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SELF-CRITICISM OF PREVIOUS CORPUS-BASED PUBLICATIONS: SWOT ANALYSIS

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Abstract

This article aims to reflect and conduct self-criticism of four previous joint publications of the authors that employed the corpus methodology. To this end, the SWOT (Strengths, Weaknesses, Opportunities, and Threats) methodology is used to, on the one hand, analyze the direction corpus-based translation studies are heading toward, and, on the other, to ascertain what should be maintained, improved, or modified in these types of publications. First, a review of corpus-based studies is carried out with a purely theoretical analysis. Next, the methodology is presented to analyze, from a critical perspective, the four publications of the authors. The authors believe this article will have a two-fold effect on research and education, thus benefiting translation studies.

Keywords: Self-criticism. Corpus. Corpora. SWOT. Analysis. Translation.



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Resumen

El objetivo de este artículo consiste en reflexionar y hacer autocrítica sobre cuatro publicaciones previas elaboradas conjuntamente por las autoras y en las que se utilizó una metodología de corpus. Para ello, se empleará la metodología DAFO (Debilidades, Amenazas, Fortalezas y Oportunidades), que nos permitirá analizar, por un lado, la dirección hacia la que se dirigen los estudios de traducción basados en corpus y, por otro, lo que sería necesario mantener, mejorar o modificar en las publicaciones de esta tipología. A través de un análisis primeramente teórico, en el que se realizará un recorrido por los estudios basados en corpus, pasaremos a presentar la metodología empleada para analizar, desde un punto de vista crítico, las cuatro publicaciones de las autoras. Consideramos que el presente artículo tendrá un doble efecto a nivel docente e investigador y que por tanto redundará en beneficio de los Estudios de Traducción.

Palabras clave: Autocrítica. Corpus. DAFO. Reflexión. Traducción.

1. Introduction

We could say that three types of translation studies employ corpora. On the one hand, there are applied corpus studies, and on the other, theoretical studies. And thirdly, descriptive studies. The first type uses this resource in translative tasks for documentation processes, decision-making, revisions, or even assessments. The second center on “description, modeling, and representation” (Corpas Pastor 2008: 12). However, the last group analyzes and studies the concept of equivalence in translation. Corpas Pastor underscored its importance when noting that “corpus linguistics provides an ideal framework for the search of equivalence in translation” (2008: 83). These descriptive studies or Corpus Translation Studies (CTS), which originated with Baker (1993) in the nineties, highlight the need and usefulness of this type of corpus not only for translation studies from a purely theoretical point of view but also from a more practical perspective as the compilation of a corpus, be it parallel or comparable, offers translators the possibility of having equivalent linguistics at their fingertips in the translation process.

From a theoretical perspective, corpora may be used in translation classrooms to train translators and interpreters and provide them with

a handy tool as future translators. Hence, Translation Studies have been taken by storm by corpus methods (Corpas Pastor 2008) for their multiple uses from a theoretical, didactic, and professional perspective. Baker (1993), drawing from the studies of Sinclair (1991), provides some of the first brushstrokes of the theoretical implications of this methodology and the concept of equivalence. The author suggests the professional use of corpus studies and their usefulness in computer environments and, more specifically, in translation technology (Bowker & Copras Pastor 2014), that is, “a type of linguistic, monolingual, or multilingual technology designed to form a part of the translator’s work environments” (Corpas Pastor 2012: 2). The latter has undergone an enormous transformation due to the use of corpora.

On the one hand, some examples are computer systems employing machine translation (MT), which utilize terminology management, and corpus-based machine translation (Statistical Based Machine Translation, SBMT). These tools are a part of the translator’s professional environment, and all of them, to a greater or lesser degree, include corpora in their tasks. In some cases, for compiling or for managing or making use of corpora. This points to the importance of corpus methods in Translation Studies. As can be observed, from the first applications of corpora to the teaching of foreign languages at the end of the eighties (Johns 1991) to today, corpora have become intertwined in Translation Studies from a descriptive as well as from a teaching perspective. In the end, it is a resource for research and analysis that has evolved alongside linguistics, translation, teaching, and technology. Corpus-based approaches have formed essential foundations, now more than ever, as they have become allied with Natural Language Processing techniques.

This article aims to analyze four previous joint publications of the authors that employed the corpus methodology. Thus, after this introduction, a brief overview of the trajectory of corpus-based studies in translation will be provided. Next, the SWOT (Strengths, Weaknesses, Opportunities, and Threats) methodology will be applied in analyzing the four publications that form the scope of this study.

2. Development of corpus-based studies in Translation

Over time, the use of corpus has demonstrated its pedagogical benefits and implications (Sánchez Ramos 2017). On this basis, firstly, we should explain what we define as corpus. According to the EAGLES group (1996) and considering that this is one of the most standardized definitions, it is formed by “a collection of pieces of language that are selected and ordered according to explicit linguistic criteria to be used as a sample of the language”. Selecting one definition is no easy task since several aspects analyze its usefulness: corpus linguistics, corpus lexicography, and computational linguistics. What is clear and serves as the foundation of all corpora is that they should be based upon a collection of texts that arise and result from an actual situation. Their compilation should be guided “by a series of explicit linguistic criteria to ensure they can be taken as a representative sample of a language” (Pérez Hernández 2002).

Before delving into the evolution of translation studies based on corpora, we must revisit the corpus studies of the fifties from a more general perspective. This decade witnessed a growing interest in linguistic studies from an empirical standpoint (Firth 1957) until Chomsky (1957) gave rise to another type of study from a more mentalist lens. Due to a large amount of information accessible for several decades thanks to computer science, empirical corpus studies woke from their lethargy. They were made available to researchers and linguists who developed new analysis methods in various fields, including translation and interpreting.

As previously stated, if we look to the past of corpus-based studies in translation, we find Baker, who is considered “the precursor of suggesting and adapting this corpus focus to the goals of empirical and descriptive studies in translation research” (De Felipe Boto 2007: 261). This methodology stems from the combination of Corpus Linguistics (CL) and Descriptive Translation Studies (DTE) and has experienced in recent decades a phenomenal growth (Laviosa 2002) because “corpus-based studies that are well-defined and organized lead to a qualitative and quantitative development of the discipline” (Sanz, Zubillaga & Uribarri 2015: 211). The key to any type of study based on corpora, as these authors suggest, is in

the quality of its compilation, as well as its organization. These both determine the usefulness of the results after the analysis. The type of corpus: monolingual, multilingual, comparable, or parallel, depends on the implemented organization. All these corpora could be classified into three large groups: (1) corpora that center on the product, (2) corpora that focus on the translation process, and (3) corpora geared towards the function of translations.

Just as, over time, corpus-based translation studies have evolved, the tools employed to this end have also been enhanced. The exact definition of “corpus” has been slightly modified as highlighted by García Ferrer (2013: 94) because “corpus” is defined as “a collection of texts gathered according to a set of criteria to be used with specific purposes and in a computer-readable format”. Therefore, it might be said that these types of studies have benefited from the evolution of new technologies. Furthermore, research has employed them to conduct more exhaustive, precise searches with larger and more complex corpora. Already in 2002, Bowker and Pearson described four fundamental criteria that corpora should meet: (1) they should be authentic, (2) in digital format, (3) sufficient in size, and (4) contain rigorous search criteria. The third criterion established by both authors deals with the nearly unquestionable relationship between corpora and its digital storage. As affirmed by Villayandre Llamazares (2008: 340), “to be a useful tool for linguists, they must be computer-readable. That is, the texts that compose it should be in digital format (an automated or digitized corpus)”. Four reasons back up this statement. According to the author, the computer enables: (1) quick information searches, (2) information retrieval, (3) calculating the frequency of appearance of one or several words, and (4) a classification of data obtained according to different criteria.

The great size of corpora such as The Corpus of Contemporary Spanish of the Royal Spanish Academy and the British National Corpus in English, which exceed 100 million words, underscore the impact of computer science in corpora studies in general and in translation studies in particular. Furthermore, computational linguistics has also favored the renaissance

of corpus linguistics, which distances itself from a merely theoretical perspective in favor of one that centers on the study and analysis of actual texts produced by speakers. It results from the need to develop practical systems to create grammar guides and computational dictionaries (Villayandre Llamazares 2008). Similarly, translation has advanced toward machine translation (MT). Some of these systems are based on corpus linguistics, specifically the analysis and comparison of bilingual and multilingual texts (statistical MT). Other corpora, meanwhile, process examples (example-based MT). This situation shows that corpus studies based on translation evolve and incorporate new technological tools to enable more real studies, both theoretically and practically.

To observe the evolution of corpus-based studies in translation, both Spanish and English, we used Google Scholar to find the publications specific to the field. While the authors are aware of the tool's limitations, it is also convenient to mention that no single search engine provides "a complete coverage of the studies published" (Torres-Salinas, Ruiz-Pérez & Delgado-López-Cázar 2009: 508). This article includes this data for informational purposes only and at the micro-level. That is, "to assist concrete authors and researchers in a swift, easy, and direct search of complete text documents" (2009: 510).

Firstly, we were interested in observing the results shown by the search engine on corpus studies in translation since 1990, which is as far as it dates to the present day. We selected "corpus translation studies" and its Spanish equivalent, "corpus estudios traducción" without connectors as this leads to better and more precise results (Villegas 2003). The number of studies totals 65 600 results in Spanish and 206 300 in English. We adjusted the periods to 5 and 10 years to narrow down the search, which Google Scholar supports. Both graphs are reproduced below.

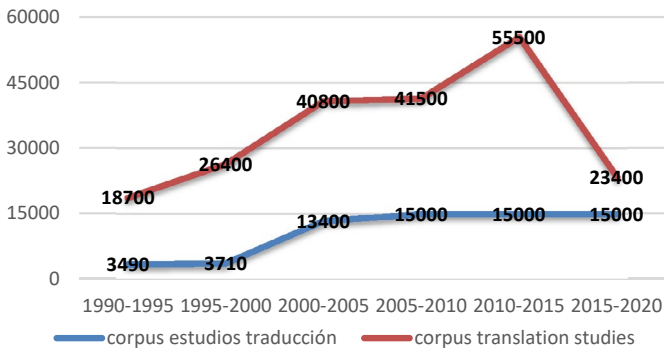


Figure 1. Search results for “corpus translation studies” and “corpus estudios traducción” arranged in 5-year intervals

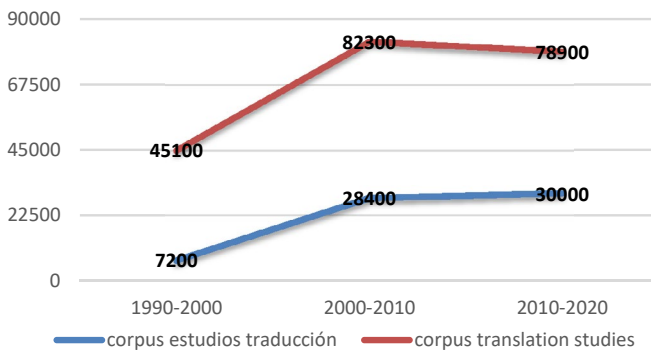


Figure 2. Search results for “corpus translation studies” and “corpus estudios traducción” arranged in 10-year intervals.

The first graph (Figure 1), which searched in 5-year intervals, shows that in the first two periods (1990-1995 and 1995-2000), the results, although plentiful, are the beginning of an upward trend that increases exponentially in the third interval (2000-2005) and stays that way in the years following. The results for the English-language search rise every five years until the last period when the number of hits decreases. The results for the Spanish-language search, bridging the gap that there are more English-language hits

in this sphere of research, also reveal an increasing trend. The pace of these publications has stayed constant in recent years.

The second graph (Figure 2) shows the search results in 10-year time frames, and it too displays a very similar trend in both languages. Indeed, the charts are comparable, and the years 2000 to 2010 may be the most fruitful in corpora and translation studies publications.

In translation, corpus-based studies go together with new technologies that arise in the field, and ergo, they will evolve alongside innovations in translation. Since the first works that inspired corpus linguistics, around the fifties, to the present, including the first strictly corpora studies conducted by Baker in 1993, they have taken different roads in translation. They have offered valid results to the scientific community: professional translators, researchers, translation students, and teachers.

3. Methodology

The SWOT analysis is a tool that details the positive and negative aspects of a business plan. It is a strategic way to diagnose the current state of an organization to enable timely decisions to be made to improve its future (Espinosa 2020). This analysis, therefore, allows for the examination of the competitive landscape of a business plan from two perspectives (external and internal) and always based on objective facts (Sisamón 2012). As this author affirms, the outward aspect enables the analysis of the industry's threats and opportunities to anticipate them and overcome or seize them according to the circumstances and developments. It is worth noting that this aspect should define the borders and competitors the company faces. On the other hand, the internal element analyzes the strengths and weaknesses of the company itself. In terms of the competition, that is, but only considering individual and internal factors.

In translation, previous articles have used this tool for content analysis, and others with research goals, such as Morón (2009) and Plaza Lara (2019). In the first publication, the author performs a SWOT analysis of the university degree in Translation and Interpreting in Spain from a professional perspective. It also analyzes if it meets the needs of graduates.

Plaza Lara, in turn, examines the master's degrees that are a part of the European Masters in Translation (EMT) network. The paper aims to determine if post-editing and machine translation are offered in the different programs and the degree of specialization in the subjects and courses offered. Using SWOT analysis, the author identifies internal and external factors that may influence how the specified content is taught in the analyzed programs.

In general, and to begin our study, we outlined two questions to provide a framework for the analysis of the publications selected for this article:

- What are the negative points of the publication? This would enable us to identify the threats and weaknesses of each publication.
- What are the positive points of the publication? This would enable us to identify the opportunities and strengths of each publication.

From the first two questions, we will obtain the starting point to conduct the detailed analysis of each publication in terms of the exact methodology we will employ, which is displayed in Table 1, adapted from Casero Gimón (2019). Furthermore, it must be stated that, as did Aliaga *et al.* (2018), we will carry out a narrative SWOT analysis of each publication. That is, the necessary information is provided to answer each question to “reason in a more detailed fashion and present those reflections for debate” (2018: 565).

Weaknesses. Internal analysis	Strengths. Internal analysis
What factors can be perceived as a weakness/shortfall for the publication's readers? What factors might reduce the success of the publication?	What competitive advantages does this publication have? What results did we obtain that other publications did not? What resources did we analyze that other publications did not? What factors can be perceived as a benefit for the journal's readers?
Threats. External analysis	Opportunities. Internal analysis
What obstacles does this publication face? What are other academics doing regarding this topic? Can new publications come out concerning the same topic? What data is currently available on this topic? Can any of the weaknesses affect the transference or replicability of the publication?	What are the research trends on this topic? Is it a topic that necessitates further research? What changes are occurring that may contribute to the publication attaining increased transference or replicability?

Table 1. SWOT Methodology for analysis (adapted from Casero Gimón 2019: 40)

4. SWOT analysis of previous publications

This section will apply the SWOT analysis methodology to four 2019 publications coauthored by the two authors underwriting this study. The sample size has been limited to four articles to conduct a detailed study of the preceding. They have been selected based on recent dates of publication. This enables a reflection of the work carried out with an eye on the future evolution of the discipline. The methodology explained in the table above provides some questions answered below.

4.1. *Publication 1. Translation and Communication in the Promotion of Business Tourism: Emerging Research and Opportunities*

This contribution involves a book published by IGI Global in 2019. The authors delved into translation in business tourism and the type of language employed in promoting tourism. A theoretical perspective of business

tourism is provided throughout the eight chapters that comprise the book. Also, touristic discourse is analyzed and described with a bilingual corpus in English and Spanish. Translating promotional guides from English to Spanish is explained using a parallel corpus study as the starting point. On the other hand, and from a practical standpoint, the book offers various activities and classifications of transference strategies that could be used in translation classrooms.

Weaknesses. Internal analysis
One of the factors that may be perceived as a weakness in this publication is the corpus analyzed since it could have been increased. On the one hand, the comparable corpus is composed of 12 321 words, and the parallel one is composed of 186 407, 96 559 words in Spanish, and 89 848 in English. A broader corpus could probably have provided more detailed data on this type of discourse, mainly regarding the comparable corpus.
Threats. External analysis
The threat is the speed at which research fields advance in finance and tourism. Additionally, new language and discourse arise every day, quickly rendering the publication obsolete. As we will see shortly, however, this threat, when analyzed and delimited, may also signify an opportunity to make headway in this field of research.
Strengths. Internal analysis
One of the strengths of this publication is the last section of the book. It is not customary to find studies that, in addition to the theoretical analysis in question, offer their readers a practical section for teachers to use their activities to help students enter the world of business tourism translation. Furthermore, although transference strategies have been studied over time, this publication introduces a practical and helpful classification from a scientific and academic perspective, which may apply to the analysis of other types of discourse. Finally, we must highlight that, although touristic translation has often been the subject of research, it is less usual in the context of business. The number of publications in this field is scarce (Napu 2016; Sulaiman & Wilson 2018); hence the publication is hugely exciting and novel.

Opportunities. Internal analysis
<p>The topic under discussion in this book offers ample opportunities for scientific research. Given that tourism progresses with society, new ways of travel emerge and different forms of doing so. This implies that tourism discourse also evolves and is the object of study both presently and in the future. Likewise, the world of business is unstoppable, immersed in the process of constant change that entails the appearance of new niches and discourse. Both fields, when intersecting, create opportunities for linguistic analysis that researchers will explore. Ergo, this first volume could be furthered with a second edition and could be expanded to include other touristic niches or innovations that may originate in the industry. As we can see, what we have identified in the section of threats about the speed of thematic development of the publication, also constitutes its foremost opportunity.</p>

Table 2. Analysis of Publication 1. Source: Prepared by the authors

4.2. *Publication 2. Contrastive study of two promotional guides on business tourism (English-Spanish)*

This article was published in number 18 of the Hikma translation journal. It includes a study that identifies and describes the strategies employed in translating lexical elements of two promotional guides of business tourism. The corpus that composes the object of study comprises four balanced subcorpora: two subcorpora in Spanish and their corresponding English translations. The first parallel corpus describes the benefits of conducting meetings and conferences in Mexico. On the other hand, the second corpus does the same for the Spanish province of Asturias. Both promotional guides are in electronic form. The Spanish subcorpus has 71 651 words, and the English subcorpus is composed of 64 863 words. Likewise, one of the research goals is to reflect on teaching business tourism translation by using and exploiting corpora in classrooms.

Weaknesses. Internal analysis
<p>One aspect that may reduce the publication's success is that it does not provide quantitative data for each translation strategy analyzed. Including this data would have afforded more scientific rigor to the article. There is a tendency toward generalization and contributing data that is too vague for a study with such a vast corpus. It would have been necessary to produce percentages and figures for readers to have a more realistic picture of the linguistic elements present in the corpus studied. Another weakness of the study is that, due to space limitations, it revolves around a linguistic analysis and excludes other aspects which may be equally interesting. Furthermore, the title may lead readers to think they will encounter a comprehensive analysis of promotional guides, and however, the authors solely focus on a group of elements.</p>
Threats. External analysis
<p>The main threat the publication is exposed to is intimately connected with the previously described weakness. Failing to include percentages for each of the transference strategies analyzed may affect the study's replicability and use it as a point of departure for future research on the topic.</p>
Strengths. Internal analysis
<p>One of the primary strengths of the study is the number of words analyzed. Although it is a parallel corpus, 136 514 words were studied (71 651 in Spanish and 64 863 in English). The authors consider the final section of the article titled "Didactic considerations" another strength because it underscores the lack of professionalization in translation and interpreting degrees in areas such as tourism translation. Likewise, this same section calls attention to the need to demonstrate the usefulness of parallel corpora and the tools for corpus compilation and concordance to supply the absence of technical terminology in business translation. Lastly, it should be noted that the study is of great interest to the scientific community due to its novelty. Currently, there is no research underway combining tourism translation and business aside from work carried out by the authors.</p>
Opportunities. Internal analysis
<p>How the study is structured, and the fact that the authors have focused solely on promotional guides in electronic form allows for a continuation of the analysis, drawing comparisons with other documents that have to do with business tourism and may be published in different forms. Also, they may serve as a guide for future analyses of other types of documents in the tourism industry in general, or in business tourism, in particular.</p>

Table 3. Analysis of Publication 2. Source: Prepared by the authors

4.3. Publication 3. *Compliance or cumplimiento normativo? A corpus study with professional and didactic purposes in the Spanish press*

This publication analyzes the frequency of use in the Spanish and English press of the term “compliance”, a highly relevant word in the legal and economic spheres in 2017 and 2018. The article was published in 2019 in volume 14 of the *Revista de Lingüística y Lenguas Aplicadas (RLyLA)* journal. The corpus is based on two generalist newspapers (El País and La Vanguardia) and two specialized outlets (Expansión and El Economista). The websites of the four dailies were searched for articles containing the word “compliance”. The search produced interesting data in terms of the frequency of appearance of the word in Spanish dailies between January 2017 and the first ten months of 2018. The word appears 1 152 times in the four newspapers. Also, the search was conducted from the first month of 2010 until the first month of 2018 to ascertain its frequency of use of the term in eight years and compare it with the frequency in the dailies for one year and ten months. The data shows that in 8 years, the word showed up 1 248 times, while in one year and ten months, it was used 1 152 times.

Weaknesses. Internal analysis
The considerations that may be perceived as a weakness on the part of readers and that may take away from the publication’s success are the period analyzed (2017 to 2018). As time goes on, the results will be outdated. This is especially relevant in economics and finance, where the speed with which information is delivered and the emergence of new terms render it essential to use updated data. By the same token, the sample is scaled down to four newspapers (two specialized outlets and two generalist dailies). It would have been convenient to carry out a broader analysis to reinforce the validity of the results, which was not done due to the space limitations of the publication. Lastly, the corpus can be used as a resource for translation or teaching.
Threats. External analysis
The obstacles the publication may find relate to the potential emergence of publications on the same topic that may include a broader corpus and even have newspapers from other countries and in other languages. This would lead to a more significant number of results and a more detailed analysis of the term from the computational linguistics standpoint (Villayandre Llamazares 2008).

Strengths. Internal analysis
<p>Previous studies analyze the use of anglicisms in economics and finance, but to date, none has studied the use of “compliance”, the popular word in business in 2017 and 2018 (Expansión 2018; El País 2018). By concentrating the analysis on these two years, the results show its use in a time when, due to the economic changes underway in companies, the term “compliance” was especially relevant. Similarly, the quality of the compilation, as Sanz, Zubillaga, and Uribarri (2015) point out, may indicate that the data obtained provide reliable information about an economic-financial term of recent development and about which no previous studies have been published. Furthermore, the word’s frequency of use is compared in those two years and in a second period since 2010 to observe the more significant recurrence during the “popular period”. The resources employed by the four newspapers (two generalist outlets and two specialized ones) also enable a comparison of its use considering the specialization of the publication and the newspapers that have more readers according to the data published thus far by the General Media Survey (EGM, Estudio General de Medios). We consider that given the precise and comparative nature of the study confer to the reader of this publication a two-fold angle: a didactic one, as the study can be used as a classroom exercise for this term or others that may arise subsequently, and a professional one, as it provides contextualized information on the use of a concrete term in a defined period. Finally, no other translation publications approach the analysis of this term in a specific way, and we do not think that any of the referred weaknesses may impact the publication’s transference or replicability, as it only limits them without affecting the validity of the results. In the academic sphere, law and economics have studied “compliance”, but no previous studies have been found from a translation perspective.</p>
Opportunities. Internal analysis
<p>The influence of the English language in business and the use of anglicisms is a reality that should be studied due to the weight of linguistic components in this specialty and its relevance in translation. No similar trends have been observed recently in this field on this topic; hence it is necessary to continue researching this matter to find if the term is evolving and if, as time goes on, there is a preference for its Spanish translation. Thus, we consider it relevant to extend the analysis and observe its use in manuals or legal cases in recent years.</p>

Table 4. Analysis of Publication 3. Source: prepared by the authors

4.4. *Translating Arduino: English-Spanish terminological proposal*

This article published in *Quaderns de Filologia: Estudis Lingüístics* 24 in 2019, compiles a monolingual corpus in English, composed of 253 588 words, based on ten Arduino manuals (for this open-source platform) to provide a proposal a Spanish glossary of the most frequently appearing terms.

Weaknesses. Internal analysis
The main shortcoming that may also reduce the publication's success is the limited number of terms included in the glossary. Due to space constraints, these were reduced to 20.
Threats. External analysis
The main obstacle is the rapid development of computer science, which leads to the emergence of new terms and the disuse of others. Although the article's goal is to contribute to terminological standardization, the usefulness of the results in this sense will be seen in just a few years. Currently, there are neither reliable resources nor translation publications on Arduino. However, the quality of the corpus compilation signifies that the methodology used can be replicated and transferred without a problem to other publications and may even be extended in future research.
Strengths. Internal analysis
The chief competitive advantage of the study is that it provides a reliable resource for translators to have access to the equivalents of terms that, due to the novelty of Arduino, are not extensively included in glossaries or databases. A total of 253 588 words from ten technical manuals were analyzed, and they all dealt with the topic of study and were selected following the telecommunications experts we partnered with. This translator-expert partnership, in turn, bestows an added value to the glossary of the publication, which can benefit users.
Opportunities. Internal analysis
We have not identified any studies dealing with the linguistic considerations of Arduino, but it is indeed a very relevant and current theme that is increasingly present on the market. Therefore, as the tool develops, new linguistic realities will arise that translation studies will have to respond to.

Table 5. Analysis of Publication 4. Source: Prepared by the authors

5. Conclusions

The goal of this article was to reflect and conduct self-criticism of four previous joint publications of the authors which employed the corpus methodology. To this effect, firstly, in the introduction, a preliminary outline was provided explaining the nature of these studies and their use and relevance in translation. Subsequently, the theoretical framework included an overview of the development of corpus-based studies in the field in question. From the year 2000 until 2010, it was noted that there was an upward trend in the number of publications employing this methodology. However, the current situation is stagnation or even a downward trend. As for the methods used in the article, the authors consider that nowadays, considering the current state of academia, which requires that authors publish widely and with quality, it was necessary to pause and reflect on the work done in the past and define ideas for future endeavors. Thus, the SWOT methodology proved to be a suitable method for analyzing in detail the positive and negative aspects of four previous studies based on corpora, which are highly relevant in translation, both for teaching and the profession. One of the questions posed to ascertain the weaknesses pointed to the factors that may be perceived as such by readers and may reduce the publication's success. As for the strengths, the authors sought to analyze the competitive advantages of each publication, the results gathered in comparison with other publications, and the resources and aspects that could be considered advantageous by readers. On the other hand, to identify the threats, the obstacles of the journal were considered, as well as other topics covered by other academics, data currently available, or weaknesses that might affect the transference or replicability of the publication.

Lastly, the opportunities of the publications revolved around research trends, whether it was necessary to continue researching the topic, and the changes that might increase their transference or replicability.

Thus, as observed in the analysis of the four publications selected for this study, they all present weaknesses, threats, strengths, and opportunities that have led the authors to reflect on their research and realize what aspects were carried out correctly and how to move forward from here, considering what can be improved. The common weakness is the speed of

development of the thematic fields researched, which quickly renders the data and findings obsolete as time goes on. Similarly, the size of the corpora used in the referenced publications could be increased to have a more significant sample of data on the discourse analyzed. However, these same weaknesses could become research opportunities to continue advancing along these lines in translation since the thematic areas that form the subject matter of studies are fascinating, original, and relevant. As for strengths, the authors highlight the usefulness of the data gathered, which may be of practical application for the profession and teaching purposes. They also point out the novelty of the topics covered, as the combination of finance and tourism has not been dealt with in-depth thus far.

Thus, it can be affirmed that the self-criticism of one's publications with a SWOT analysis has led to an increased perspective on work that the authors had previously not achieved. This insight will be helpful to approach future research challenges with enhanced maturity and knowledge about what to do so that future corpus-based studies contribute even more to reinforce the progress of our discipline.

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