Introduction to Terminology
Theory
Models
1. LSP
2. Terminology
3. Sociolinguistics
4. Applied Linguistics
5. Psycholinguistics
6. Language acquisition
7. Pragmatics
8. etc.

Until approx. 1970
Linguistics

Pure linguistics

Applied linguistics

From approx. 1975
Liberally defined linguistics
Autonomous linguistic disciplines united by common elements
A possible future configuration

1. Open professional borders
2. Expansion possible
3. ‘Osmosis’ with other domains
4. Opens for assimilation of elements necessary from other domains in order to solve linguistic- & communication-related problems
Another possible view

Communication
Science

All other sciences
A very general semiotic concept, which corresponds to Wittgenstein’s ‘linguistic discourse’. This discourse includes verbal and non-verbal forms of representation in different quantitative constellations. Forms of representation often have a complementary function and may be interchangeable.
Cultural Discourse

Communication incl. Professional Communication

Linguistics as superordinate concept

Heisenberg’s modell
Professional communication

SEMiotics

SYNTACTICS / SEMANTICS

professional communicative media

PROFESSIONAL LANGUAGE

OTHER PROFESSIONAL SEMIOTIC SIGNS

pragmatics

professional communicative activity

influences (situative cultural social, etc.)

PROFESSIONAL COMMUNICATIVE ACT

as part of

PROFESSIONAL COMMUNICATION

PROFESSIONAL KNOWLEDGE

INFORMATION & DOCUMENTATION

LANGUAGE TECHNOLOGY

LANGUAGE PLANNING

TERMINOLOGY PLANNING + STANDARDISATION

KNOWLEDGE ABOUT SOCIETY & CULTURE

ETC.

LSP TRANSLATION

TECHNICAL WRITING
Professional communication

Definition

Professional communication comprises:

- on the one hand
- all professional communicative means consisting of
- LSP and other semiotic systems, and
- on the other
- professional communicative activity:
- these three areas determine the professional
- communicative act as part of the professional
- communication.

In addition, professional communication is strongly influenced by

- Professional knowledge
- Information & documentation
- Language technology
- Language planning
- Terminology planning + standardisation
- Knowledge about society and culture
- etc.
# L. Hoffmann's model

<table>
<thead>
<tr>
<th>degree of abstraction</th>
<th>linguistic form</th>
<th>environment</th>
<th>communication carrier</th>
</tr>
</thead>
<tbody>
<tr>
<td>A highest</td>
<td>artificial symbols for elements and relations</td>
<td>theoretical basis sciences</td>
<td>scientist ←→ scientist</td>
</tr>
<tr>
<td>B very high</td>
<td>artificial symbols for elements and natural language for relations</td>
<td>experimental sciences</td>
<td>scientist ←→ scientist (technician) (technician) scien-tech. auxil. personnel</td>
</tr>
<tr>
<td>C high</td>
<td>natural language very great number of terms strongly deterministic syntax</td>
<td>applied sciences and technology</td>
<td>scientist ←→ scient. -tech. director of production</td>
</tr>
<tr>
<td>D low</td>
<td>natural language great number of terms relatively free syntax</td>
<td>material production</td>
<td>scient.-tech. ←→ trained worker director of prod. master</td>
</tr>
<tr>
<td>E very low</td>
<td>natural language some terms, free syntax</td>
<td>consumption</td>
<td>representative ←→ representative (production) (commerce) consumer</td>
</tr>
</tbody>
</table>
L. Hoffmann’s definition of LSP
(1984)

TOTALITY OF ALL LINGUISTIC MEANS
USED WITHIN A LIMITED PROFESSIONAL AREA OF
COMMUNICATION IN ORDER TO ENSURE
COMMUNICATION BETWEEN PEOPLE WORKING IN
THIS AREA.
The signs that may be seen in ... are summarized in Fig. 24.11. Especially significant are:

1. If the ... or wears ..., then in a ... it is likely that the ... will be altered. In the ... the ... is in a ... between ... and the ... When ... occurs the ... may be separated into different ..., each of which may be ... by the actions of one ... alone so that the normal ... is ... Typical examples of this are shown in Fig. 24.11.
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INDIVIDUAL FACIAL FRACTURES

Mandible

\[\text{fracture} \quad \text{mandible}\]

Deranged Occlusion

\[\text{patient teeth dentures displaced fracture}\]
\[\text{dental occlusion normal}\]
\[\text{state mandible state of balance elevator}\]
\[\text{muscles (pterygomasseteric sling) depressor muscles}\]
\[\text{(digastrics and mylohyoids). fracture mandible}\]
\[\text{segments, displaced}\]
\[\text{group of muscles}\]
\[\text{balance disrupted}\]

Muscle pull

\[\text{Deranged dental occlusion}\]
\[\text{Sublingual haematome}\]
\[\text{Mental sensory disturbance}\]
\[\text{IDB}\]
\[\text{Step}\]
\[\text{Swelling}\]
\[\text{Mental nerve}\]
\[\text{fracture of mandible}\]
SIGN OF INDIVIDUAL FACIAL FRACTURES

**Mandible**
The signs that may be seen in fracture of the mandible are summarized in Fig. 24.11. Especially significant are:

1. **Deranged Occlusion**
   If the patient has teeth or wears dentures then in a displaced fracture it is likely that the dental occlusion will be altered. In the normal state the mandible is in a state of balance between the elevator muscles (pterygomasseteric sling) and the depressor muscles (digastrics and mylohyoids). When fracture occurs the mandible may be separated into different segments, each of which may be displaced by the actions of one group of muscles alone so that the normal balance is disrupted. Typical examples of this are shown in Fig. 24.11.

![Diagram of mandible with labels: Deranged dental occlusion, Sublingual haematome, Mental sensory disturbance, Mental nerve, step, swelling, IDB, muscle pull.](image)
Basic function of terminology

SYSTEMATIC

KNOWLEDGE
- TRANSFER

cognitive function

COMMUNICATIVE FUNCTION

OBJECT

FORMS OF

CONCEPT

REPRESENTATION

term, name
definition, explanation
description,
LSP phrase
illustration

SYSTEMATISATION

TERMINOGRAPHY

KNOWLEDGE BASED SYSTEMS

INFORMATION AND DOCUMENTATION
Basic elements of the science of terminology
Definitions I

Terminology

Terminology
Set of designations belonging to one special language.

Science of terminology
Science studying the structure, formation, development, usage and management of terminologies in various subject fields.

ISO 1087-1
Definitions II  
*Terminology*

Science of Terminology

An inter- and transdisciplinary science whose sphere of activities is,

on the one hand,
the investigation into the object, the concept, their representational forms and the relations between them,

and, on the other hand,
the investigation into their systematic representation in terminographical products and their application within a wide range of fields of knowledge.
Without TERMINOLOGY
NO professional communication;

Without PROFESSIONAL
COMMUNICATION
NO knowledge transfer

Without KNOWLEDGE TRANSFER
NEITHER
- intellectual nor material
development
- teaching and training nor
professional research
which - in the long run - leads to
NON-DEVELOPMENT and
ISOLATION.