Editorial for the 4th issue of "Communication and Language at Work – Bridging Theory and Practice"

Dear readers,

We, the editors, are proud to bring you the 4th edition of CLAW!

While this issue of CLAW does not feature a topic per se, most of the papers in the issue of CLAW either deal with assessing or evaluating communicative efforts per se or take an evaluative stance towards communicative efforts. And, needless to say, regardless of professional domain – be it business and industry or education –, evaluating communication is an ubiquitous aspect of all our professional lives. We therefore find it to be quite appropriate that virtually all of the papers in this issue of CLAW pay homage to a sort of topical undercurrent which we have labelled assessing and evaluating communicative efforts.

The very first paper of this issue, **Willingness to Communicate: Tracking Movement through Peer Assessment**, by Behzad Nazari and Sahar Niknejad, presents an in-depth and multi-facetted analysis of the effect of peer assessment efforts as a means of enhancing oral ability in students. In **Articulation work: Insights into examiners' expertise from their remote feedback interactions** Martin Johnson explores the nature of professional examiner work; his thorough analysis also allows him to trace instances of the development of examiner expertise. Klarissa Lueg offers a critical analysis of **English as a medium of instruction and internationalization at Danish universities: Status, perspectives, and implications for higher education executives**. In her paper she not only maps the current state of English and EMI in Denmark, from her analysis she derives a number of recommendations for HE practice and management. In her paper **Card Sorting as Collaborative Usability Method for User-Driven Information Organizing on a Website: Recommendations for Running Collaborative Group Card Sorts in Practice** Maria Friis Bjerre takes her point of departure in the fact that many websites are marred by poor usability. She proceeds to design, present, discuss, test and apply a convincing method for improving usability by means of end-user input. In their paper, **Impression Management as symbolic capital: an intercultural comparison of presentations by CEOs on social network sites**, Klarissa Lueg and Camilla Nielsen conduct a thorough examination of two social network sites. Based on this, they put forward recommendations for business and industry as to how this sector may strategically employ (and benefit from) culture-sensitive impression management techniques on their social

network sites. This issues ends with a paper by Marcia R. Pinheiro entitled **Translation Techniques**. Here she shares with us some of her theoretical ideas of not only how to classify translation work but indeed also how various kinds of translation work may be improved. Thus, in many ways, summing up on this issues' undercurrent of assessing and evaluating communicative efforts.

After these introductory remarks, all that remains for us to say is: Enjoy YOUR magazine!

The editors

Peter Kastberg, Margrethe Hansen Møller and The Danish Union for Communication and Language Specialists (*Forbundet Kommunikation og Sprog*).