

Editorial

The factor that contributed most to the birth of *Scripta Manent*, the journal of the Slovene Association of LSP Teachers, was the realization by many of us LSP teachers that research findings enrich our teaching practices and that practical applications of theoretical research give theory a valuable dimension. Connecting theory and practice, thus, we believe, is essential in LSP. *Scripta Manent* strives to give an opportunity to both sides to build their bridges, explore and share their knowledge and create common ground.

The five authors whose manuscripts we publish in this first issue of *Scripta Manent* produce ample proof that this is possible. What is more, they manage to connect theory and practice in an area that has been extensively covered by both research and practice, but where calls for greater match between research and materials development have also been the loudest: the language of business.

In her article "Language Development in a Business Faculty in Higher Education: A Concurrent Approach" Glenda Crosling studies business teachers' values of successful written communication to gain insight into the norms and expectations that are embedded in the discourse conventions of the disciplinary communities these teachers belong to. Based on her findings she shows the ways in which language teachers can explore such data for materials development, and assist students both in developing language skills for successful written communication and in learning about the disciplinary community they strive to become part of.

Julio C. Gimenez also focuses on written communication but of a different type: business email. In his article "The Language of Business E-Mail: An Opportunity to Bridge Theory and Practice" he proposes a model that can assist teachers in bringing research findings into their teaching practices. Based on a comprehensive review of research on the discourse of email communication, he uses his model to develop a number of activities that can be used with intermediate students of business English.

Sara Laviosa uncovers a different but equally important aspect of business communication: wordplay. In her article "Wordplay in Advertising: Form, Meaning and Function" she shows how the advertising genre exploits homonymy, polysemy and idioms to attract readers' attention to a product and how teachers can explore advertisements to increase students' awareness of the linguistic and cultural features of this genre.

In their study "Authenticity in the teaching of ESP: An Evaluation Proposal" María Luisa Pérez Cañado and Ana Almagro Esteban are interested in the issue of authenticity in ESP teaching materials. Through an extensive review of research on authenticity they

develop a list of criteria that can assist teachers in evaluating authenticity in ESP or BE teaching materials.

Finally, in "Business English in Practical Terms," Slavica Čepon offers a helping hand to less experienced business English teachers showing them how to find their ways round the maze of BE/ELT/ESP/GE and similar concepts. She also discusses the roles BE teachers find themselves in in practice, their dilemmas and challenges.

Šarolta Godnič Vičič
Editor