Terminology and Software Localization

Terminology Summer School - Cologne 11 - 15 July 2011



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Internationalization (I18N)

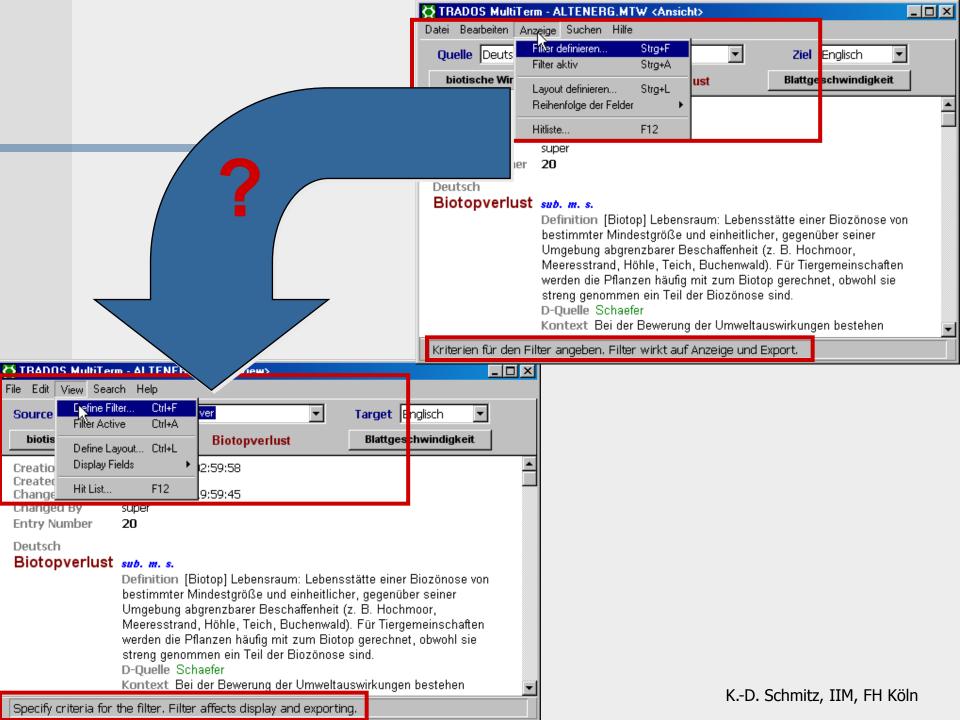
Developing a product or service in such a way that it will be easy to adapt it to other markets (languages and cultures)

- Goal: eliminate the need to redevelop, reprogram or recompile the original product / content
- Carried out by the development group in conjunction with the localization people

Localization (LION)

Adapting a product or service to a local or regional market

- Goal: Appropriate linguistic and cultural aspects
- Performed by translators, localizers, language engineers



I18N and L10N



K.-D. Schmitz, IIM, FH Köln

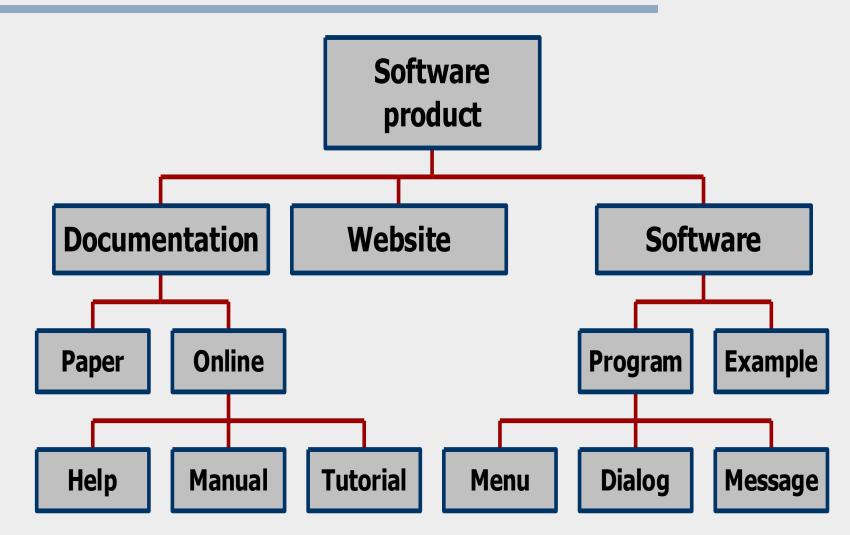
I18N and L10N: Goal

- I18N and L10N comprise the whole of the effort involved in enabling a product.
- I18N is "stuff" you have to do **once**.
- L10N is "stuff" you have to do over and over again.
- The more stuff you push into I18N out of L10N, the less complicated & expensive the process becomes.

Locale

- Geographically a region of a particular market (e.g. the Italian speaking area of Switzerland)
- In IT a set of information and codes associated with a specific region
 - character set, writing system, keyboard layout
 - format for date, time, currency, units of measurement
 - format of addresses
 - etc.

Software localization: what + how



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Localizing documentation

Localizing printed documentation (handbook, manual, installation guide, packaging material etc.) is similar to "traditional" translation of LSP texts.

<u>Tools:</u>

- editor
- word processor
- DTP software
- translation memory
- terminology system

1 Installation und Aufruf
1.1 Systemvoraussetzungen
1.1 Systemvoraussetzungen
Zur Verwendung von TermlSys benötigen Sie einen Computer, der folgende Kriterien erfüllen sollte:
 IBM-kompatibler 286er oder höher (empfohlen ab 386er)
 MS-Windows 3.0 oder h öher. Bei Windows 3.0 ist der Standardmodus oder der erweiterte Modus f ür 386er PCs notwendig. MS-Windows muß bereits auf Ihrem Rechner installiert sein
Mindestens 2 MByte Arbeitsspeicher (empfohlen 4 MByte)
Grafikkarte mit mindestens 640 x 480 Bildpunkten, z.B. VGA
Eine Festplatte mit mindestens 10 MByte freier Speicherkapazität
Ein Diskettenlaufwerk
Eine Microsoft-Maus oder kompatible
MS-DOS ab Version 3.3 oder kompatibles Betriebssystem.
1.2 Hinweise zur Installation
Das Terminologieverwaltungssystem TermISys erhalten Sie auf einer Diskette

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Localizing online help

When localizing online help, you have to care about formatting information (HLP, CHM, ...), document structure and links.

<u>Tools:</u>

- editor (HTML)
- word processor (RTF)
- translation memory
- terminology system
- Iocalization software

🤣 Corel CATALYST Help 📃 🔍					
latei Bearbeiten Lesezeichen Optionen ?					
Inhalt Index Zurück Drucken << >>					
Welcome to Corel CATALYST™					
Congratulations! You've chosen Corel CATALYST [™] , the world's first integrated localization environment. Corel CATALYST allows you to produce localized versions of Microsoft® Windows® software applications of the highest possible quality in the shortest possible time. Corel CATALYST provides you with a single integrated localization environment that brings together all the tools you need to manage and track all your localization projects, translate and review software, and engineer localized software products.					
Corel CATALYST's powerful project management functionality provides you with greater control to scope, modularize, track, and finalize your localization projects. You can use Corel CATALYST's interactive localization environment to locate, translate and revise software, Help files, and program source code using powerful editing capabilities in a protected WYSIWTG environment.					
Corel CATALYST incorporates sophisticated collation and validation features that allow you to integrate and test your localized software quickly after translation. Because of the revolutionary "no-compile" localization strategy allowed by Corel CATALYST, you can extract an executable file and test the software without having to recompile source code each time. This means that your software build times and Quality Assurance (IQAI test cycles can be significantly reduced.					
Using Corel CATALYST will streamline the way you localize software products and facilitate timely delivery of localized software to the marketplace.					
For more information see the following:					
Corel CATALYST features					
About Corel Corporation					
Corel technical support services					
Related Topics					
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^{#• \$ K} ▲ Einführung in Corel CATALYST™

Glückwunsch zur Wahl von Corel CATALYST[™], der ersten integrierten Lokalisierungsumgebung der Welt. Corel CATALYST gibt Ihnen die Möglichkeit, lokalisierte Versionen höchstmöglicher Qualität von Windows-Software-Anwendungen in der kürzestmöglichen Zeit anzufertigen. Corel CATALYST bietet eine integrierte Lokalisierungsumgebung, die in sich all die Werkzeuge vereint, die Sie zur Verwaltung und Bearbeitung Ihrer Lokalisierungsprojekte benötigen; Sie können mit Corel Catalyst Software übersetzen und überprüfen und lokalisierte Softwareprodukte funktionsfähig machen.

Die leistungsfähige Projektmanagementkomponente von Corel CATALYST bietet Ihnen mehr Kontrolle bei der Festlegung des Umfangs, der Modularisierung, der Bearbeitung und der Fertigstellung Ihrer Lokalisierungsprojekte. Mit der interaktiven Lokalisierungsumgebung von Corel Catalyst können Sie Software unter Verwendung leistungsfähiger Editierfunktionen in einer geschützten WYSMYG-Umgebung zur Bearbeitung bereitstellen, übersetzen und überprüfen.

Corel CATALYST umfaßt hochentwickelte Funktionen zur raschen Integration und Validierung Ihrer lokalisierten Software nach der Übersetzung. Because of the revolutionary "no-compile" localization strategy allowed by Corel CATALYST, you can extract an executable file and test the software without having to recompile source code each time. This means that your software build times and Quality Assurance (QA) test cycles are significantly reduced.

Using Corel CATALYST will streamline the way you localize software products and facilitate timely delivery of localized software products to the marketplace.

For more information see the following:

{Button ,ALink(OVR Welcome to Corel CATALYST;,0,"Defaultoverview",)} Related Topics

Fußnoten Alle Fußnoten
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Localizing websites

When localizing websites (and HTML help), you have to care about formatting information (HTMP), document structure, links and multimedia elements.

Tools:

- editor (HTML, tag)
- translation memory
- terminology system



<HTML>

<head><TITLE>MultiTerm Web Interface</TITLE></HEAD>

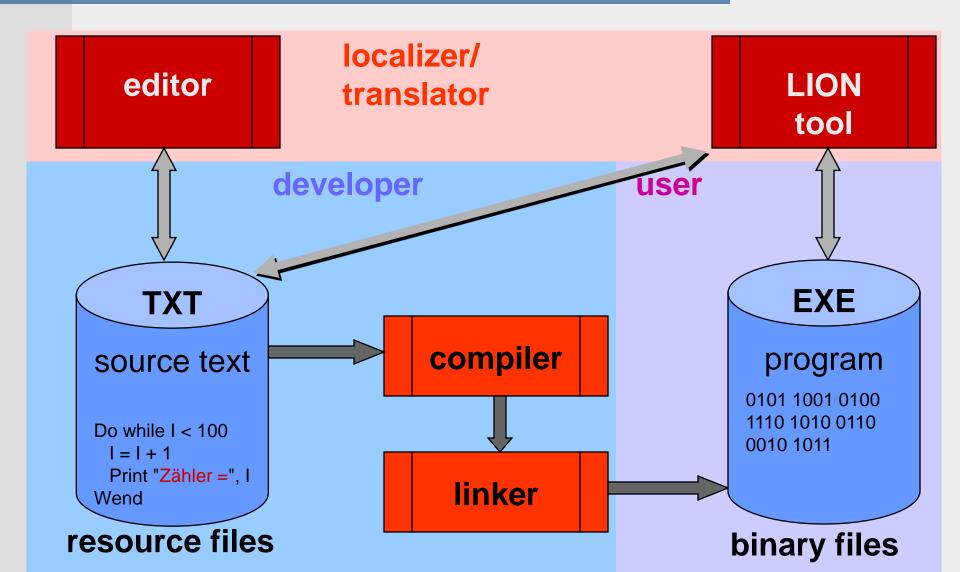
<BODY bgcolor=white link="navy" vlink="gray" leftmargin=0 topmargin=0><TABLE width=85% cellpadding=5 cellspacing=5><TR>

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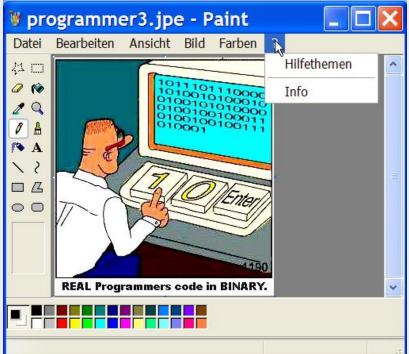
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Localizing software



Localizing software

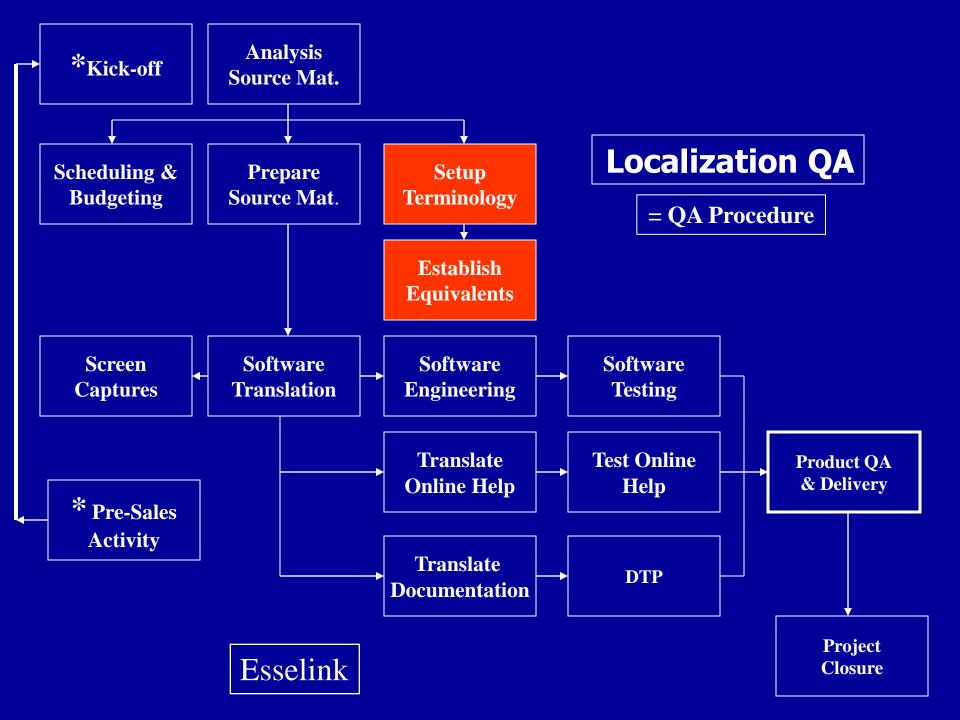
- When localizing software, you have to differentiate between the localization of resource files (RC) and the localization of executable files (EXE, DLL, ...). Different treatment of menus, dialog boxes, tool tips, (error) messages etc.
- <u>Tools:</u>
 - editor (RC, tag)
 - Iocalization software
 - (translation memory)
 - terminology system



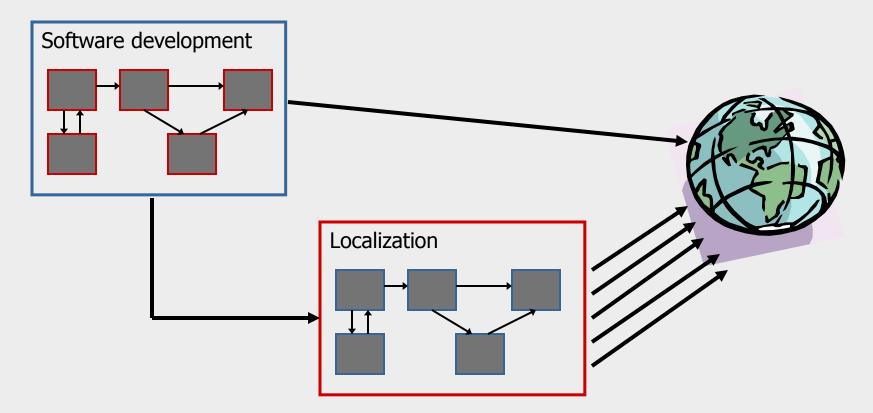
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Terminology for software localization

- The selection of appropriate terminology with well defined concepts as well as the correct and consistent usage of terms are pre-conditions for successful software development and software localization:
 - very often innovative domains and topics
 - large projects with many persons involved
 - consistent terminology through all parts of the software product
 - pre-defined terminology (operating system, related software, laws and regulation, corporate language)



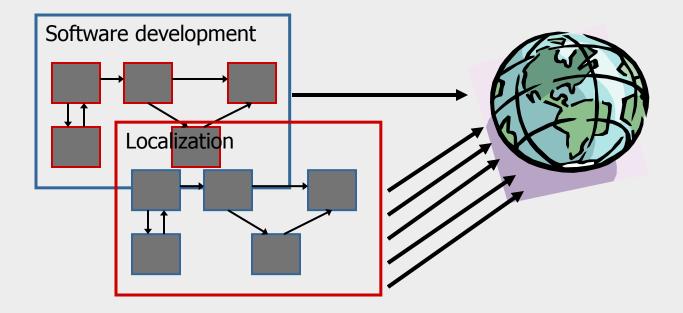
Software development and localization workflow



workflow "simple", no Δ , but late on the int. market

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Software development and localization workflow



workflow complex, huge ∆, very early LION, "simship"
→ Terminology needed very early !

Internationalization and localization aspects in content development

Content development taking into consideration the process of internationalization and localization has to take care about e.g.:

terminology, symbols

- (illustrations, character sets, fonts, colors, typography, style, formats etc.)
- More aspects are discussed in:
 - Schmitz/Wahle (2000): Softwarelokalisierung
 - Reineke/Schmitz (2005): Einführung in die Softwarelokalisierung

Terminology for content development

- Terminology must be defined accurately and used consistently at least within:
 - one document
 - one product
 - one company or organization
- Only one term for each concept (avoid synonyms !)
- Only one concept for each term (avoid homonyms !)

Terminology for software users

- Selection and creation of terms:
 - transparency
 - consistency
 - appropriateness
 - linguistic economy
 - derivability
 - Iinguistic correctness
 - preference for native language



- The concept designated by the term can be inferred without a definition
- The meaning of the term is visible by:

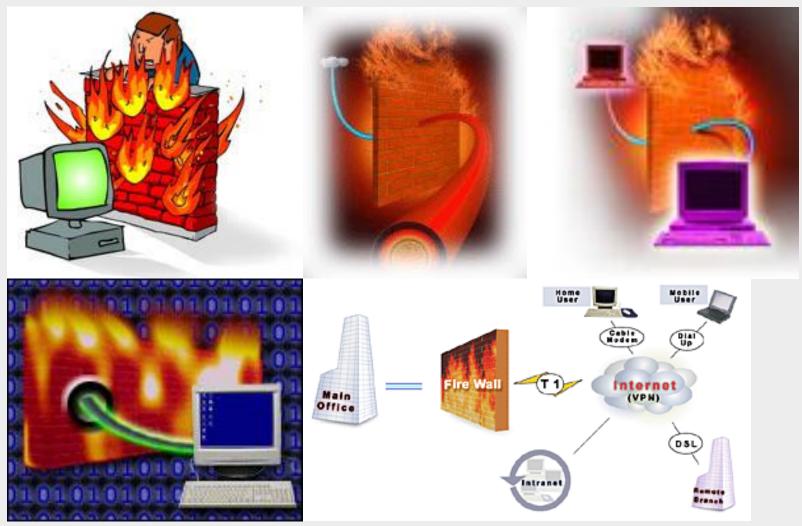
morphological motivation

page setup, error message data network identification code* network printing device setup*

semantic motivation

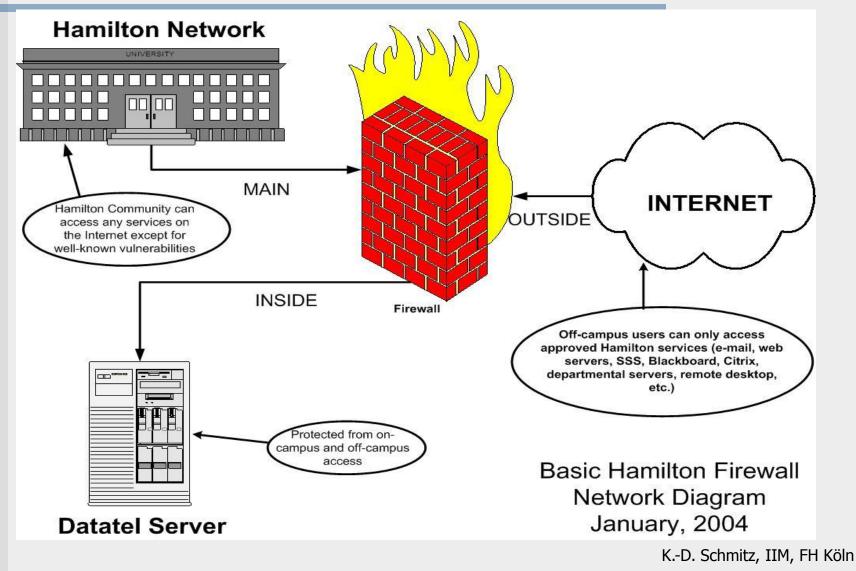
*mouse, worm, virus, infected file, vulnerability firewall** K-D. Schmitz, IIM, FH Köln

Transparency: fire wall

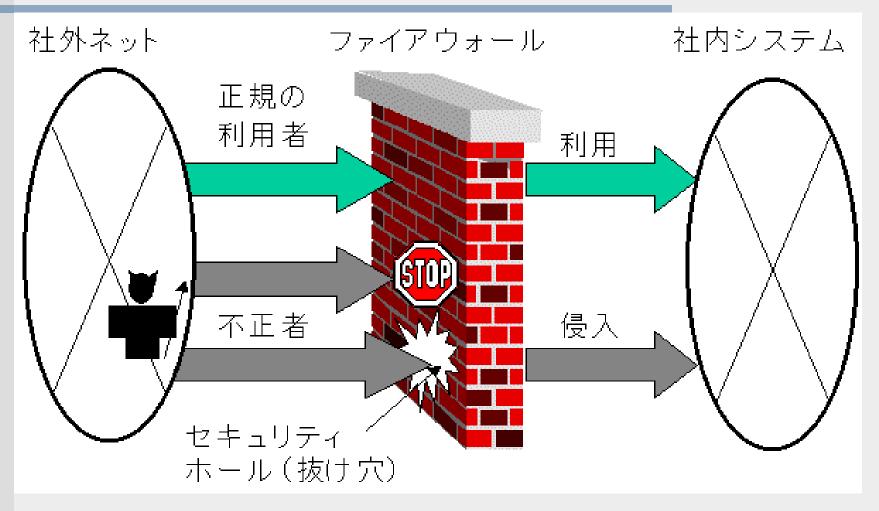


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Transparency: fire wall



Transparency: fire wall

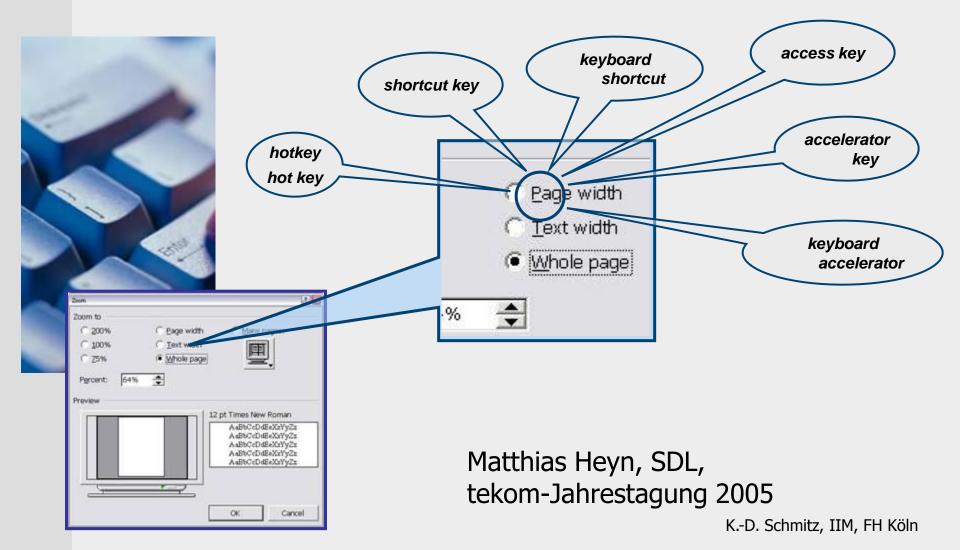


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Consistency

- The term is used consistently in all parts of the product (e.g. software products):
 - menues, dialog boxes, error messages
 - online help, tutorial
 - documentation, packaging material, website
 - return key, input key, enter key, line feed, carrage return, acknowledge key etc.
 - update, hotfix, update rollup, security pack, private fix etc.

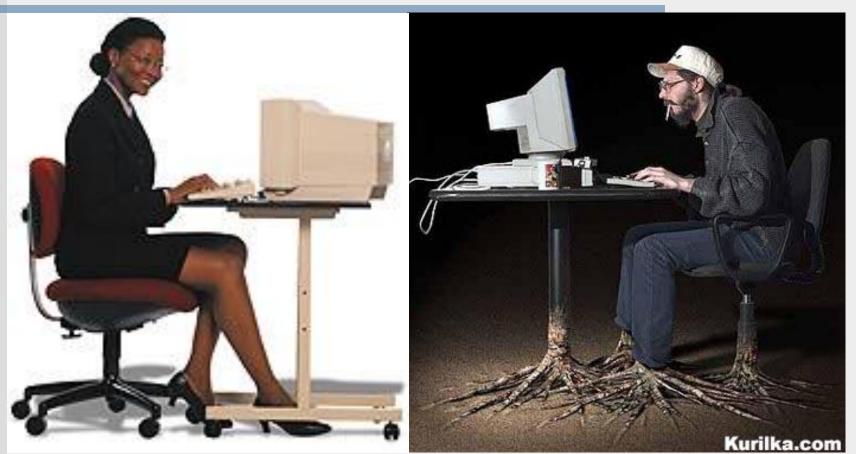
Consistency: terms



Appropriateness

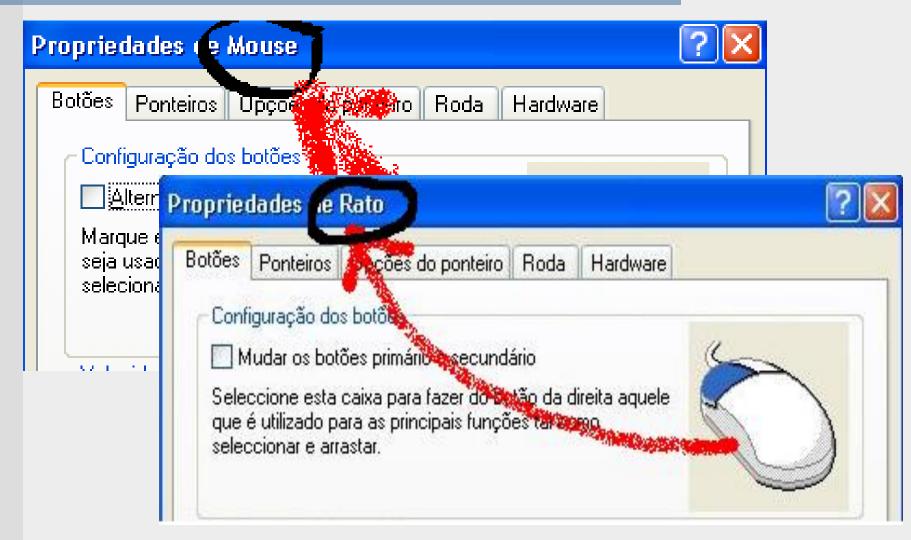
- Appropriateness means that terms:
 - have to be familiar to the user (localization!)
 - don't cause confusion or insecurity
 - have no negative connotations (neutral, politically correct)
 - express installation (only components needed) network installation (all components)
 - system error, severe error, fatal error, user error etc.
 - master/slave, web designers' bible, knowledge nugget etc.
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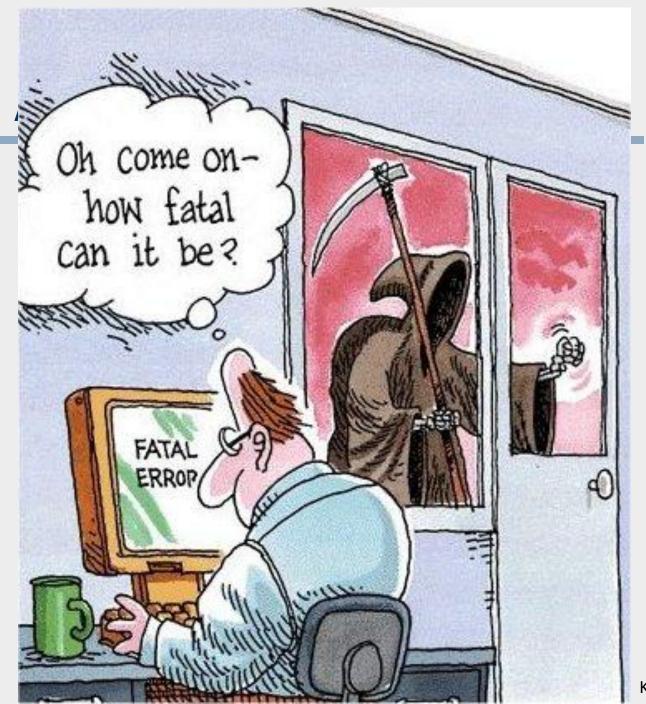
Appropriateness



Can you image that both user(goup)s will use and understand the same term for a given concept?

Appropriateness





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Other features

- Linguistic economy
 - Ultrakurzwellenüberreichweitenfernsehrichtfunkverbindung
- Derivability
 - medicinal plant vs. herb --> herbal, herbalist, ...
- Linguistic correctness
 - aktualisieren vs. updaten, geupdated, upgedatet, ...
- Preference for native language
 - Startseite vs. Homepage

Symbols & icons

- Symbols and icons are very often used to optimize communication with the user as well as to optimize localization efforts
- Although symbols are "language-free", they are very much dependant on the "cultural environment" of the user
- Symbols are very often taken from common sphere of life and use allusions (concrete vs. abstract), homonymy or even homophony

Symbols & icons (e.g. software)



EN: trash DE: Papierkorb





EN: clipboard

DE: Zwischenablage



EN: home

DE: Anfang / Startseite

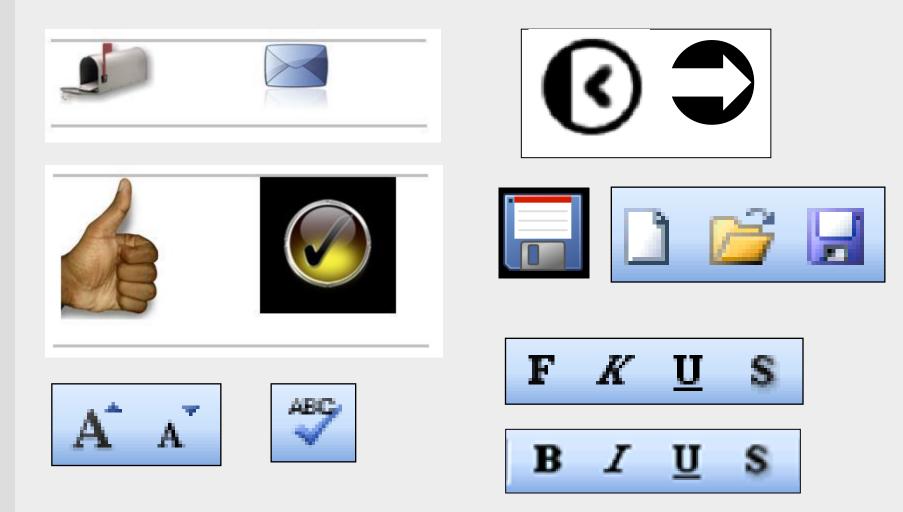


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EN: table (spreadsheet) DE: Tabelle

EN: paws = pause (in a game) DE: Tatzen ≠ Pause

Symbols & icons (e.g. software)



Tools for software localization

- Consistent terminology needed across all components of a software product, therefore terminology management systems
- (internally + externally) repetitive texts allow for translation memory systems
- localization of the program itself requires specific localization software
- complexity and tide schedules require project management tools

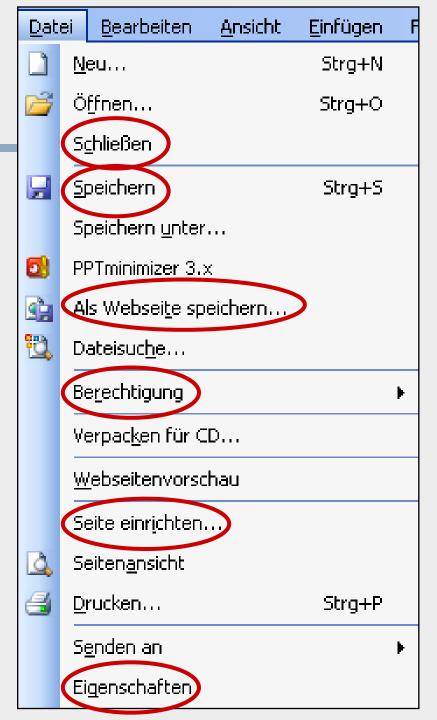
Tools for software localization

- Established interaction between terminology management and translation memory software
- Cooperation between terminology management and localization tools still not ideal
- Established principles of terminological data modeling are not always adequate for software localization terminology solutions
 ⇒ Specific solution needed

Specific terminology solution needed!

- Which additional data categories are needed for software localization terminology management?
 - Is it helpful to know, if the term appears in a menu, in a dialog box, in an error message, in an online help file or in the manual?
 - Is it helpful to know, if e.g. the term within a dialog box refers to a *check button*, *push button* or *radio button*?
 - Activate Task List = Aktiviert die Aufgabenliste Aufgabenliste aktivieren Aktivieren Sie die Aufgabenliste (status line / dialog box / user request)_{K.-D. Schmitz, IIM, FH Köln}

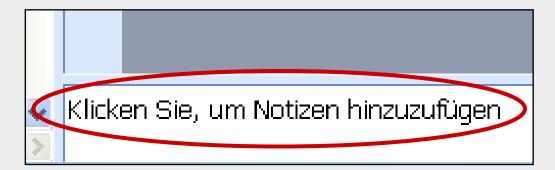
GUI terms

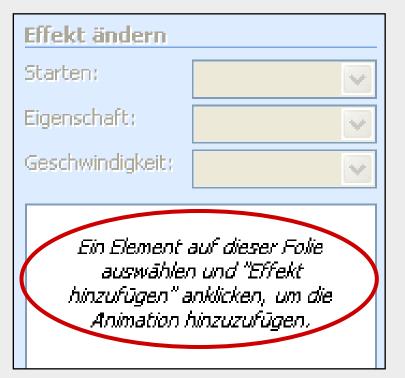


GUI terms



GUI terms





Research needed!

What is a terminological unit ? What is a concept ?

- *Format*
- Print
- Save as ...
- Copy file
- Date and Time
- Convert into Adobe PDF and send via e-mail
- Unexpected error in application program
- File %f could not be opened

etc.

GUI concepts

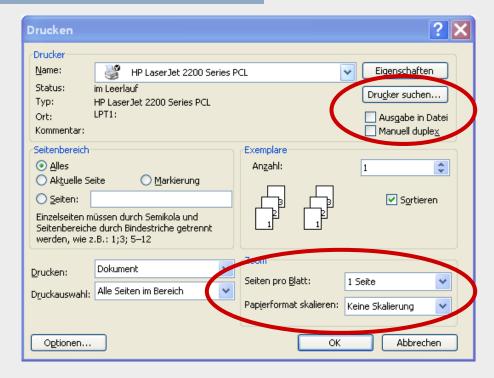
- Concept orientation: one concept = one terminological entry
- The GUI terms shown are managed within the software (and the localization tool) as one unique unit (with an unique ID)
 → one entry → one concept ?!

When is it necessary to identify different concepts?

- Print... in my and your Word 2007 ?
- Print... in Word 97 and in Word 2007 !?
- *Print...* in Word and in Excel !

Drucken in Word95 and Word 2003!

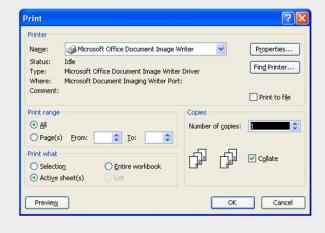
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Print in Word, PowerPoint, Excel!

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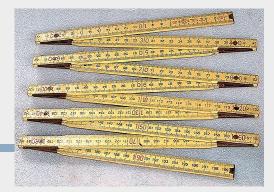


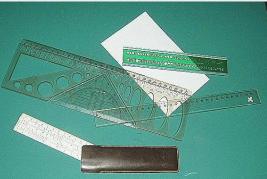
Definition of GUI concepts

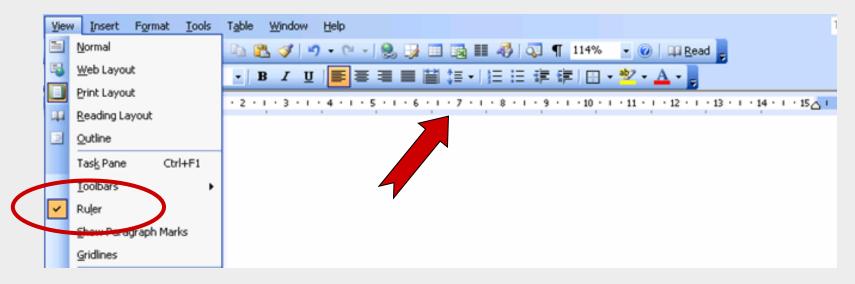
- Definition: representation of a concept by a descriptive statement which serves to differentiate it from related concepts (ISO 1087-1)
- Intensional definition: definition which describes the intension of a concept by stating the superordinate concept and the delimiting characteristics ("ideal" def.)
- Is it possible / necessary / desireable to (intensionally) define GUI concepts ?
- Is there a difference between such a definition and a traditional one ? (File vs. File)

Example: ruler

 A ruler is an instrument used in geometry, technical drawing and engineering/building to *measure distances and/or to rule straight lines*. (Wikipedia 17.11.09)



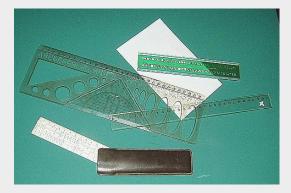


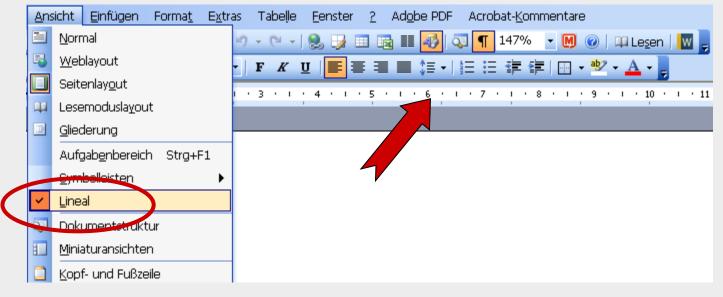


material or immaterial? definition still valid? K.-D. Schmitz, IIM, FH Köln

Beispiel: Lineal

Ein Lineal ist ein Hilfsmittel zum Zeichnen von Linien, insbesondere gerader Linien (Strecken). (Wikipedia 17.11.09)





Wo ist das Merkmal "Messen von Distanzen"? K.-D. Schmitz, IIM, FH Köln

Example: Tools

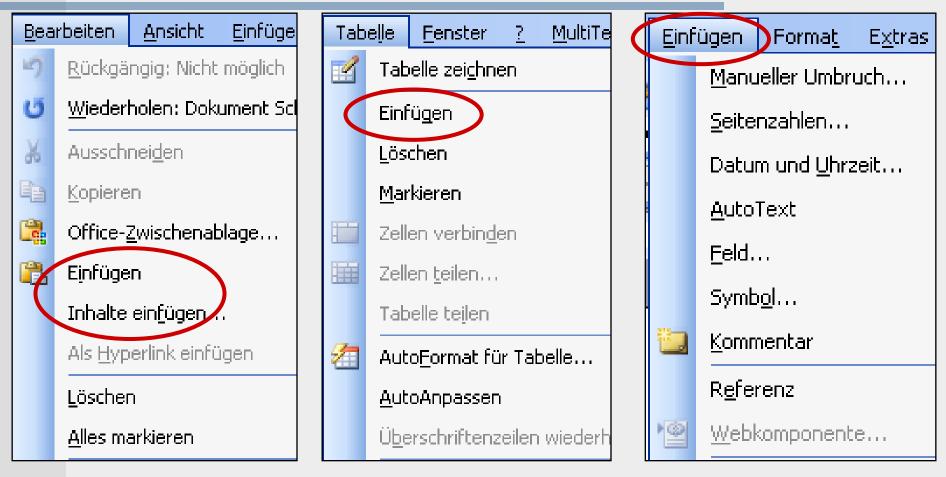
Tool - A mechanical *device* intended to make a task easier. (Wiktionary)

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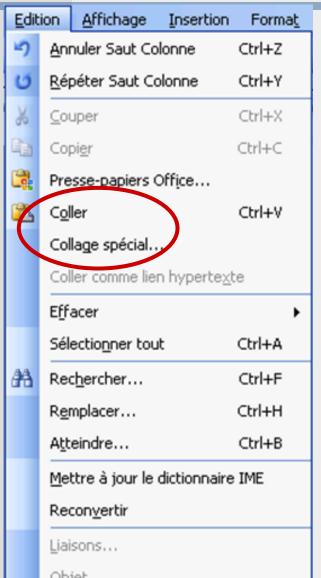
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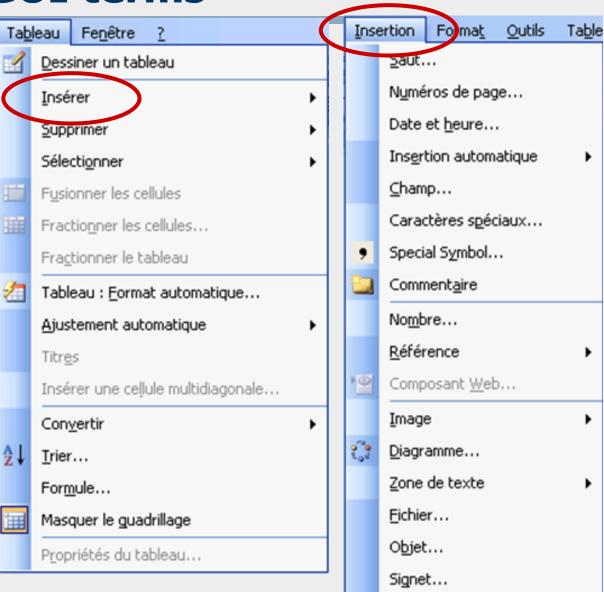
Schmitz, IIM, FH Köln

- Context: text which illustrates a concept or the use of a designation (ISO 1087-1)
- In "traditional" terminology management, the context (example) shows the linguistic usage of a term.
- GUI terms don't have a linguistic context !
- But the "situational" or "functional" context is important !



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Data modeling for GUI terminology

Dandelion Project

Data Modeling and Data Exchange for Software Localization (DandDEL10N)

- Cologne University of Applied Sciences (IIM)
- June 2005 May 2007

Objective:

- Optimizing the tools used for software localization (mainly terminology management systems)
- Proposal for LION-specific ISO 12620 data categories
- Proposal for adjusting TBX (and XLIFF) to LION needs

Data categories for LION

- LION-Type
- Development environment
- Project
- String ID
- LION-Context
- Source
- Term (e.g. Öffnen)
- Full form (e.g. Ö&ffnen... tab Strg+O)
- Linguistic type
- Part of speech
- Parameter
- Hotkey
- Shortcut

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Specific datCats for localization

- LION-type (for Windows XP):
 - Menu type: Menu item (MI)
 - Dialog box type: Dialog box (DB), Group box (GB), Text box (TB), Combo box (CB), Combo box element (CBE), Check box (CHB), Tab (T), Push button (PB), Radio button (RB), Spin box (SB), Progress bar (PRB), Slider (SL)
 - Message type: Informative message (IM), Interactive message (IAM), ToolTip (TT)
 - **Table:** Table text (TAT)
 - User defined type (UDT)

Extension of ISO 12620: new datCats for TBX

Name	ISO 12620	Representation	dataType	Manda -tory?	Level	Comment
Localization type	n/a	<descrip type="lionType">picklist box</descrip>	picklist: Menu item Dialog box Group box Text box Combo box Combo box element Check box Tab Push button Radio button Spin box Progress bar Slider Informative Message Interactive message ToolTip Table text User defined type	Ν	Т	This data category needs to be added to TBX. The picklist values are from the Dandelion EU project. (Institute for Information Management, University of Applied Sciences Cologne).

Data modeling for GUI terminology

Termbase Wizard - Step 1 of 5



	Termbase Definition	
	Specify whether you wish to create a termbase definition using one of the predefined termbase templates, loa an existing termbase definition or create a new termbase definition from scratch.	ъd
	Create a new termbase definition from scratch	
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	Bilingual glossary Multilingual termbase Software: Graphical User Interface Lerm Lifecycle Management (TLM)	
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Help

Data modeling for GUI terminology

Termbase Wizard - Step 4 of 5	
Descriptive Fields Create descriptive fields for your termbase entries. Use the Properties dialog box to specify the typ of data each field may contain. The default data type for all fields is text.	Properties - LION-Type
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Conclusion I

- The creation of transparent, motivated, appropriate and consistent terminology is a pre-condition for the ease-of-use of software products and the empowerment of end-users
- Therefore, terminology theory, working methods and applications are important for software development and localization
- Diligent terminology (management) does not only help end-users but also documentation and localization experts

Conclusion II

Only a proactive and multi-disciplinary terminology approach will really help.

proactive:

when concepts are created and named

multi-disciplinary:

programmers, interface designers, technical writers, web designers, marketing experts, hotline people, localizers etc.

Conclusion III

- Specific terminology data modelling (incl. datCats) is required for software localization.
- Interfaces and data interchange features are needed between software development platforms, localization tools and terminology management systems. (Adaptation of TBX and XLIFF)
- Research in the field of general terminology theory is necessary: what are objects and concepts in software user interfaces?



Thank you for your attention

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