

Kristina Pelikan & Alexander Holste

Communicative efficiency

Introduction to the special issue of *trans-kom*

Communicative efficiency is used and defined in various scientific disciplines and domains of practice – in a variety of ways. This publication deals with *communicative efficiency* in the professional communication of various academic disciplines and practice areas. *Communicative efficiency* is often referred to as the aim to be achieved, yet the ways to reach this goal are manifold and not always successful. These ways have to be considered in more detail, together with the respective definitions of efficiency itself and relevant models. This also applies to the relationship between communicative efficiency (Roelcke 2002; Jüngst et al. 2019; Holste forthc.) and communicative optimization (e. g. Schubert 2009; Kalverkämper 2016; Pelikan 2019; Pelikan/Zinsstag 2023).

The collection of different approaches toward efficiency in professional communication relevant to different research areas presented here allows deeper insights into the varying parameters and paradigms determining the particular scientific vantage points.

The interdisciplinarity and internationality of the contributing authors – linguistics (Germany and Denmark), veterinary medicine (Switzerland and Ethiopia), media studies (Finland) and business administration (Germany) – provide an exciting overview of the approach to efficiency. *Efficiency* is defined and implemented in different ways – this is shown very impressively in these contributions, dealing with *efficiency* in relation to professional communication.

With this publication, new aspects for research on specialized communication are introduced. New studies from the intra- and interdisciplinary field provide the audience of research on specialized communication with new aspects of *efficiency* in various fields of research and application. Both the direct cooperation between linguistics and other disciplines and the consideration of interdisciplinary cooperation from a meta-level can and should provide new impulses for one's own linguistic research.

To this end, the following articles address *trans-kom*'s international audience:

Jan Engberg focuses on a specific type of professional communication, i.e., the dissemination of scientific knowledge in his paper "Dissemination of science and communicative efficiency of texts". As his analysis of a radio program on a scientific topic shows, communicative efficiency plays an important role in disseminating knowledge. Due to this, the article relates the theory of dissemination to that of communicative efficiency.

Hendrik Schröder discusses business journalists' and consultants' crossing boundaries of truth and accuracy in order to attract more attention with their messages in his contribution "When the boundaries of truth and accuracy are crossed: Effectiveness and efficiency in communicating about trade". His discussion is vividly illustrated by a broad selection of examples taken from German retail communication.

Kirsi Cheas examines how cross-border collaboration between investigative journalists, activists, and academic researchers enhances the efficiency of journalism. "Enhancing efficiency in investigation through cooperation: Collaborative investigative journalism across the U.S.-Mexico border" builds on the field and frame analysis of collaborative coverage investigating abuses against Mexican and Central American migrants.

Mohammed Ibrahim Abdikadir, Rea Tschopp, Seid Mohammed Ali, Jakob Zinsstag, and Kristina Pelikan give an insight into the project communication of a research project with a focus on Ethiopia: "Efficiency in transdisciplinary cooperation: The example of the Jijiga One Health Initiative" shows the difficulties of communicative efficiency in multi-lingual professional communication.

Alexander Holste reflects on his working experience as a technical writer from a linguistic point of view in his paper "Semiotic efficiency of notational iconicity". His analyses of writing processes and documents interpret the impact visual text design has on readers.

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