Terminology Management in Companies

- Why?
- How?
No Terminology Management

Problem No. 1: Synonyms
Without Terminology Management

carriage return

marketing

return

key

documentation

enter

training

development

enter key

customer

???
With Terminology Management

- marketing
- documentation
- training
- development
- customer
No Terminology Management

Problem No. 2: Translation
### Types of wind turbines

<table>
<thead>
<tr>
<th>Types of wind turbines</th>
<th>Typen von Windkraftanlagen</th>
</tr>
</thead>
<tbody>
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<td>Wind turbines can be separated into two types based by the axis in which the turbine rotates.</td>
<td>Windkraftanlagen lassen sich nach ihrer Rotationsachse in zwei Bauformen untergliedern.</td>
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<td>Turbines that rotate around a horizontal axis are more common.</td>
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<tr>
<td>Small turbines are pointed by a simple wind vane.</td>
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© Prof. Dr. Petra Drewer
Types of wind generators

Wind generators can be separated into two types based on the axis in which the turbine rotates.

- Wind generators that rotate around a horizontal axis are more common.
- Vertical-axis wind generators are less frequently used.

**Horizontal axis**

Horizontal-axis wind generators have the main rotor shaft and electrical generator at the top of a tower, and must be pointed into the wind.
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
**English**

**Definition**
An airbag is a fabric bag that inflates rapidly to protect the occupants from injuries when an automobile has been involved in an accident.

**Quelle**
AA 2005

**German**

**Definition**
Ein Airbag ist ein Luftsack, der sich im Falle eines Verkehrsunfalls automatisch innerhalb weniger Millisekunden aufbläst und die Insassen eines Kraftfahrzeugs vor Verletzungen schützt.

**Quelle**
ADAC 2006
The simplest type of directional control valve allows flow in only one direction. This is called a check valve. (...) In every case, a moving element within the valve is seated to block flow in one direction, and lifts off the seat to permit flow the other way. In most, a ball, usually held seated by a light spring is the moving element. In others, the ball is replaced by a machined poppet.

**English**

Definition: The simplest type of directional control valve allows flow in only one direction. This is called a check valve. (...) In every case, a moving element within the valve is seated to block flow in one direction, and lifts off the seat to permit flow the other way. In most, a ball, usually held seated by a light spring is the moving element. In others, the ball is replaced by a machined poppet.

- check valve
- non-return valve
- one-way check valve
- simple check valve
- directional control valve
- direct-acting check valve
- direct-operated check valve
- simple relief valve
- single-stage pressure relief valve

**German**

Definition: Ein Rückschlagventil gestattet den Durchfluss der Druckflüssigkeit in nur einer Richtung, die Gegenrichtung ist gepeichert. Es handelt sich um ein sehr dicht schließendes Sitzventil mit einem kugel- oder kegelformigen Sitzkörper.

- Rückschlagventil
- 1-Wege-Ventil
- einfaches Rückschlagventil
- Einwegeventil
- Sperrventil
Nine Steps to Success...

1. 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

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Step 1: Objectives and Planning

☐ Backing and support
☐ Scope and objectives
☐ Schedule and budget
  ■ Estimate expenditure of time and costs for non-recurring 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

- **headlamp**
  - **light source**
    - halogen bulb
    - xenon bulb
  - **reflector**
    - parabolic reflector
    - free form reflector
  - **bulb**
  - **shield**
  - **outer lens**
  - **housing**
  - **headlamp levelling device**
    - manual headlamp levelling device
    - automatic headlamp levelling system
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.
Step 3: Concept Selection and Organization

**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”? © Prof. Dr. Petra Drewer
### Step 4: Terminology Standardization
Criteria for selecting preferred terms

<table>
<thead>
<tr>
<th>General</th>
<th>Specific</th>
</tr>
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<tbody>
<tr>
<td>- Quantity/conventionality</td>
<td>- Linguistic economy, brevity, conciseness</td>
</tr>
<tr>
<td>- Quality (special case: conformity to laws and standards)</td>
<td>- Neutrality, political correctness (especially regarding connotation)</td>
</tr>
<tr>
<td>- Up-to-dateness, currency</td>
<td>- Appropriateness for target groups</td>
</tr>
<tr>
<td>- One-to-one relations/Univocality</td>
<td>- Pronounceability</td>
</tr>
<tr>
<td>- Consistency</td>
<td>- Potential for derivation (derivability)</td>
</tr>
<tr>
<td>- Company policy (corporate language, dissociation from co-competitors)</td>
<td>- Transparency/Motivation</td>
</tr>
<tr>
<td>- Preference for native language</td>
<td></td>
</tr>
</tbody>
</table>
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
Entry number: 1
Subject: fluid power
Graphic:

English
Definition: The construction and actuation of a direct-acting relief valve are relatively simple. An adjustable mechanical spring holds a poppet, plug, ball, or sliding spool closed against an orifice that prevents flow from the pump to the reservoir. When the fluid pressure levels acting on the valve element overcome the bias force of the mechanical spring, the element, the poppet, ball, or sliding spool will crack open and allow fluid to return to the reservoir.

Source of Definition: WOLANSKY, W., 1988: 120.

direct acting relief valve
Term Status: preferred

direct-acting pressure relief valve
Term Status: deprecated

simple relief valve
Term Status: deprecated

single stage pressure relief valve
Term Status: deprecated

direct spring bias-type relief valve
Term Status: deprecated

German
Definition: Bei dem direktgesteuerten Druckbegrenzungsventil wirkt der zu begrenzende Druck auf eine Fläche des Ventilkörpers gegen die das Gleichgewicht haltende Federkraft. (…) Die Feder hält das Ventil gegen den Druck so lange geschlossen, bis dieser so hoch angestiegen ist, daß der Drucküberschuß die Federkraft überwindet und den Ventilkörper verschiebt, so daß ein Öffnungsquerschnitt zum Auslief A entsteht. (…) Der Öffnungsdurchmesser des Ventils wird durch die Feder-Vertikalspannung festgelegt.

direktgesteuertes Druckbegrenzungsventil
Term Status: preferred
Gender: neuter

einstufiges Druckbegrenzungsventil
Term Status: deprecated
Gender: neuter
direkt wirkendes Druckbegrenzungsventil
Term Status: deprecated
Gender: neuter
direktwirkendes Druckbegrenzungsventil
Term Status: deprecated
Gender: neuter
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 neoterm
   - 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
     \textit{form} >> \textit{form-ation}, \textit{borrow} >> \textit{borrow-ing}
   - Abbreviated forms
     \textit{UNESCO, laser, flu (influenza)}
   - Compounding
     - complex terms
       \textit{composer-conductor, downsizing, information highway}
     - phrase
       \textit{video-on-demand}
     - blend
       \textit{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
Step 6:
Terminology Management System

☐ 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

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- **Rückschlagventil**
- **1-Wege-Ventil**
- **einfaches Rückschlagventil**
- **Einwegeventil**
- **Sperrventil**
Eine Windkraftanlage wandelt die kinetische Energie des Windes in elektrische Energie um und speist diese in das Stromnetz ein.

Englisch:
- Wind energy converter
- Wind power unit
- Wind generator

Deutsch:
- Windkraftanlage
- Windenergieanlage
- Windrad

Definition:
A wind turbine is a rotating machine which enables the conversion of kinetic energy in wind into mechanical energy, which is then converted into electricity.

Kontext:
The braking mechanism that limits the speed of the wind turbine broke during a storm in Denmark.

Verwendung:
Standard
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
Topspin 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 chassis 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
- 3.3 feet (1 meter) power cable
Terminology Checking with Acrolinx IQ

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- 1 power-supply blanking panel
- 1 expansion-card blanking panel
- 1 console-cable kit, which includes a USB cable and 3.5 mm audio cable
Öffnen Sie die Ölfilter schutzgehäuseabdeckung.

Komposita aus mehr als 3 Elementen trennen...
Fehler bearbeiten
Fehler ignorieren

Schrittweise-Modus
Vorherige Markierung
Nächste Markierung

Stirrichtlinien
Hilfe
Terminology Checking (AMS)

a) CrossAuthor (across)
b) MindReader (STAR)
   - Replacing a deprecated term
   - Example: “workflow” instead of “procedure”
Types of wind generators

*Wind generators* can be separated into two types based on the axis in which the turbine rotates.

Wind generators that rotate around a horizontal axis are more common. Vertical wind generators are less frequently used.

**Horizontal axis**

Horizontal-axis wind generators have the main rotor at the top of a tower, and must be pointed into the wind. Small wind generators are pointed by a simple wind sensor. Larger wind generators generally use a wind sensor coupled to a motor. Most have a gearbox, which turns the slow rotational speed into a rotation that is more suitable to drive a generator.
Terminology Checking (AMS)

a) CrossAuthor (across)
b) MindReader (STAR)
   - Replacing a deprecated term
   - Example: “workflow” instead of “procedure”
This document describes the translation procedure for the Enquiry, Formal Vote and Ratification/Publication stages as approved by resolution BT 20/2000.
"procedure" is a deprecated term
the preferred synonym is “workflow”
MindReader offers "workflow"...
... as a replacement:

This document describes the transaction procedure for the Enquiry, Formal Vote and Ratification/Publication stages as approved by resolution BT 20/2000.
This document describes the translation workflow for the Enquiry, Formal Vote and Ratification/Publication stages as approved by resolution BT 20/2000.
Terminology Checking (TMS)

Standardization in the Target Language
### Results from the term base:

- **Deprecated terms**
- **Admitted terms**
- **Preferred terms**

#### Types of wind turbines

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#### Horizontal axis

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