

Terminology – Basic principles

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Terminology – Basic Principles

About myself

- University degree in Applied Linguistics
- 20 years of experience for Sony and Daimler in the documentation and quality departments
- Freelance technical writer and translator
- Teaching technical writing
- Member of the VDE and VDI workgroups for technical documentation

Terminology – Basic Principles

- Terminology is the study of terms and their use.
- Terms are words and phrases which describe products, services or industry jargon.
- Most companies use an increasing number of industry- or organization-specific words which need to be accurately stored, shared and translated.
- Terms could be anything from a product name, marketing concepts, unique phrasings, trade marks, acronyms to a marketing tag line.

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Managing terminology results in

- consistent source terms for your documentation
- an easier to understand documentation
- a good basis for translations
- a positive corporate brand image -> the organization speaks with one voice

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Why manage terminology?

- Reduces time-to-market by streamlining development, writing, editing, marketing, review and translation cycles
- Consistency across work groups responsible for content creation is improved (Technical publications / Marketing / Development)
- Quality in source language and the translated content of texts and publications is improved
- Improves workflow and processes
- Reduces costs in origination and translation of documentation

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Financial Benefits of terminology management

	%	In total	
Personnel	100	1000	employees
Users	20	200	employees
Personnel costs		40	€/hour
Term research without terminology software		10	min
Term research with terminology software		0,5	min
Number of checks per user and year		200	requests
Total time saving		6.333	hours
Total cost saving		253.333	€

Source 2006: D. Ferrari, Tekom Weimar

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Step 1

Process Analysis

Calculate benefit versus costs of running terminology management

Important factors to consider:

- How many people are involved in the process?
- How many documents are concerned?
- Into how many languages are you translating?
- Investment costs into software?
- How much time will each person involved need to build up data base?
- What will happen to existing documentation?
- What would be your time line?
- Training costs of staff?
- How would you guarantee the acceptance in your organization?

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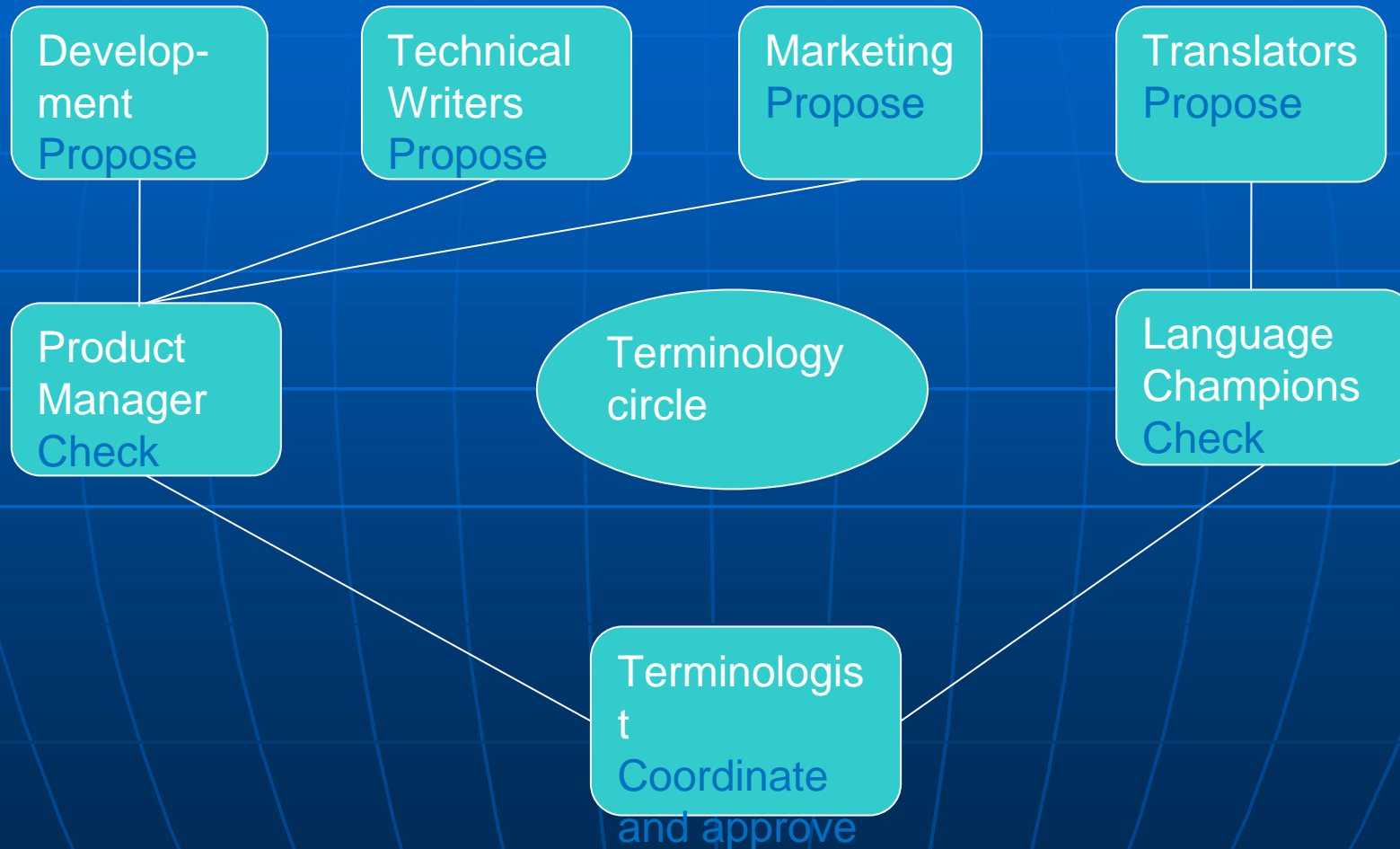
Step 2

Define the roles

- Terminologist
- Writers
- Development
- Sales and Marketing
- Translators
- Language Champions in the markets

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Define workflow and roles



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Step 3

Choose tools for

- Term extraction
- Terminology Data Base
 - SDL MultiTerm Online: [www. Multiterm-online.com](http://www.Multiterm-online.com)
 - STAR: www.star-webterm.com
 - Across: CrossTerm

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Step 4

Term extraction

- Define „term“ for your organization
- Check your existing documents automatically for potential terms
- Filter and collect term candidates
- Agree internally upon the corporate terms

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Step 5

- **Guide lines for term building**

Concept-based or term-based approach?

In a concept-based approach, all terms that express the same concept (i.e. unit of knowledge, idea) are listed in the same entry. It's the concept based approach to terminology management that enables you to actually manage the usage of terminology by identifying desirable and undesirable terminology and marking terms accordingly, e.g. as either 'preferred', 'admitted' or 'deprecated'/'do not use'.

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How much information should go into a terminological entry?

- ISO 12620 specifies almost 200 possible data categories for a terminological entry
- ISO 12616 lists only three of those as mandatory, i.e. term, source, and date.
- The most practical solution will probably be a data model that involves less than two dozen categories. Include Term definition, if you use the terminology database as a universal knowledge basis.

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- 2.1 **term type**
- 2.1.1 main entry term 2.1.2 synonym 2.1.3 quasi-synonym - disallowed (reason A): use a transfer comment (A.3.5) 2.1.4 international scientific term 2.1.5 common name 2.1.6 internationalism 2.1.7 full form 2.1.8 abbreviated form of term 2.1.8.1 abbreviation - disallowed (reason B) 2.1.8.2 short form of term - disallowed (reason B) 2.1.8.3 initialism - disallowed (reason B) 2.1.8.4 acronym 2.1.8.5 clipped term - disallowed (reason B) 2.1.9 variant 2.1.10 transliterated form 2.1.11 transcribed form 2.1.12 romanized form - disallowed since it is a specific form of 2.1.10 2.1.13 symbol 2.1.14 formula 2.1.15 equation 2.1.16 logical expression 2.1.17 materials management categories 2.1.17.1 sku 2.1.17.2 part number 2.1.18 phraseological unit - disallowed (reason B) use more specific datcats 2.1.18.1 collocation - disallowed (reason B). 2.1.18.2 set phrase - disallowed (reason B). 2.1.18.3 synonymous phrase - disallowed (reason B). 2.1.19 standard text 2.2 **grammar** 2.2.1 part of speech 2.2.2 grammatical gender 2.2.3 grammatical number 2.2.4 animacy 2.2.5 noun class - disallowed (reason B) - use part of speech noun 2.2.6 adjective class - disallowed (reason B) - use part of speech adjective 2.3 **usage** 2.3.1 usage note 2.3.2 geographical usage 2.3.3 register 2.3.4 frequency 2.3.5 temporal qualifier 2.3.6 time restriction 2.3.7 proprietary restriction 2.4 **term formation** 2.4.1 term provenance 2.4.2 etymology 2.5 **pronunciation** 2.6 **syllabification** 2.7 **hyphenation** 2.8 **morphology** 2.8.1 morphological element 2.8.2 term element 2.9 **term status** 2.9.1 normative authorization 2.9.2 language-planning qualifier 2.9.3 administrative status - disallowed 2.9.4 process status - disallowed 2.10 **degree of synonymy** - disallowed: use a transfer comment (A.3.5)

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Step 6

Fill the data base with all information. The creation, translation and maintenance of your terminology will be based on teamwork.

Make sure that you have a quality control of the terminology management.

This could be a software like CLAT or Across or a lectorate.

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Possible stumbling blocks

- Acceptancy
- Costs and benefits
- Habits
- Quality control
- Pick the right software for your needs

Muchas gracias por su atención