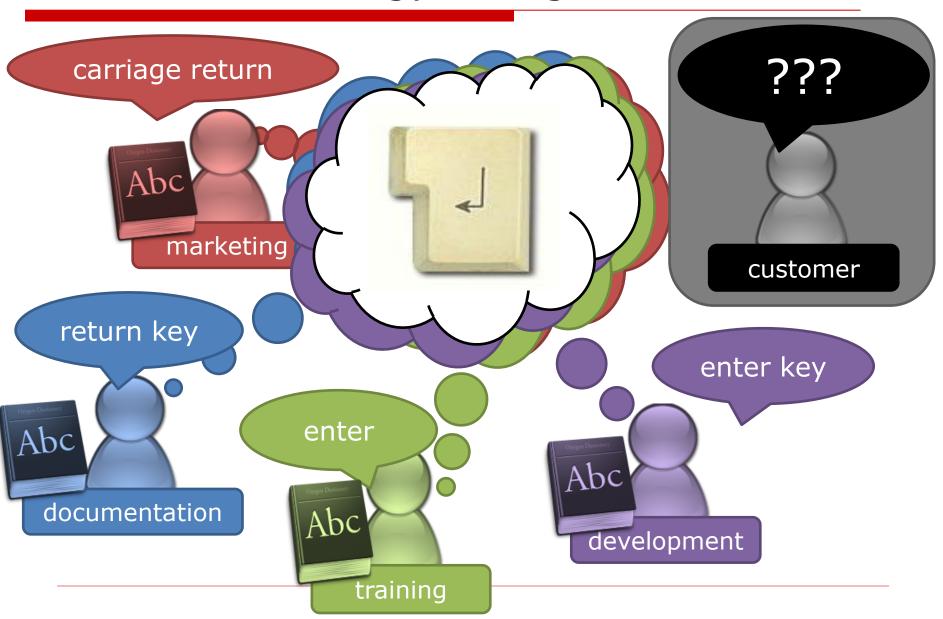
Terminology Management in Companies

- Why?
- How?

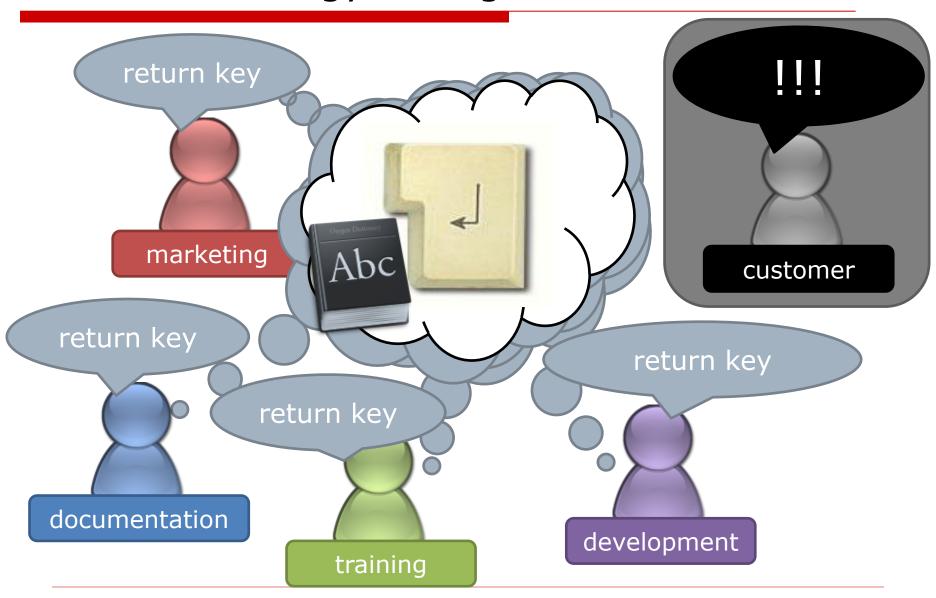
No Terminology Management

Problem No. 1: Synonyms

Without Terminology Management

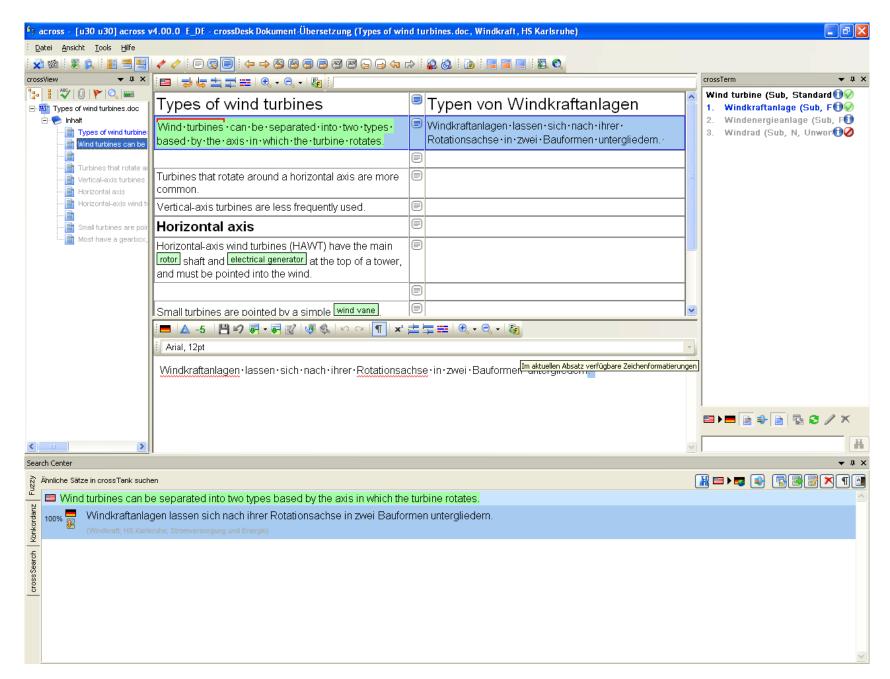


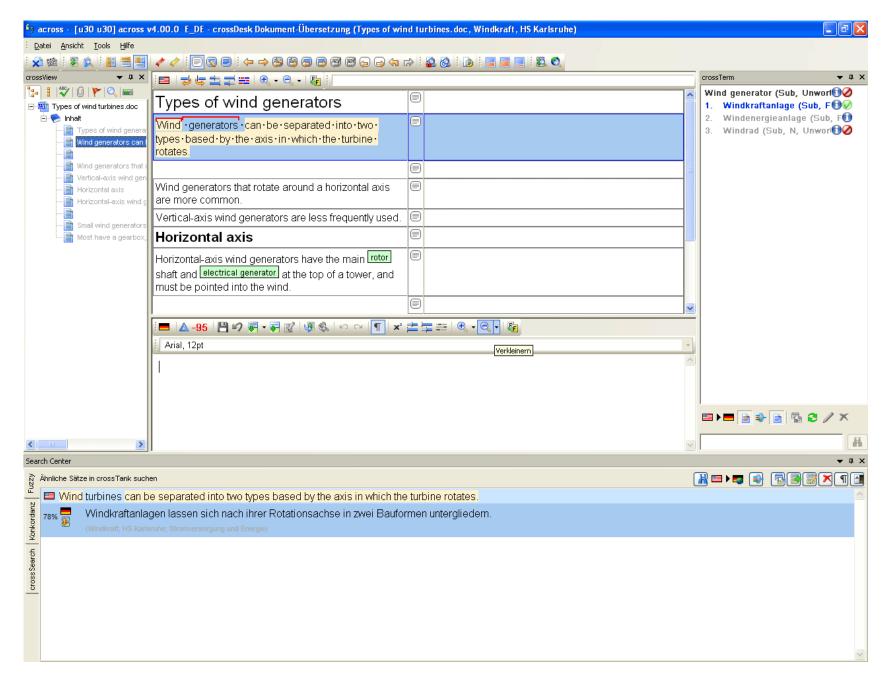
With Terminology Management



No Terminology Management

Problem No. 2: Translation





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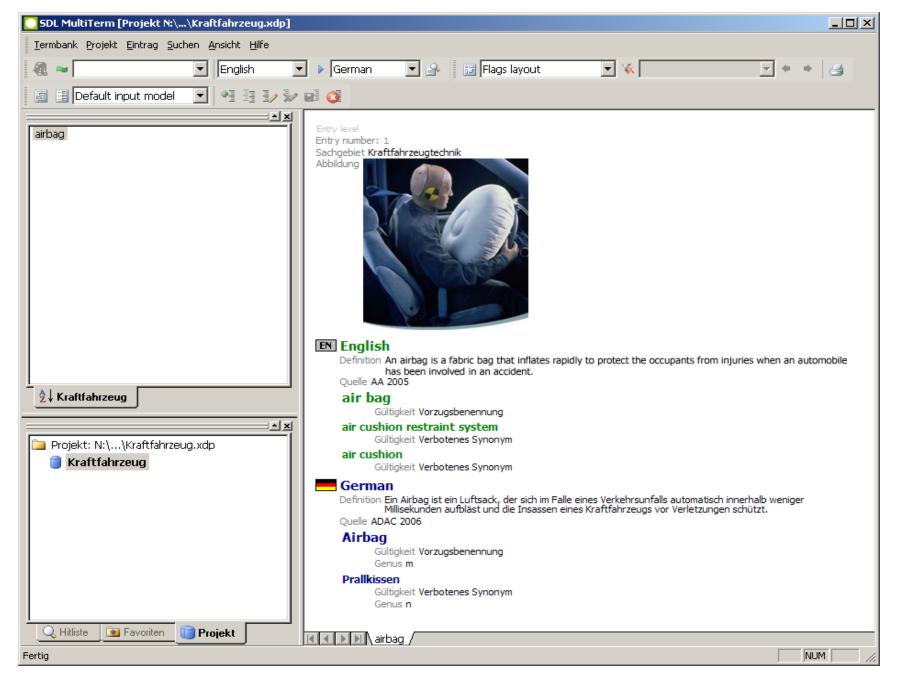
Reasons for Professional Terminology Management

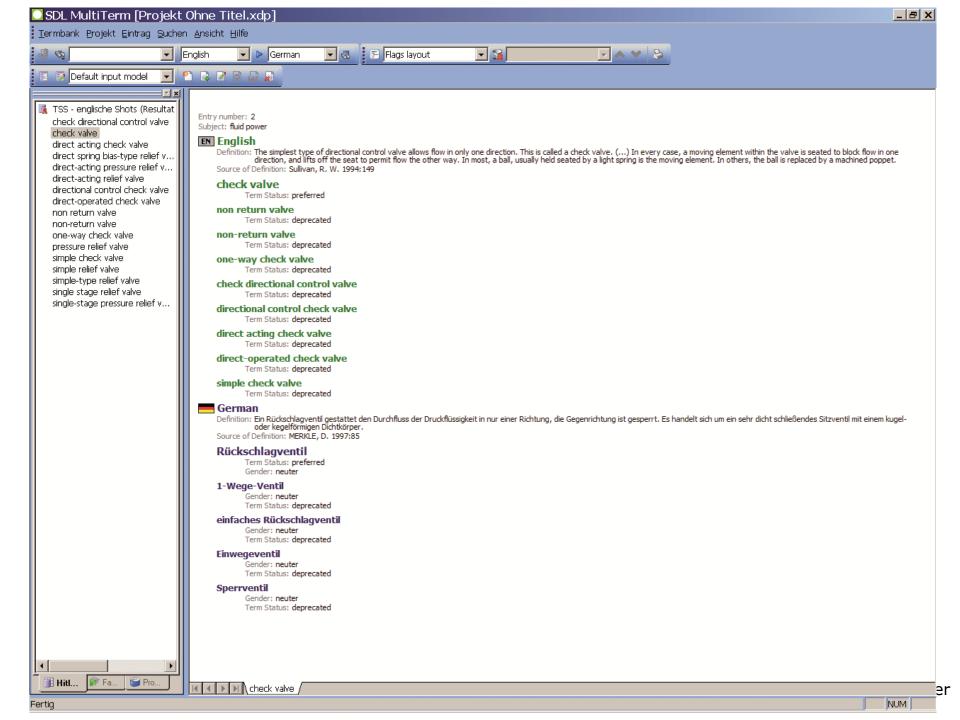
- Higher quality of texts (especially when working in a team)
 - unambiguous, transparent, clear
 - Consistent, coherent
- □ Lower costs for text production
- easier to translate
 - lower costs
 - faster translation
- ☐ Efficient use of content management system (no inconsistencies between modules, modules can be re-used)
- Efficient use of controlled language checkers
- Efficient use of translation memory systems (and other CAT tools)
- Prerequisite for co-operation with other companies or organizations



Reasons for Professional Terminology Management

- Prerequisite for expansion into new markets and other globalization measures
- Improvement of communication and knowledge transfer (internal and external)
 - inquiries and wrong orders are reduced
 - meetings and internal communication are more efficient
- Prerequisite for any kind of knowledge management in the company, basis for training new employees
- □ Strengthening of the corporate identity by means of a corporate language → better competitive position
- Satisfied customers
- More security regarding legal aspects
 - unambiguous patents
 - less claims for damages due to inaccurate documentation





Nine Steps to Success...



- Objectives and planning
- 2. Term harvesting
- 3. Concept selection and organization
- 4. Standardization
- 5. Term formation
- 6. Terminology management system
- 7. Distribution
- 8. Maintenance
- 9. Checking

Step 1: Objectives and Planning



□ Backing and support

ISO/DIS 29383 (Draft), p. 11

Advocacy refers to **top-down** awareness raising and communication of the role of terminology (or the terminology proper) to the broad basis of users (e.g. all employees in a company, all sectors of an intergovernmental organization worldwide, all professionals and subject-field experts of a domain within a language community).

Lobbying is the reversed process (**bottom-up**) by which an interest group (e.g. the terminology department of a company) is seeking official support from political decision-makers for their cause.

Both activities are needed for policy-making and influence or even cause one another.

Step 1: Objectives and Planning



- Backing and support
- Scope and objectives
 - Analyze current state and future needs
 - No terminology project can be successful without clear objectives
 - The more systems/people use the results of the terminology work, the larger the ROI (but the requirements become larger as well)
 - The earlier the terminology work starts, the more efficient the information development and translation process will be
- Schedule and budget
- People/groups involved

Step 1: Objectives and Planning



- Backing and support
- Scope and objectives
- □ Schedule and budget
 - Estimate expenditure of time and costs for nonrecurring and recurring tasks (personnel expenditures, system expenditures etc.)
 - Use existing technologies and content
 - Define milestones regarding technology as well as content
- People/groups involved

Step 1: Who are the results for?



- Internal
 - Translation (internal language service)
 - Technical Documentation
 - Marketing, PR & communication
 - Product Management
 - Research and Development
 - Construction
 - Purchasing and Sales
 - Support/Hotline
 - Training
 - Legal Department
- External
 - Customers/Suppliers
 - External language service provider (translation and documentation)

Step 1: Objectives and Planning



- Backing and support
- □ Scope and objectives
- Schedule and budget
- People/groups involved
 - Who will use the results of the terminology project?
 - Who will be responsible for the terminology project?
 - Who will provide input? (>> Step 2)

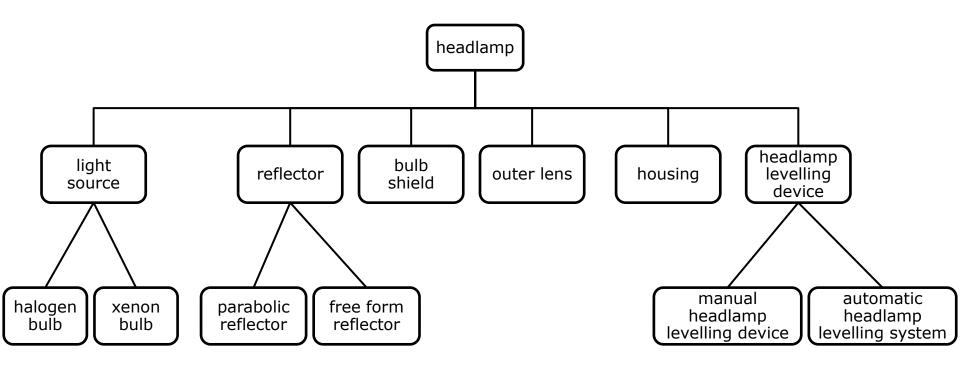
Step 2: Term Harvesting



Term Harvesting means:

- Collecting terminological data throughout the company
 - Determine purpose and target group of each collection
 - Assess the quality of the data
 - Accept or refuse collection for further use
- Extracting terms from texts
 - manually
 - (semi-)automatically

Step 3: Concept Selection and Organization





Concept System

(ISO 704 Draft 2009:18f)

- □ The terminology of a subject field is not an arbitrary collection of terms. The relevant concepts constitute a coherent concept system based on the relations existing between concepts.
- ☐ A concept system serves to:
 - model concepts and relations between them based on specialized knowledge of a subject field;
 - clarify the relations between concepts;
 - form the basis for a uniform and standardized terminology;
 - facilitate the comparative analysis of concepts and designations across languages and across subject fields;
 - facilitate the writing of definitions;
 - facilitate the inclusion of all relevant concepts while developing a terminological resource.



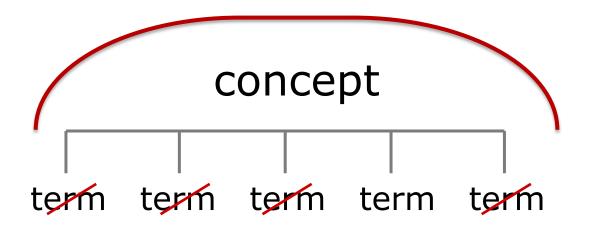
Definition (ISO 1087-1:2000)

representation of a concept by a descriptive statement which serves to differentiate it from related concepts

Step 4: Terminology Standardization



- From descriptive to prescriptive terminology work
 - Select one preferred term per concept
 - Reject all synonyms



Step 4: Terminology Standardization



- Synonyms for the same concept:
 - check valve
 - non-return valve
 - non return valve
 - one-way check valve
 - check directional control valve
 - directional control check valve
 - direct acting check valve
 - direct-operated check valve
 - direct operated check valve
 - simple check valve

Which term "wins"?

Step 4:

Terminology Standardization

Criteria for selecting preferred terms



General

- Quantity/ conventionality
- Quality (special case: conformity to laws and standards)
- □ Up-to-dateness, currency
- One-to-one relations/ Univocality
- Consistency
- Company policy (corporate language, dissociation from cocompetitors)

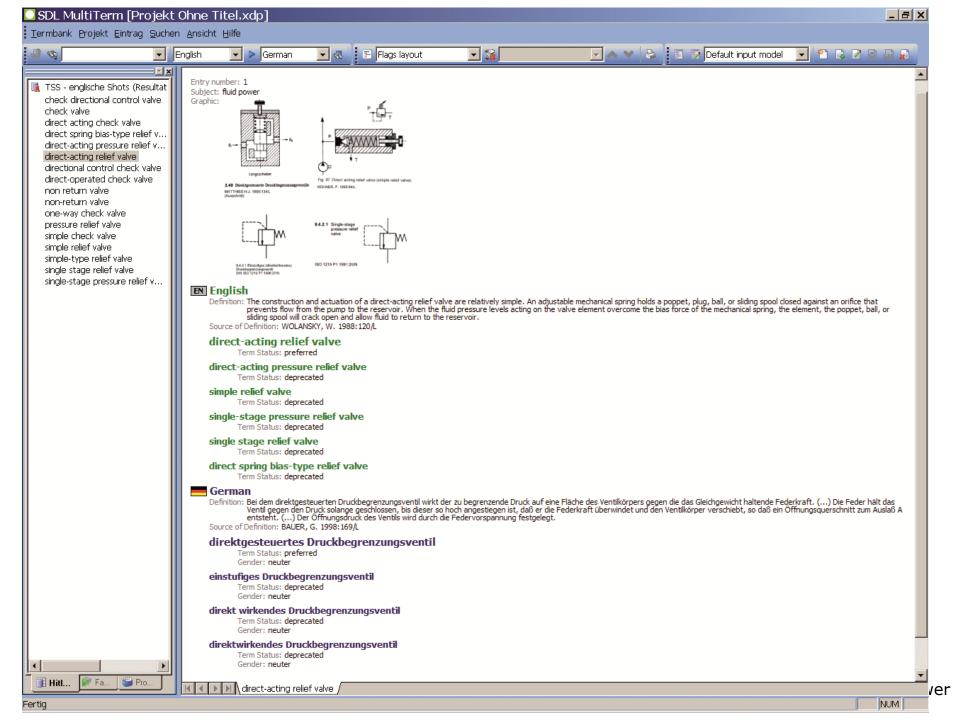
Specific

- Linguistic economy, brevity, conciseness
- Neutrality, political correctness (especially regarding connotation)
- Appropriateness for target groups
- Pronounceability
- Potential for derivation (derivability)
- □ Transparency/Motivation
- Preference for native language

Step 4: Terminology standardization



- Initial situation:
 - There are several synonymous terms for one concept (result of **descriptive** terminology work)
 - Now, one of these terms is to be selected as the preferred term (task of the **prescriptive** terminology work)
- Approach:
 - Create a comprehensible list of criteria
 - Do not discuss every single case in the project group
- Individual steps:
 - Term evaluation
 - Collect criteria for evaluating the terms
 - ☐ Set priorities according to the needs of your company
 - Term spelling
 - Establish spelling rules



Step 5: Term Formation



- New terms have to be formed:
 - for new concepts
 - if existing terms don't meet your criteria
- □ Demands on (new) terms:
 - Linguistic economy, brevity
 - Neutrality, political correctness (especially regarding connotation)
 - Appropriateness for target groups
 - Pronounceability
 - Potential for derivation (derivability)
 - Transparency/Motivation
 - Preference for native language

Step 5: Term-Formation Methods (ISO 704)



- 1. Creating neoterms
 - Derivation
 - Abbreviated Forms
 - Compounding
- 2. Using existing forms
 - Conversion
 - Terminologization and Transdisciplinary Borrowing
- 3. Translingual borrowings

Step 5: Term-Formation Methods (ISO 704)



- 1. Creating neoterms
 - Derivation form >> form-ation, borrow >> borrow-ing
 - Abbreviated forms
 UNESCO, laser, flu (influenza)
 - Compounding
 - □ complex terms composer-conductor, downsizing, information highway
 - □ phrase *video-on-demand*
 - □ blend
 infotainment (information+entertainment), cyborg
 (cybernetics+organism)

Step 5: Term-Formation Methods (ISO 704)



- 2. Using existing forms
 - Conversion

```
Output (noun) >> to output (verb)
Constant (adj) >> constant (noun)
```

- Terminologization and Transdisciplinary borrowing *Memory, mouse, virus*
- 3. Translingual borrowings



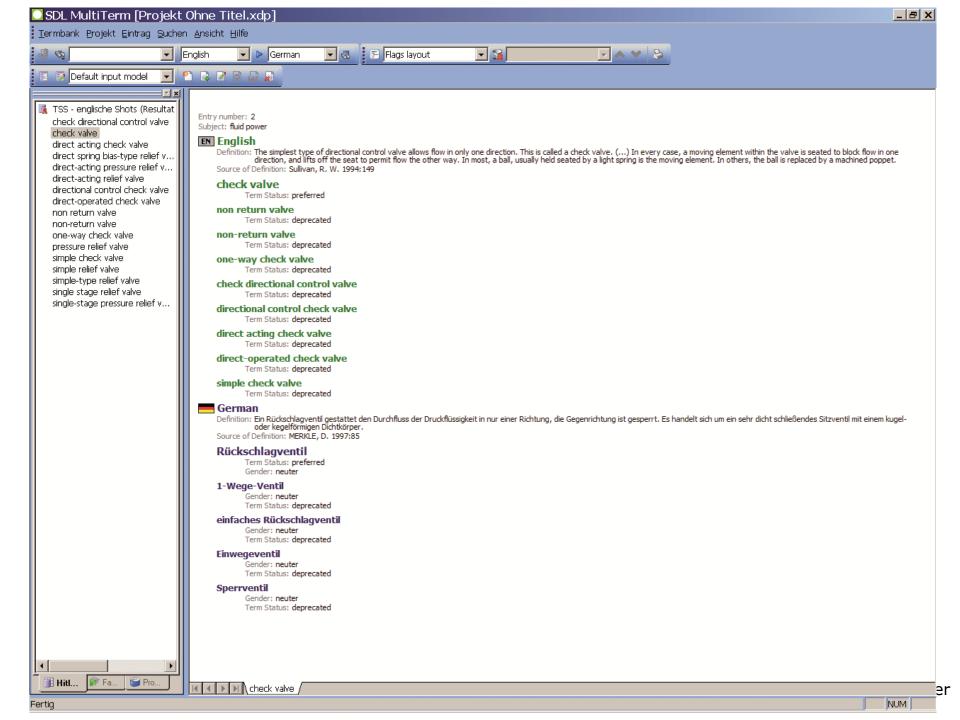


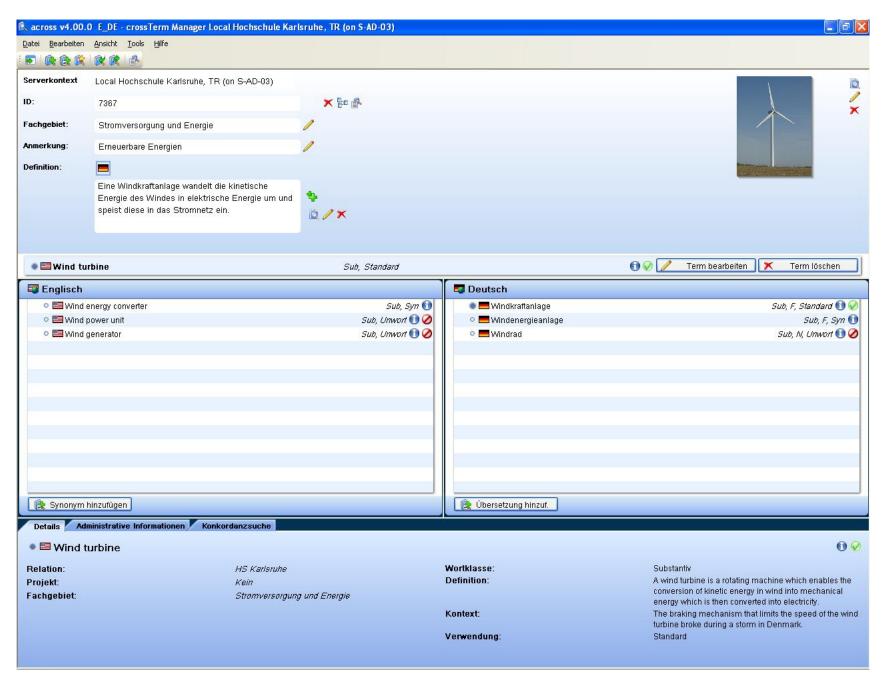
- System selection
- Selection of data categories
- Modelling of suitable entry structure

Sue Ellen Wright:

Data Categories and Modelling Principles for Terminology Management

Terminology Management Systems





© Prof. Dr. Petra Drewer

Step 7: Distribution



Questions concerning the distribution:

- Print and/or electronic version?
- Intranet and/or internet?
- Internal and/or external distribution?
- Glossaries, vocabularies, and/or complete term base entries?

Step 8: Maintenance



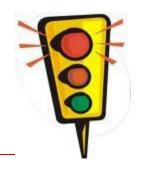
- Formal maintenance is also known as data validation and comprises among other things the validation of the following aspects:
 - Content
 - Language
 - Formality
 - Technology

Step 8: Maintenance and validation

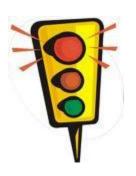


- □ Planning:
 - Who maintains and validates the source language and who the target languages?
 - Where and how are corrections and inquiries collected?
 - Who decides whether or not to include a new term?
 - Are internet sources/links a) checked? b) updated? c) how often?
 - etc.

Step 9: Checking



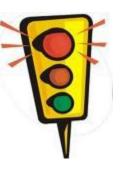
- Ensure that only approved terms are used!
 - Manual checking
 - Automatic checking
 - Controlled language checker: checks terminology as well as style and grammar
 - Memory systems
 - Authoring memory systems: check terminology during memory look-up (source texts)
 - Translation memory systems: check terminology during memory look-up (target texts)



Terminology Checking

CLC – Controlled Language Checker

Terminology Checking with Acrolinx IQ



Tepspin 360 Quick Start

This document will describe the basic steps required to install and configure the Topspin 360 system.

Requirements

To install the Topspin 360 into a rack, you require the following:

- one #1 and one #2 Phillips-head screwdriver for fitting
- one management workstation, such as a PC running terminal emulation software
- the chasis cable kit (included)
- two people to safely lift the unit into the rack

Topspin 360 Package Contents

The following parts are found in the Topspin package:

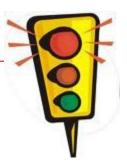
- 1 Topspin 360 Server Switch
- 1 or 2 12-port Infiniband switch blades
- 1 or 2 power supplies
- 1 or 2 fan trays
- 1 or 2 system controllers
- 2 rack-mount brackets and mounting screws
- 1 power-supply blanking panel
- 1 expansion card blanking panel
- 1 console-cable kit, which includes a DB-9 M/F serial cable

preferred term

deprecated term

new term

Terminology Checking with Acrolinx IQ



Topspin 360 Quick Start

This document will describe the basic steps required to install and configure the Topspin 360 system.

Requirements

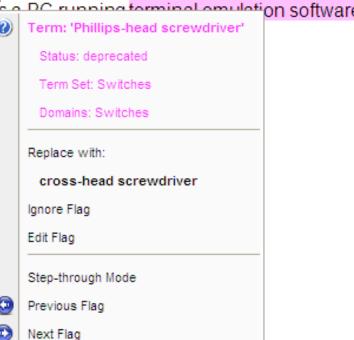
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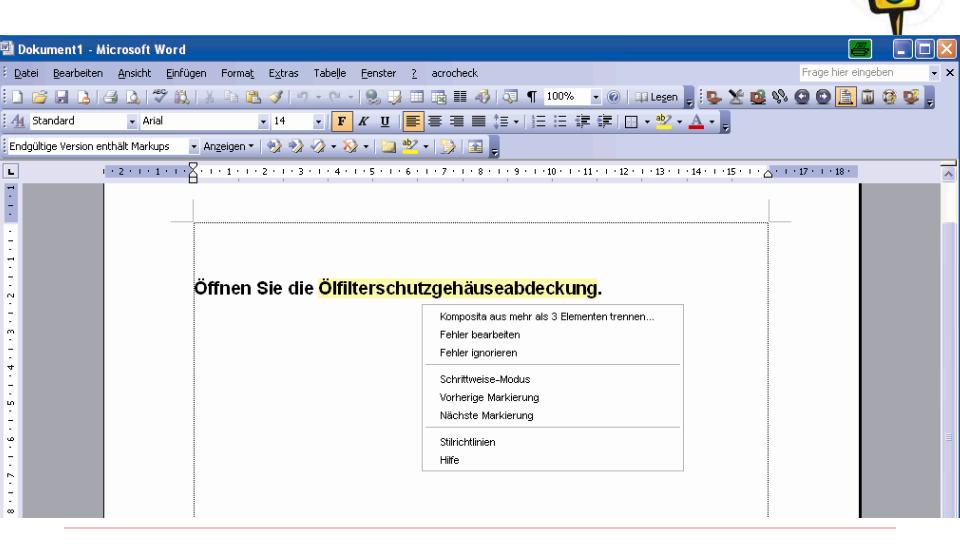
Topspin 360 Package Conte

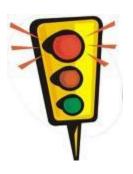
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Terminology Checking with Acrolinx IQ

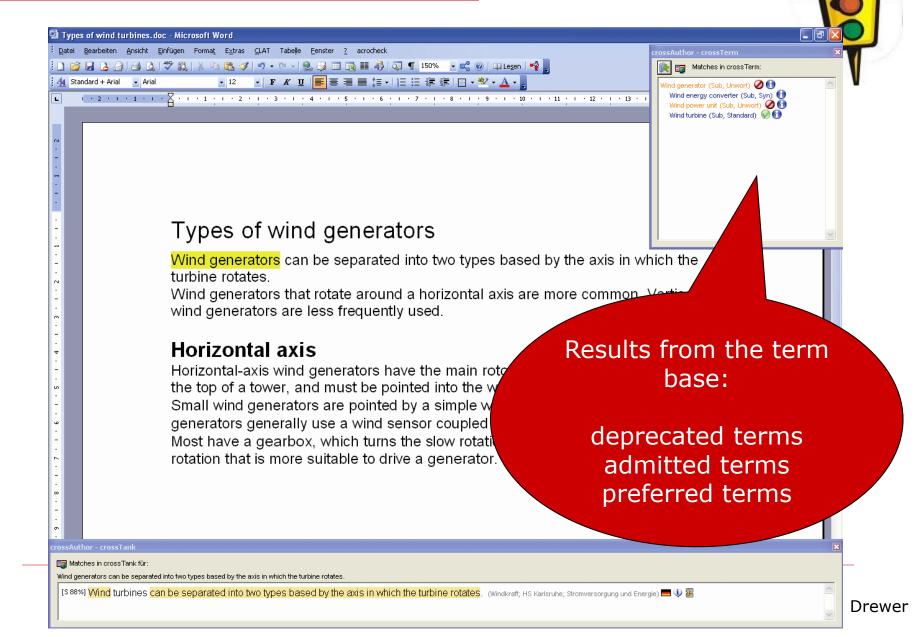


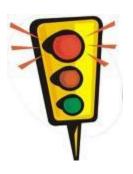


Terminology Checking (AMS)

- a) CrossAuthor (across)
- b) MindReader (STAR)
 - Replacing a deprecated term
 - Example: "workflow" instead of "procedure"

Terminology Checking CrossAuthor

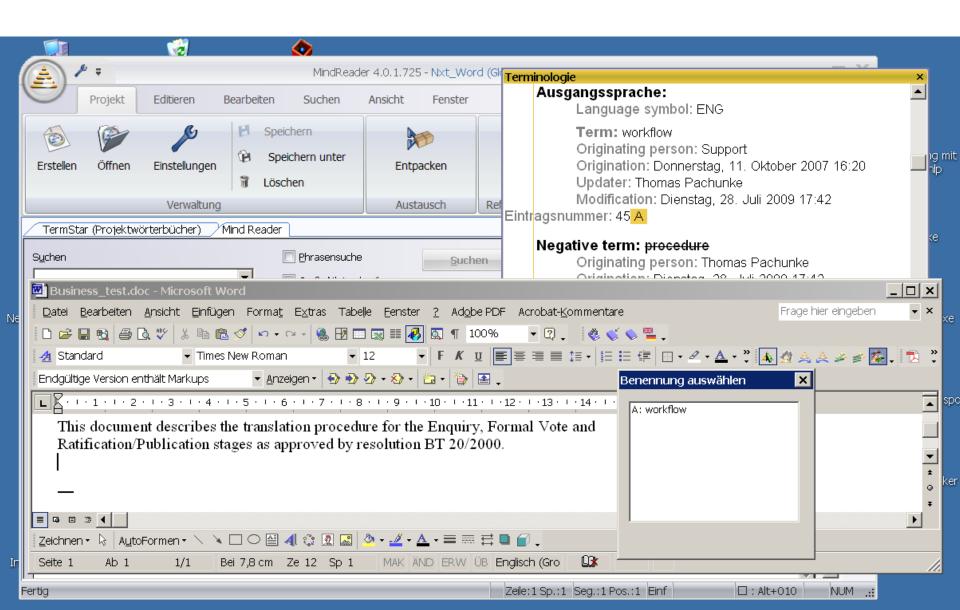




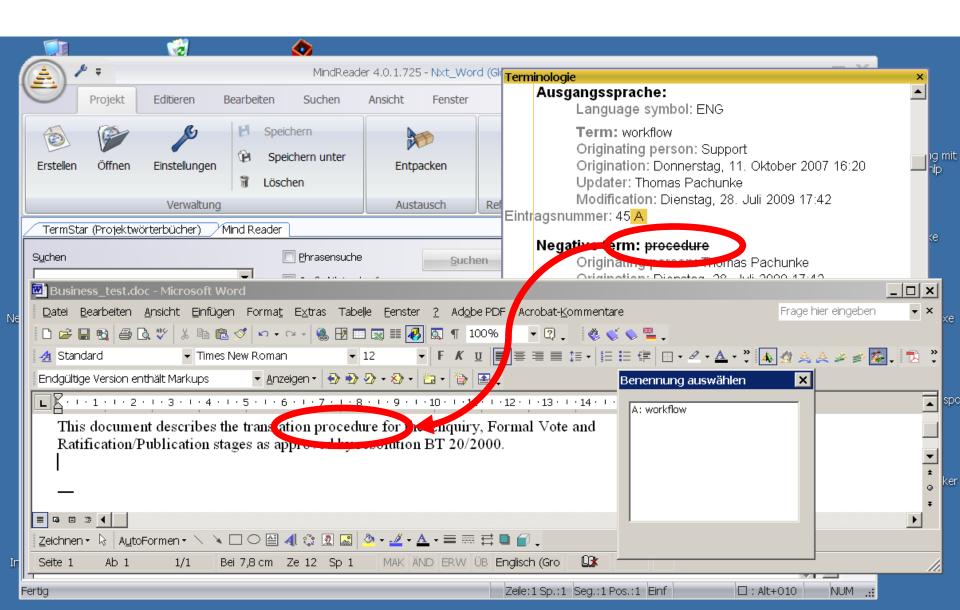
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 - Example: "workflow" instead of "procedure"

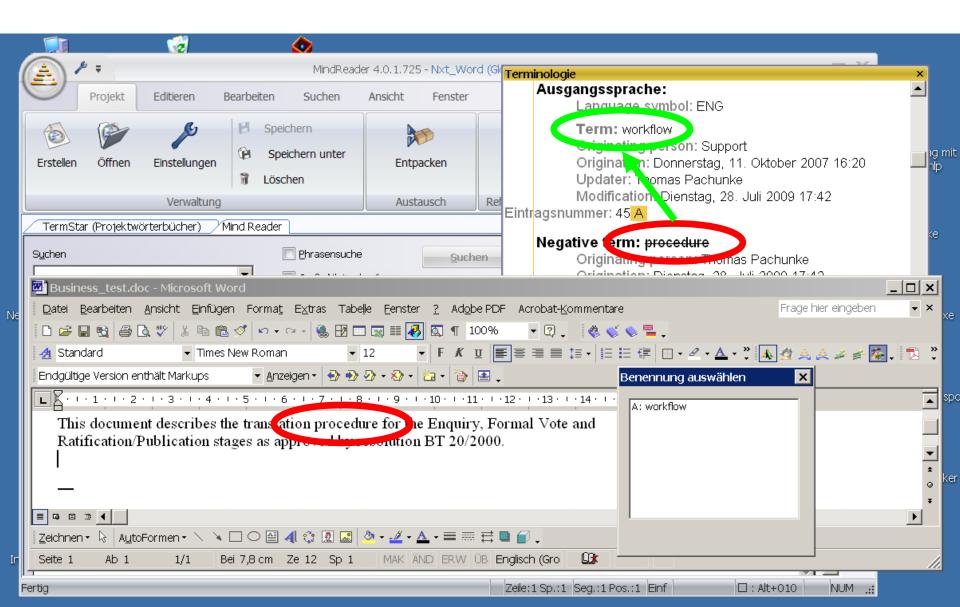
Document contains "procedure"



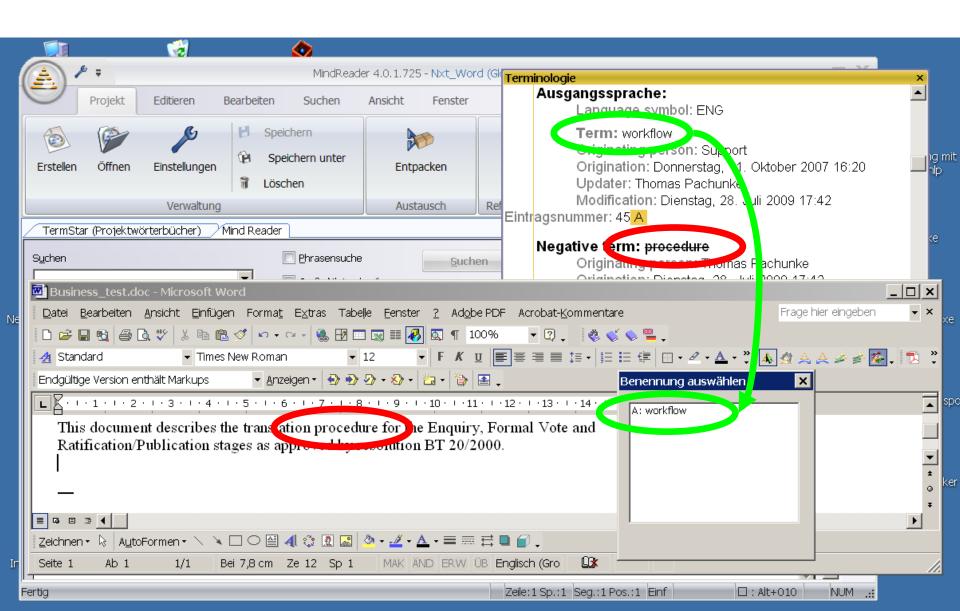
"procedure" is a deprecated term



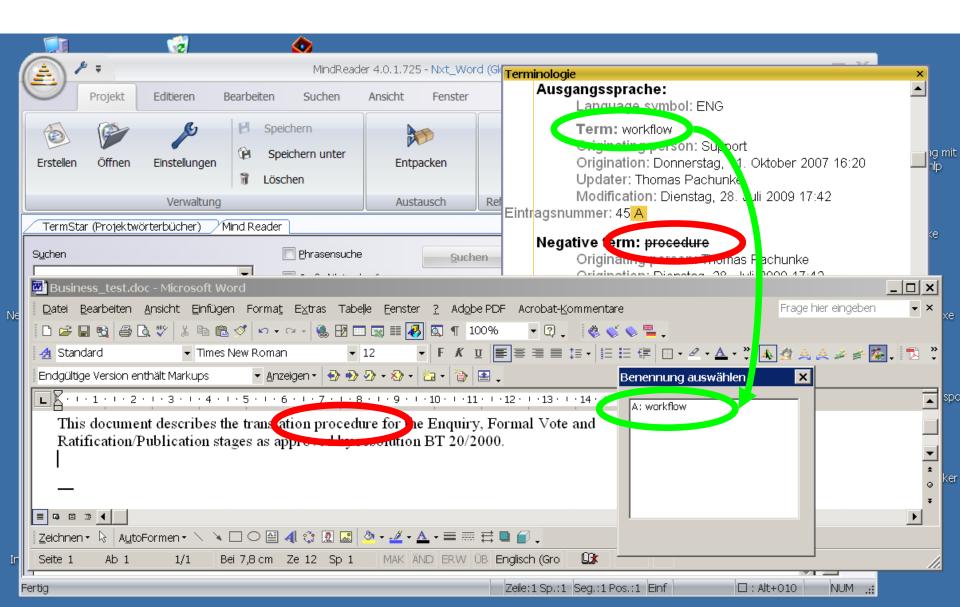
the preferred synonym is "workflow"



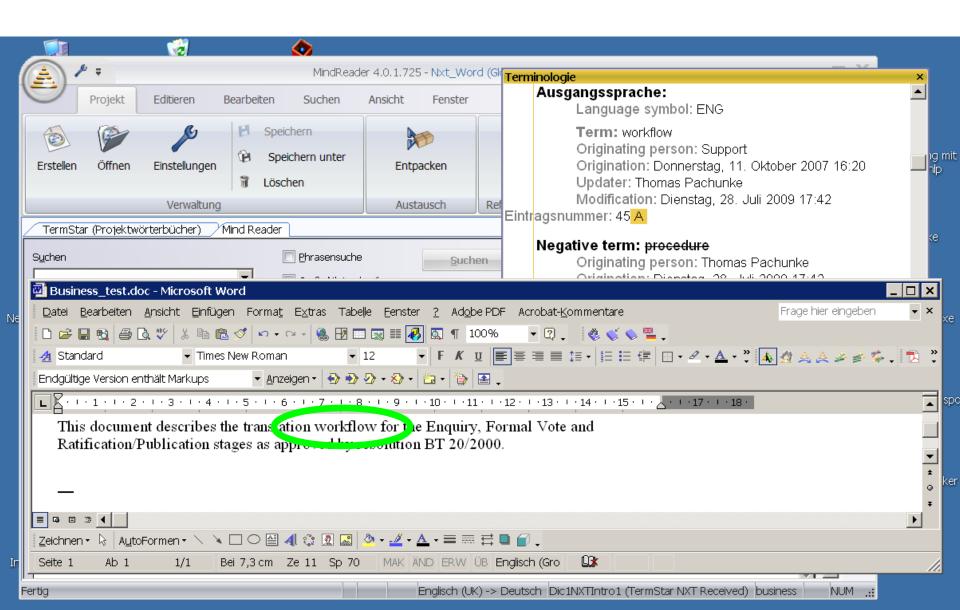
MindReader offers "workflow"...

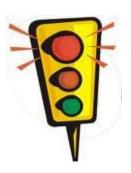


... as a replacement:



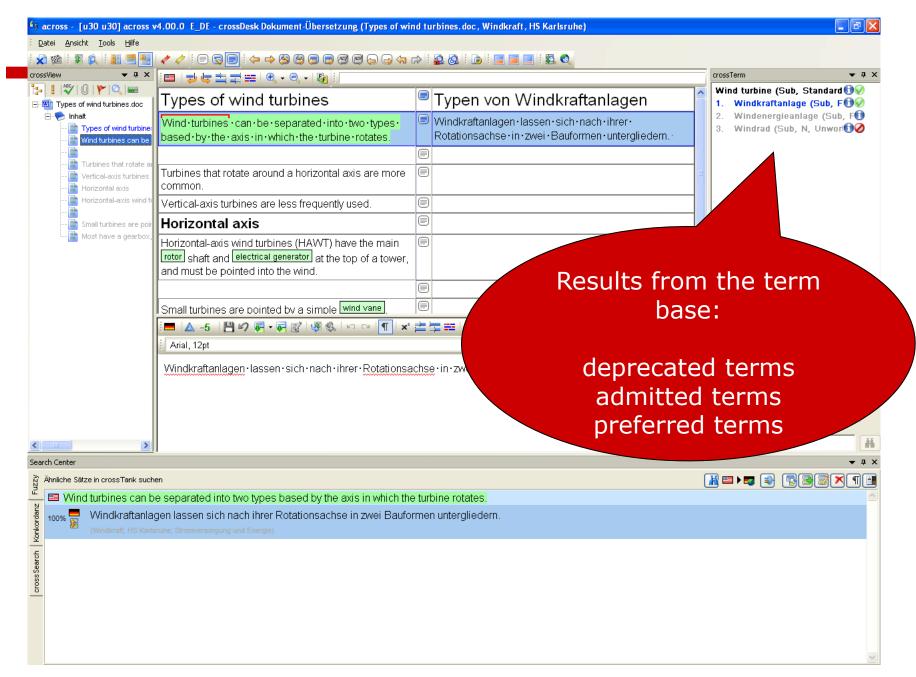
"procedure" has been replaced.





Terminology Checking (TMS)

Standardization in the Target Language



Nine Steps to Success...



- Objectives and planning
- 2. Term harvesting
- 3. Concept selection and organization
- 4. Standardization
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