

# **(TERMINOLOGY) STANDARDIZATION**

*at the service of diversity*



reasons, institutions, results,  
implementation

Anja Drame

Objective of this presentation:

Answer 4 questions about terminology standardization

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- **What** is terminology standardization?
- **Why** is it important?
- **Who** standardizes terminology?
- **How** is standardization done?

# What is standardization?

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the process of producing

**consensus agreements** between  
**(national) delegations**

**representing all the economic stakeholders  
concerned** – i.e. suppliers, users, government  
regulators and other interest groups, such as  
consumers.

Source: <http://www.iso.org>

# What is standardization?

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on **specifications and criteria** to be applied consistently in the

- classification of materials,
- manufacture and supply of products,
- testing and analysis,
- **terminology** and in the
- provision of services.

Source: <http://www.iso.org>

## Why terminology?

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You cannot standardize anything unless you  
make  
sure everybody understands the same

# What is standardization?

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International Standards provide

**a reference framework,  
or a common technological language,**

between suppliers and suppliers  
and suppliers and their customers

→ facilitates trade and the transfer of technology.

The **result** of this process is **a standard.**

Source: <http://www.iso.org>

# Why develop a Terminology Standard?

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A terminology standard is a **fundamental standard**.

Its purpose is

**to support the work of the other committees by providing them with the terminology to draft linguistically and conceptually consistent standards or documents.**

The committees must work collaboratively.

## Why terminology?

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We distinguish between

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**Technical Standards**

**and**

**Terminology Standards**

## A Terminology Standard...



...is an agreement as to which technical terms will be used in a standard.

It specifies the characteristics by which the selected terms are to be understood → definition!



It provides standardizing groups with the tools to draft terminologically and conceptually consistent

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Terminology Standardization almost always  
involves

**a choice among competing terms.**

## Factors that influence this choice:

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- **Economic reasons**

(term is less cumbersome than another)

- **Precision**

(term has greater transparency or clarity than another)

- **Appropriateness**

(term has negative connotation)

# Methodology standards for terminology and language resources?

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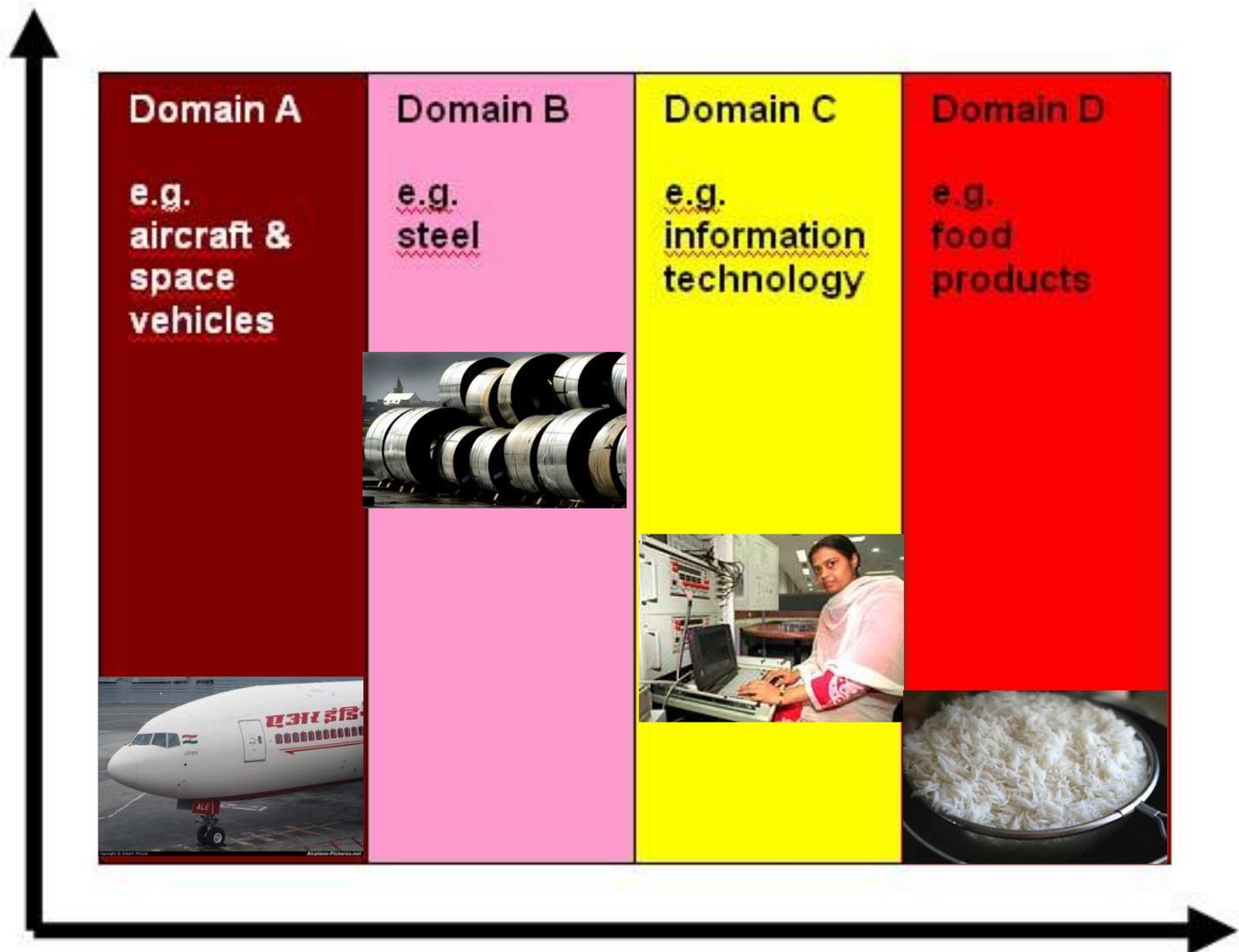
A methodology standard is a technical standard.

Purposes:

To create consistency in work procedures for standardizers.

To foster interoperability (technical and semantic) between different systems used in different organizations, projects and environments

# Standardization of terminology



Standardization of principles & methods

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Who develops terminology standards?

## Types of terminology standards

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Terminology standards are generally *de jure* standards, i.e. produced by a standardization/official body

*De facto* standards are established by market share

Once a technology becomes dominant, it becomes the **de facto** standard (including its terminology)

- e.g. Microsoft Windows and its accompanying terminology are **de facto** standards

(Terminology) Standardization can take place on different levels

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**Professional level:** developed by consortia:  
companies, associations

to ensure consistency in the particular market  
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Often: input to intl. standards

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standardization institutions create committees or  
mirror committees to international institutions;  
either private, semi-private or **public:**  
e.g. BIS (Bureau of Indian Standards) statutory

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→ **International level ...**

International level: 3 major players



## **International Organization for Standardization – ISO:**

- ❑ NGO – non-governmental organization
- ❑ Standards are developed through ISO's technical committees

Broad range of subject fields are covered, most of them having an own sub committee or WG for terminology.

3 official languages: English, French, Russian



## Currently ISO has

- ❑ 246 Technical committees (*229 3 years ago*)
- ❑ about 3000 Sub committees & working groups
- ❑ 159 members (plus many liaisons)

Committees are numbered chronologically.

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□ Make a guess:

India is participant or observer in how many technical committees of ISO?

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592

International level: 3 major players



## **International Electrotechnical Commission – IEC:**

- ❑ Is standardizing and defining electro-technical terminology since 1909.
- ❑ This work is carried out by the Technical Committee on Terminology (TC1)

International level: 3 major players



## **International Telecommunications Union – ITU:**

- ❑ Is an international organization within the United Nations System
- ❑ where governments and the private sector coordinate global telecom networks and services.
- ❑ It hosts a terminological data base for telecommunication terms in English, French and Spanish.

# Standards are voluntary!

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They are widely used

because they guarantee  
interconnectivity and interoperability,

**not because they are binding.**

## Exceptions:

**They can be incorporated in national regulations by decree and this way become mandatory on the national level.**

**Regional standards may become binding.**

# In ISO standards are developed...



...by subject-field experts working in groups or committees: discussions, persuasions.

Once there is sufficient consensus for the document under study it is circulated for ballot.

The participating member countries vote on whether to accept or reject the document, or abstain.

## Different standard types and their origin:

→ International standards are reached by international consensus among members.

→ De facto standards are established by the market.

## Therefore: cooperation!

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- ❑ Standards are developed in cooperation and upon consensus
  - ❑ Therefore it is important to contribute and collaborate
  - ❑ Increase the diversity of positions, backgrounds and culture
- „... or the others will decide for you and it might not be what you had in mind“

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Terminological principles and methods are standardized by

**ISO/TC 37 “Terminology and other language and content resources”.**

## Standards by ISO/TC 37

### Terminology and other language and content resources

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TC 37/SC 1 Principles and methods

TC 37/SC 2 Terminographical and lexicographical  
working methods

TC 37/SC 3 Systems to manage terminology,  
knowledge and content

TC 37/SC 4 Language Resource Management

- ❑ ISO 639 Language codes [http://www.loc.gov/standards/iso639-2/php/code\\_list.php](http://www.loc.gov/standards/iso639-2/php/code_list.php)
- ❑ Parameters to be considered when starting a translation project
- ❑ Lexicographical production and marketing - Concepts and vocabulary
- ❑ Interpreting/Interpretation processes
  - Community Interpreting/ Interpretation
- ❑ Systems to manage terminology, knowledge and content
  - Internationalization and concept-related aspects of classification systems
  - Design, implementation and maintenance of terminology management systems
- ❑ Language resource management -- Word segmentation of written texts for monolingual and multilingual information processing
  - Part 1: Basic concepts and general principles
  - Part 2: Word segmentation for Chinese, Japanese and Korean

## Can I get involved?

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- ❑ Principally yes, everybody can get involved
- ❑ But certain preconditions have to be met:
- ❑ Get organized!
  - Establish national mirror committee
  - Liaison via an organization

## How to get involved?

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### Next steps:

Find more information

[www.iso.org](http://www.iso.org)

Contact BIS

[www.bis.org.in](http://www.bis.org.in)

Contact ISO/TC 37

[www.iso.org/tc37](http://www.iso.org/tc37)

## *Key points to remember:*

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- ❑ Standards are generally voluntary and become mandatory only when incorporated into national regulations or legislation.
- ❑ In the field of terminology, both technical and terminology standards are important.
- ❑ Standards foster participation and thus serve diversity by increasing interoperability of different systems

## Last word...

- **...being in a globalised world, there is rarely a standard that does not impact India and hence we have to be part of what-ever is happening around the world. We have to send representatives from India for all discussions / conference meetings etc., and ensure that in all technical committees of the International bodies, an Indian representation is present.**

It is important for us to participate actively in standardization efforts, drive the requirements, be testing ground for new standards and also ensure that our industry and university are in synchronization with what is happening in the committees. For this we have to ensure that, there is a domestic standardization activity that is robust and active, that creates a platform for our best people to participate, debate and form a community that is able to share ideas, bring together good minds to the effort, and make available forum's for standardization debates in the various conferences that happen in India. This brings to the front a set of people who can actually be our representatives in International standardization activities. ... we need to work towards a target of having a disproportionate number of our representatives in the standardization committees.

**If we are able to work on these goals, we will be in reality be laying the foundation for a culture that enables our country to contribute to the global standardization effort commensurate with our capabilities as a nation, and also create a positive environment that helps the country internally in its various other efforts.**

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**Thank you**

**Contact**

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<http://www.infoterm.info/standardization>