk of discourse is, in its characteristics, very similar to the genre of 'political speech' (Biria/ Mohammadi 2012: 1290).

The first linking construction *Und dabei stellen sich wichtige Fragen*, oriented towards the synchronization of the mental processes between the speaker and the addressee (Rehbein 2007: 431), starts with a sentence-initial *und*, which creates an interactional style of spoken discourse (Dorgeloh 2004: 1765). The next constituent of the matrix construction is the composite deictic *dabei*, discussed in detail in Subsection 5.2, which integrates the previous utterance as a condition for the current statement. Topologically, the matrix construction is disintegrated from the subordinate clause. The construction is reproduced in the English translation in a fairly equivalent way: as the disintegrated matrix construction started with a conjunction *and*. The connection between the current and the previous sentences, expressed through the deictic *dabei*, is conveyed by means of the integration of the previous knowledge as the subject of the matrix construction. This transformation makes the connection between the two sentences more linear and thus easier to follow for the addressee than in the German original text.

The second instruction to addressee, *Im Namen von Daimler möchte ich nur daran erinnern,* aims to coordinate the addressee's reception of the propositional content of the following utterance. Here, the speaker represents the official stance of Mercedes-Benz relating to the elections. He wants to convince the addressee that political union is the most favourable climate for business development. To do it, he intends to sound "fair and on the side of the good" (Biria/Mohammadi 2012: 1290). The German matrix phrase contains the composite deictic *daran*, which is not retrospectively directed, as in the cases discussed in Subsection 5.2 and in the current subsection, but prospectively oriented. In this case, the composite deictic *daran* functions as a correlate which topicalizes the propositional content of the subordinate clause. As Rehbein (2007: 436) suggests, it creates an effect of "deepening or the accessing of an inner process" and thoughts verbalization.

The English translation demonstrates some modifications of the original construction. Firstly, the English sentence starts with *but*, a discourse marker which creates a special sort of contrast that is absent in the German original text. The addition of a sentence-initial discourse marker creates a more interactional style typical of spoken discourse (Becher 2011a: 230). Next, in the English translation, there is a direct appeal to the addressee, which is created through the use of the person deictic *you*, whereas in the German original sentence, the addressee is not explicitly referred to. Finally, as in the case of the impersonal matrix construction described in Subsection 5.2, in the translation into English, the German disintegrated matrix clause is connected to its subordinate clause by means of the complementizer *that*. Therefore, the structure of the English sentence is more linear, the connection between the clauses is explicitly underlined, the semantic interpretation of the sentence is determined by the supplementary complementizer.

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6 Discussion of findings

This section outlines and interprets the findings reported in the two previous sections (Sections 4 and 5). In Section 4, the typology of linking constructions on the basis of a German original economics text has been presented. The following four types of constructions in terms of the linguistic forms and the respective functions have been identified: absolute linking constructions, disintegrated impersonal matrix constructions, prepositional phrases and instructions to addressee. The linking constructions examined seem to act not only as devices connecting the sentences together but also as expressions producing interaction coherence between the speaker and the addressee (supported by Bührig/House 2004, 2007; Siepmann 2005; House 2011, 2015b).

In Section 5, the contrastive analysis of the German linking constructions and their translations into English has been conducted. The results suggest the presence of different preferences in the use of linking constructions in the German and English texts.

Firstly, the linkers identified in the German text, for instance, absolute linking constructions and prepositional phrases, show a tendency towards less extraction than their English translations which are conventionally extraposed. As House (2015b: 381) suggests, this finding might be interpreted as due to syntactic differences between the languages. To support this assumption, she refers to Hawkins (1986: 121), who points out that a greater freedom of word order in German allows less extraction than in English; furthermore, the verb-second position in German facilitates an integration of constructions into the clause. As mentioned in Subsection 5.1, being extraposed, the English linking constructions are more foregrounded than the German integrated linkers. Given this fact, extraposed constructions seem to be more beneficial for the addressee's mental processing. Thus, in a way, they can be interpreted as having a greater addressee orientation (House 2015b: 382), although this greater addressee-orientation is not due to a culture-based communicative preference, but rather an artifact of the different syntactic properties of the two languages.

Secondly, the results confirm the assumptions of many scholars (e. g. Bührig/House 2004, 2007; House 2015b) concerning the frequent use of one particularly German connective device, namely composite deictics. The employment of this linker has been observed in the examples presented in Subsections 5.2 and 5.4. Composite deictics appear in the different topological positions: either sentence-initially or in the middle field. According to Bührig and House (2004: 107), composite deictics create connectivity in a rather complex and not a linear way, which demands more mental efforts from the addressee. The analysis shows that in the English translation this 'convoluted' kind of relationships between the sentences, conveyed by composite deictics in German, is transformed into a more linear sentence arrangement (cf. Subsections 5.2 and 5.4). These transformations make the sentence structures less demanding for the addressee to process and thus seem to be more addressee-oriented, (Bührig/House 2004: 107), but once more, the reasons for this effect are structural/systemic rather than due to differences in preferred communicative styles.

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Furthermore, the German matrix constructions identified in the classes 'disintegrated impersonal matrix constructions' and 'instructions to addressee' show a tendency to being frequently disintegrated from their subordinate clauses, which contain no complementizer *dass* linking the clauses together (cf. Subsections 5.2 and 5.4). According to Antomo, "syntactic disintegration leads to semantic and pragmatic disintegration". Antomo points out that "[d]ue to the lack of syntactic informations to guide towards the appropriate semantic interpretation, the semantics of the clause linkage must be derived at the level of utterance processing" (both quotations Antomo 2012: 42). In the English translation, this disintegrated structure is sometimes preserved, as in the case of the first linking construction in Extract 6, but more often, as demonstrated in Extract 4 and in the case of the second construction in Extract 6, the connective *that* is added to strengthen the relationships between the clauses and to make the structure of the sentence more linear and less mentally demanding for the addressee. Therefore, this modification in the English translation can be interpreted as being more addressee-oriented, in terms of being more reader-friendly, or as an instance of explicitation.[2]

Moreover, a greater linearity of the English translation in comparison to the German original text is created through the transformation of the prepositional phrase in German into the verb phrase in English, described in Subsection 5.3. This modification has an influence on the interaction of oral and written nature of the text. While the prepositional phrase in German can be referred to as a 'grammatical metaphor' (Halliday/Matthiessen 2014: 728), which is one of the characteristics of a written language, the verb phrase in the English translation corresponds to the conditions of oral discourse (Bührig/House 2007: 358). The greater oralness of the English translation is created also through the application of the clause-initial discourse markers *so* and *but* in Extracts 5 and 6, which simulate spontaneous oral talk (Bührig/House 2004: 107).

Taken together, the findings support previous research (Bührig/House 2004, 2007; House 2015b), assuming that linking constructions impact the communicative quality of the text. The findings suggest that the English translation shows a tendency towards being 'more spoken' than the German original text. The findings of the present study can be interpreted as confirming conventional differences established by House (1996, 1997, 2015a): The English texts have a higher orientation towards the addressee, although this orientation seems to be due rather to structural contrasts between the two languages, such as the more flexible word order of German, than to contrasts concerning preferred communicative styles.

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[2] Explicitation is the process by which a target text verbalizes explicitly a meaning component that can be inferred from context in the source text. The term 'explicitation' has been coined by Vinay and Darbelnet (1958: 7), and it has later been claimed to be a universal of translation (cf. e. g. Blum-Kulka 1986; Baker 1993; Laviosa-Braithwaite 1998), although this view has not gone unchallenged (cf. e. g. House 2008; Becher 2010, 2011b). However, it is clear that explicitation is a commonly used strategy in translation and empirical studies to date point to the fact that it is likely to be more common than its reverse, implicitation (also known as the "Asymmetry Hypothesis", cf. Klaudy 2009, Klaudy/Károly 2005, and for more empirical evidence cf. e. g. Becher 2011a,b).

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According to Bührig and House (2004: 108), the observation of different 'cultural traditions' in the use of linking constructions in the German original text and its English translation examined in this paper, might be due to the application of a cultural filter by the translator (cf. Subsection 2.1), aimed at adapting the original German written version of the speech given by Dr. Zetsche to the genre expectation of the English-speaking readers. At the same time, one should remark that differences in syntax between English and German certainly also play an important part.

7   Conclusion

Linking constructions, a phenomenon in the field of connectivity, above their connecting function, also act interpersonally supporting the tenor of text. The findings of the present study, aimed at answering the research question, namely whether there are differences in the use of linking constructions in a German source text and its English translation, suggest that there are differences in the use of linking constructions in the examined German original text and its translation into English. These differences impact the change of the nature of the interaction between the speaker and the addressee and the nature of the text in terms of its oralness and writtenness. These findings confirm the general hypothesis of the study, which predicts the differences in the use of linking constructions in a German economics text and its English translation, which influence the communicative quality of the text, even though they seem to be largely triggered by structural contrasts between the two languages.

As far as a more concrete version of the hypothesis is concerned, it is only partly confirmed by the results of the present research: while the results suggest that the English translation indeed seems to be more addressee-oriented, the investigation cannot confirm the assumption that the German original text shows a tendency to disfavour interpersonal functional components. The typology developed on the basis of a German source text demonstrates that German authors also put a lot of effort into interacting with the addressee by using different linking means, such as the prepositional phrases and the composite deictics, or by topologically locating linking constructions in the different structural positions (e. g. extraposition in English and integration in German). This finding is supported by Fandrych and Graefen (2002: 35).

Thus, the findings of this study, aimed at filling the research gap of developing a typology of linking constructions on the basis of a German original text and at conducting a contrastive analysis of the identified German linking constructions and their translations into English, confirm the earlier research in the field (e. g. Bührig/House 2004; 2007; House 2011, 2015b), which reveals differential distribution of linking constructions in the English and German texts and different communicative preferences in German- and English-speaking cultures (House 1996, 1997, 2015a), while stressing, at the same time, that some of the translational shifts seem to be triggered by structural rather than communicative contrasts.

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The findings of the study are of high significance for translation in business communication. A general awareness of cross-cultural differences in the behaviour of linking constructions in the pair of German–English could improve and maintain the communicative effectiveness of business discourse translation. In the genre of 'letters to shareholders', the failure to fulfil the communicative function, namely "to inform and to persuade" the investors (Skorczynska Sznajder/Giménez-Moreno 2016: paragraph 17), may have financial consequences for the company.

The present research is an exemplary qualitative study; therefore, its results cannot be generalized. For this reason, much more discourse- and corpus-based studies investigating data of different genres are necessary. Moreover, it would be interesting to conduct an analysis of linking constructions that takes into account both translation directions, i. e. comparing linking constructions in German texts and their translations into English with English linking constructions and their translation into German in the same text type. A study of this kind could provide important insights into discursive preferences in the production of original and translated texts in German and English.

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