



There is no Knowledge  
without **Terminology**

# TERMNET NEWS

TNN 103-2011

Dear Readers,

Greetings from the world of terminology - and welcome to TermNet News 103-2011!

Time is flying – and TermNet starts the 2<sup>nd</sup> year of its exciting project "ExcellenceTerm".

We have reported in the previous issue about the project and a short summary will also be included on the next page. In 2010, TermNet started with basic research about the respective industry clusters, their needs and demand for terminology services and tools.

The main results of this research will be published at <http://www.termnet.org/english/projects/excellenceterm.php> - and in TermNet News, beginning with this issue TNN 103.

Enjoy TermNet News 103, we look forward to your feedback and your input to our next issues.

Best regards

Gabriele Sauberer, Executive Secretary (Director) of TermNet.



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### News

#### IMPRESSUM

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Note to contributors: The submission of papers for publication in TermNet News is welcome. Authors alone are responsible for views expressed in signed articles, which are not necessarily those of TermNet.  
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#### Offenlegung nach § 24 Mediengesetz:

TermNet News (TNN) ist der offizielle Newsletter des internationalen Vereins TermNet (Internationales Terminologienetz), der für die Vereinsmitglieder sowie alle an anwendungsorientierter Terminologearbeit interessierte Organisationen (Firmen, Universitäten und Institutionen) geschaffen wurde. TNN ist eine internationale Zeitschrift, in der Informationen über terminologische Aktivitäten, Produkte und Dienstleistungen weltweit auf Englisch, Deutsch und Französisch publiziert werden. TNN enthält insbesondere Informationen über die Tätigkeiten der TermNet-Mitglieder und -Kooperationspartner und verfolgt dabei keine parteilichen oder ideologischen Ziele.

TermNet News (TNN) is the official Newsletter of TermNet (International Network for Terminology), which is published for the members of the network and for those companies, universities, institutions and organizations that are interested in applied terminology work. TNN contains information in English, German and French about national and international terminology-related activities, products and services. It informs its readership of the latest activities and projects of TermNet members and co-operation partners, but does not support any ideological or political activity.



**Establishing an International Center of Excellence for Terminology:  
Research, Technologies and Services**

**North Americans see terminology primarily as localization issue**

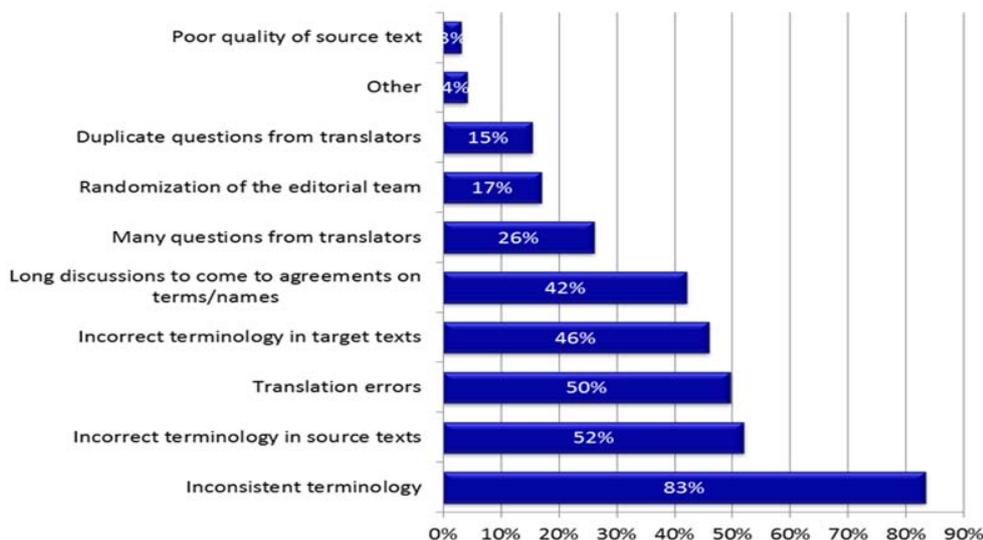
By Barbara Inge Karsch, BIK Terminology

As TermNet Goes, so Goes ExcellenceTerm—North America

In fall of 2010, the ExcellenceTerm team started research into the market demand for terminology services and technologies in North America. The focus is on the automotive, the mechatronic and the information and communication technology (ICT) sectors. One approach chosen was an electronic survey. It was to provide basic market data of at least one of the sectors and one of the countries which would then be used to conduct more qualitative research.

The survey was launched in November and promoted through LinkedIn forums, Multilingual Computing, the new Freelance Mag online magazine for freelance translators, and through personal invitations. 145 communication professionals participated in the survey; 81% completed all mandatory questions. Most of them reside in the United States or work for US companies, either as freelancers, at language service providers, or in-house, and not surprisingly, most service the software industry.

Not surprisingly either, terminology is looked at as a localization topic: Even upon personal invitation, several of those who exclusively communicate in one language did not feel competent to answer questions about communication and terminology and declined to participate. Those who felt qualified are focused largely on "terminology lite," e.g. glossary management.



**Terminology Spring School in Canada**

TermNet co-organizes the **Terminology Spring School in Gatineau/Ottawa from 9-13 May 2011**. The week-long training course will be held in French and English and aimed at Canadian and American language professionals, but it is generally open for interested participants from across the globe. The course will be a tailored preparation for the

**ECQA Certified Terminology Manager Certificate**, a European personal professional certification that was developed under the initiative of TermNet and launched earlier this year in Vienna. The exam is voluntary and will be held right after the Spring School.

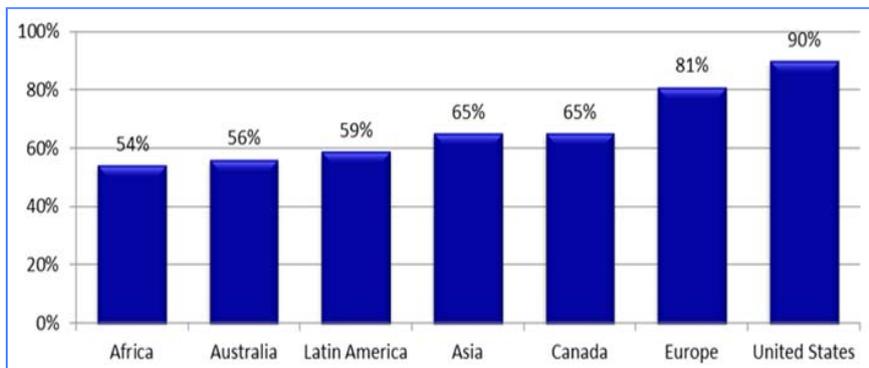


## North Americans see terminology primarily as localization issue



Continued from page 2

Corporate language as a distinguishing factor for a brand is not recognized widely, and "terminology management" means nothing to those who create new terms, etc.



3/4 of the respondents were hands-on people: translators, project managers, content publishers, other communication professionals; the remainder were decision makers who managed teams and/or budget. 58% lived in the United States, 29% in Europe. The remaining 13% came from Canada, Asia or Latin America. (<http://bikterminology.com>)

Time investment is viewed as a major hurdle to proper terminology management, with lengthy discussions to come to agreement mentioned as the prime nuisance. Poor source content quality was mentioned extremely often, though. Instead of preparation and planning at an earlier stage (e.g. through managing source terms) quality is achieved through numerous reviews.

To some, the speed of production and change is so high that terms are too volatile to be managed. Despite a declared reluctance to change, many participants were in support of introducing terminology management processes in their company or at their clients.

What did the survey show us about the market need? The lack of skills and therefore the need for more training was explicitly stated. Events, such as the Terminology Spring School in Ottawa, can only be the tip of the iceberg, though. Education through more publications and presentations might be an easier way to reach more than the "first layer" of translators and project managers. Another obvious area is tools that make terminology accessible to all stakeholders.

But they must also promote prescriptive terminology and provide a collaborative, but guided environment so that lengthy discussions are minimized. Tools that integrate with machine translation would also find a ready market in the gizmophile US. On the linguistic level, a disassociation of terminology from localization might be called for. More suitable language could help in bringing terminology issues closer to decision makers particularly in industries, such as the life sciences, high tech, or transportation. ▪

To contact the author: [excellence@termnet.org](mailto:excellence@termnet.org)

**By 2013, an International Center of Excellence for Terminology shall be established, headquartered in Vienna, Austria, with a branch office in Canada. Through research-based development of new technologies and services TermNet will address those industry clusters which have a particularly high demand for terminology management and tools:**

1. the automotive industry, air- and space technologies,
2. mechatronics, including the electrotechnical industries, and
3. information and communication technology (ICT).

**The potential affinity to terminology of these sectors results from the high complexity of their processes, components and tools.**

**In 2010, TermNet started with basic research about the respective industry clusters, their needs and demand for terminology services and tools, and developed surveys and questionnaires about the quality of existing tools. The main results of this research will be published at <http://www.termnet.org/english/projects/excellenceterm.php> - and in TermNet News, beginning with this issue TNN 103.**

**A second major focus of ExcellenceTerm activities in 2010 consisted in the certification of new professions and skills in the terminology, knowledge and language industries (see [www.ecqa.org](http://www.ecqa.org) and [www.lics-certification.org](http://www.lics-certification.org)) and the development and market launch of basic terminology training and qualification for practitioners (ECQA Certified Terminology Manager, see [http://www.termnet.org/english/products\\_service/ecqa\\_ctm-basic/index.php](http://www.termnet.org/english/products_service/ecqa_ctm-basic/index.php)).**

**New TermNet Members:**

**BIK Terminology Services**



BIK develops terminology in the tool of your choice when your project needs terminology support.



BIK provides terminology consulting to organizations, so that you can focus on communicating the right message.



BIK designs, creates, and conducts participant-centered training, so that your participants have fun while they learn.

**Website:** <http://www.bikterminology.com>

**Contact:**

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Redmond, WA 98052 U.S.A.

Phone: +1 425-246-0618

Office: +1 425-242-0607



**BIK Terminology Services**

- ✓ Initial needs analysis
- ✓ Development of ROI studies
- ✓ Implementation of commercially available terminology management systems (TMS)
- ✓ Conceptual design of proprietary terminology solutions
- ✓ Development and implementation of processes and terminology workflows
- ✓ Development of e-learning solutions
- ✓ Participant-centered courses on site or in webinar format
- ✓ Lectures on terminology topics
- ✓ One-on-one and group mentoring
- ✓ Development of new terminologies in the customer's tool of choice
- ✓ Consolidation of existing terminologies
- ✓ Review and maintenance of existing terminologies

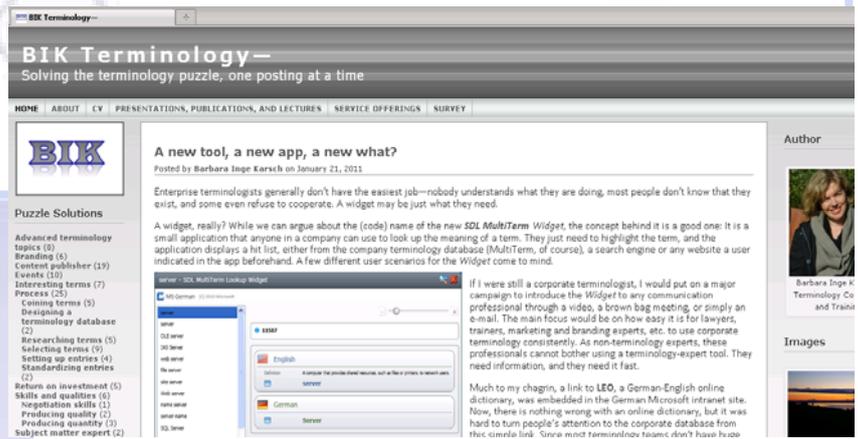
Languages: English and German  
 BIK partners with terminology professionals for other languages

**Precise and consistent terminology is one of the cornerstones of successful communication. Companies and organizations assure accurate communication by managing their terminology.**

**This is especially important when many people contribute to a product, when information is translated into multiple languages, and when precision is critical.**

**BIK Terminology helps you find, design, and acquire the right tools, processes, and skills for efficient and effective terminology management.**

[www.bikterminology.com](http://www.bikterminology.com) features a blog on terminology management topics.



- [What do the Seahawks and Microsoft Office have in common?](#)
- [Terminology forever linked to software localization in the US?](#)
- [Don't use jargon!!](#)
- [How many terms do we need to document?](#)





## Vorsprung durch Terminologie!

**Easy-learning programme for subject-field specialists developed**

By Diana Brändle

The ELCAT project, which currently develops an innovative e-learning course for terminology management in the automotive industry, will soon be finished in German and English. This project, funded by the Federal Ministry of Education and Research, aims at developing an e-learning course which offers a user-friendly and sound introduction to basic principles and methods of terminology management for the automotive industry.

Depending on further project agreements a future commercial or non-commercial exploitation and marketing for other economic branches and companies as well as institutes of higher education is also envisaged. The project started in July 2008 and ended in December 2010.

ELCAT has been carried out by Cologne University of Applied Sciences. Project manager is Prof. Dr. Klaus-Dirk Schmitz and project partners include Audi Akademie GmbH, Volkswagen AG, 2W Technische Informations GmbH, TermNet, SDL Trados, acrolinx, IAI (Institute of the Society for the Promotion of Applied Information Sciences at the Saarland University), University of Vienna, University of Florida, Macquarie University (Sydney).

**ELCAT online:** <http://www.iim2.fh-koeln.de/elcat/>



ELCAT has been developed to address the different knowledge and skills demand in management, sales and marketing, standardization, product development, technical documentation, terminologists, translators, language service providers and corporate communications.

Thus, ELCAT is a product for the entire company.



**Cologne University of Applied Sciences**

**Institute for Information Management**

**11-15 July 2011**

[www.termnet.org/english/events/tss2011](http://www.termnet.org/english/events/tss2011)



*Language industry experts from Scotland, Sweden and Israel discussing the concept of quality in translation business at the LICS EN® 15038 Auditor's Training in Hamburg.*

### **LICS EN 15038 Auditor's Training in Hamburg: It keeps growing**

From 31. January to 2. February 2011, 8 participants coming from 5 different countries gathered in Hamburg, Germany, in order to get trained and become auditors according to the LICS® EN 15038 certification scheme.

During this intensive training, the participants received a crash course on quality issues, the European Standard EN 15038:2006, how to perform audits and how to conduct a LICS® EN 15038 audit.

At the end of these three days, cooperation agreements for new LICS® local partners all around the world could be reached and the LICS network broadened its field of action successfully once again.

## New TermNet Members:

## dbterm terminology service



**dbterm terminologieservice** is owned and operated by Diana Braendle, a one person enterprise located in Ingolstadt, Germany. **dbterm** offers consulting, training and services in the field of terminology.

#### Practical Terminology Work

- Setting up terminology databases
- Analysis of terminology stock at hand
- Transfer of legacy data
- Merging and consolidating terminological data
- Terminology extraction
- Terminology input and import
- Conversions from other formats
- Terminology maintenance
- Exports and provision in other formats

#### Quality Assurance

- Terminology validation and maintenance
- Terminology consistency checks (between terminology data, translation memories and other sources)
- Clearing up translation memories

#### Workshops

- Preparation, execution and moderation of terminology workshops

#### Training

- Introduction to terminology work
- ECQA Certified Terminology Manager - Basic
- SDL Trados (MultiTerm, MultiTerm Administrator, MultiTerm Convert,

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#### Consulting for Tools and Technology

- Terminology management programs
- Terminology extraction tools + services
- Electronic dictionaries
- Machine translation systems
- Interfaces (translation memory systems, content management systems, authoring tools)

#### Terminology Concepts

- Definition of term bank structures, of roles, rights and input models
- Process definition and documentation for the complete terminology process

#### Project Management

- Implementation of defined terminology processes
- Support of terminological master theses
- Organization, support and realization of terminology projects
- Setting up and supervision of terminology circles

## TermNet Members' Products and Activities

### 2011 EURAS Conference Standards and Development

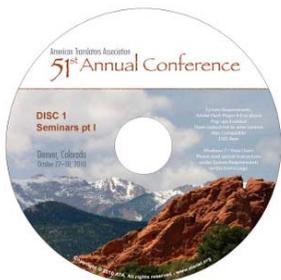


The 16th annual EURAS conference on 'Standards for Development' will be hosted **8-10 June 2011** by Vytautas Magnus University, in the beautiful city of Kaunas, Lithuania. The organizer will be Dr. Vladislav V. Fomin.

EURAS particularly solicits papers on '**Standards for Development**', i.e., with a focus on the significance of standards and standardization for the economic and societal development of countries 'catching-up'. However, other standards-related papers are very welcome. The **submission deadline** is **February 28, 2011**.

Website: <http://www.euras.org/>

### 2010 ATA eConference + DVD-ROM



Receive UNLIMITED access to all content, plus the DVD-ROM!

2010 ATA 51st Annual Conference  
October 27-30, 2010 Denver, Colorado

<http://www.associationarchives.com/SITES/ata>

# “WANTED”

## YOUR CONTRIBUTION TO THE

### 52nd ATA Conference

The American Translators Association is now accepting presentation proposals for ATA's 52nd Annual Conference in Boston, Massachusetts (October 26-29, 2011).

Speaking at an ATA Annual Conference is a challenging and rewarding opportunity. Speakers benefit from discounted registration fees as well as increased recognition as leaders in the industry and experts in their field.

Submissions are invited from all areas of translation and interpreting, incl. finance, law, medicine, literature, media, science and technology, terminology, independent contracting, language services providers, and training/pedagogy. Sessions may be language specific or general.

Website: <https://www.atanet.org/conferencesandseminars/proposal.php>  
**The deadline for submitting a proposal is March 14, 2011.**

### LISA Executive Roundtable

The Localization Industry Standards Association is looking for localization executives to present and/or moderate a session at this year's LISA Executive Roundtable at the ChinaSoft Fair in Chengdu on April 27th.

ChinaSoft is a convergence of domestic and international software giants, notable IT elites, government agencies, industrial associations and clientele active in China and the Asia-Pacific region.

Selections will be based on proposals that address the main topics as described below. All proposals must be received **before February 18, 2011** using the speaker form <http://www.lisa.org/Call-for-speakers.1704.0.html>

For more information about conference and exhibition please contact Elina Yutelite at ([elina@lisa.org](mailto:elina@lisa.org)) or Boris Kulakov ([events@lisa.org](mailto:events@lisa.org))



**ECQA Certified Terminology Manager Training**  
Pécs, Hungary

4 to 6 April 2011  
(including exam)

Seminar+ exam language: German

**Target Group:** Professionals who work as **TERMINOLOGISTS, TRANSLATORS, LOCALISERS**, and in **TECHNICAL DOCUMENTATION**.

Also for freelancers, in translation companies, in other commercial enterprises (engineers, ICT specialists, etc.), in universities, NGOs or the standardisation framework.

**This certification can be regarded as specialised professional qualification.**

**Max. number of participants:** 30  
**Trainers:** TermNet-Trainers  
**Registration and information:** [projects@termnet.org](mailto:projects@termnet.org)

Website: [http://www.termnet.org/english/products\\_service/ecqa\\_ctm-basic](http://www.termnet.org/english/products_service/ecqa_ctm-basic)

### Innovation Management @ TermNet

Innovation Management is a cornerstone of successful organizations. In November 2010, TermNet's Blanca Nájera and Diana Braendle took part in the online seminar "ECQA Certified Innovation Manager" and passed the exam successfully. We congratulate the two of you!

**For more information, please visit:**  
<http://www.ecqa.org/index.php?id=33>

### Info term Latest Infoterm Newsletter Available

The latest issue of the Infoterm Newsletter is available for free download:

[http://www.infoterm.info/pdf/activities/INL/INL\\_138.pdf](http://www.infoterm.info/pdf/activities/INL/INL_138.pdf)



News



After the success of the LICS EN 15038 certification for translation service providers, the Language Industry Certification System launches in 2011 a new set of **conformity assessments, certification schemes, audits and auditor's trainings for:**



**Interpretation Service Providers:** Comply with international requirements for Community Interpreting Services in the health, social and other public sectors.



**Standard for Project Management Tools:** Test the conformity of your project management software with respect to EN 15038 requirements.



**Conformity Assessment Procedures for Translations based on the translation quality metric according to SAE J2450:** Assess the quality of translations, based on the industry standard SAE-J2450:2005-08 Translation Quality Metric.

Translation service providers will have the possibility to bundle the different conformity assessments and schemes as suitable for their company profile.

LICS is a joint venture between **AS+Certification**, a subsidiary of the Austrian Standards Institute, and the **International Network for Terminology - TermNet**. The mission of LICS©; is to provide independent, third-party certification services for the language industry.

Find more information about LICS new products at: <http://www.lics-certification.org/>

Publications

**Was heißt hier Migrant?**  
(Migrant – what’s that supposed to mean?)

This glossary, published by TermNet and the Austrian Commission of UNESCO for the *Go4Diversity* project explains 30 of the most important terms regarding migration and is a valuable contribution to the recent public debate regarding integration and migration in Austria. The booklet is available in German language.

**Get your free copy from**  
[termnetpublisher@termnet.org](mailto:termnetpublisher@termnet.org).



**Knowledge, Brands, Customer Loyalty**

*Terminology as a Critical Success Factor*

**For businesses, value is created for the most part when employees are accountable. They recognise changes in demand and adjust products and services accordingly.**

**Consistent, informative presentation of corporate policy and clear messages about development stages and corporate goals contribute significantly to sustained success.**

**They are some of the most important non-financial influences on clients and analysts. Focusing on success when handling information communication, media and knowledge is essential in order to optimise a company’s organisation of work and its sales environment.**

**This fosters knowledge and competence that results in a significant competitive advantage over competitors in the long run.**

**The customer’s path to the product is through language. An awareness of corporate communication – and language – promotes efficient corporate management. Language becomes a strategic tool when combined with**

- Knowledge management
- Branding and brand protection
- Customer care and customer loyalty