



**Do we speak the same language?**  
**EuroSPI2017\_WS8**



## Do we speak the same language?

Terminology strategies for (software) engineering environments based on the elcat model - innovative terminology e-learning for the automotive industry

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## What exactly does terminology mean?

According to ISO 1087-1, terminology is the **specialized vocabulary of a subject field**, i.e. **a set of terms representing the system of concepts** of a particular subject field.

e.g. Software Engineering Terminology ...



## Why terminology is important?

Terminology often is used in an incorrect and/or inconsistent way.

This causes a lot of troubles, e.g.:

- Costly and dangerous misunderstandings and conflicts
- Costly and dangerous errors in communication and documentation
- Costly waste of productive time due to correcting wrong and inconsistent terms and searching for correct terms
- etc.



## Examples of Terminology Debates (1/3)

### Potential Situation

Large or complicated projects require relatively large descriptions and may amplify the basic terminology problem.

### Impact & Discussion

Increased communication, language and terminology increase the potential for misunderstanding.

More robust and formal terminology management may be desirable.



## Examples of Terminology Debates (2/3)

### Potential Situation

Engineers and individuals working on complicated projects may have a natural propensity for underappreciating the terminology challenge (in effect, the terminology issue is therefore latent in nature)

### Impact & Discussion

A terminology problem necessarily exists – it is a case of how we choose to deal with it.



## Examples of Terminology Debates (3/3)

### Potential Situation

Gaps in terminology usage may ultimately manifest themselves in poor product quality or service delivery or general project issues.

### Impact & Discussion

Terminology is central to work and process management. Where terminology management is sub-standard, we risk introducing product, project and service delivery issues. Consistency and predictability in terms of meeting product and project quality targets is negatively affected.



## Terminology is **all about**







Terminology is **all about**

**PEOPLE**



**PROCESSES**

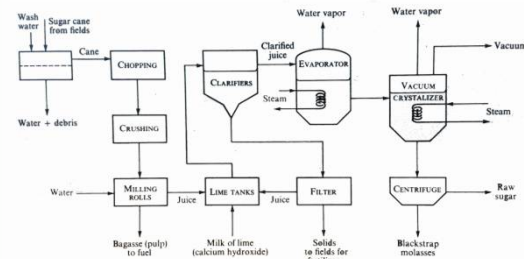


Figure 1-1 Processing steps for producing raw sugar from sugar cane.

**TOOLS**





# PEOPLE – STAKEHOLDERS - Commitment

How to commit people to terminology management?

**Stakeholder Management is KEY**

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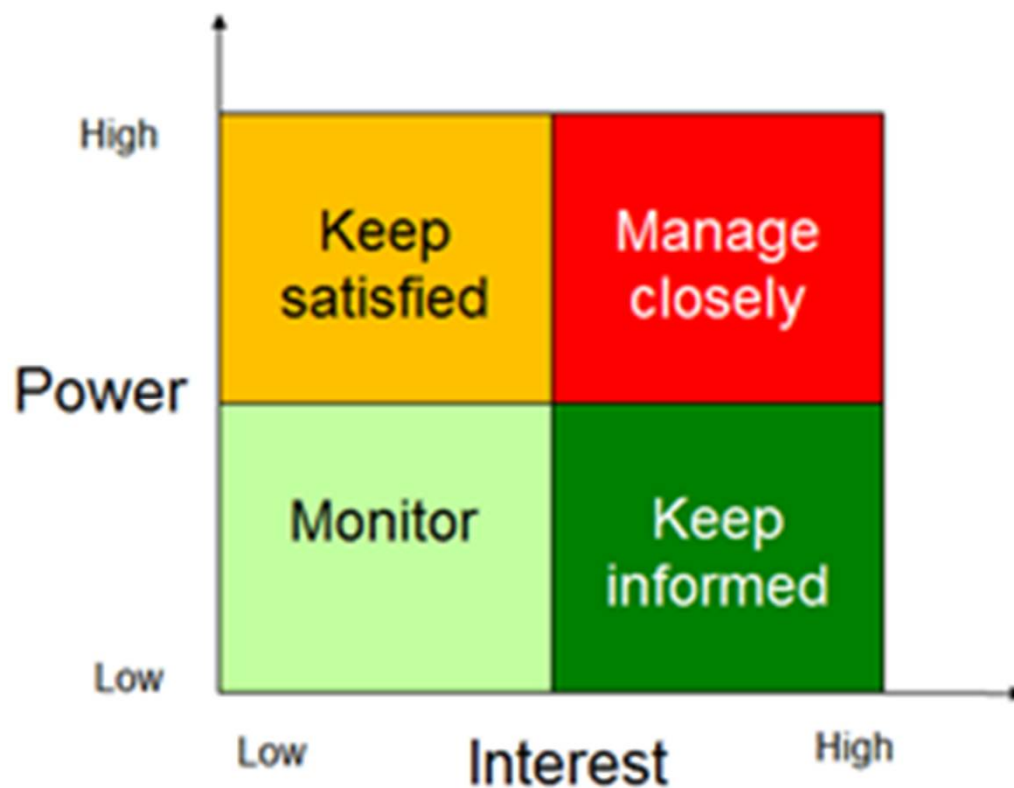
**A Terminology POLICY is KEY**

- for projects,
- working groups,
- entire organizations





## Stakeholders: The Power-Interest Grid





# What is a Terminology Policy?

ISO 29383 "Terminology policies - development and implementation"



- Specific targets and non-targets
- Extent
- Benefit
- Stakeholders
- Evaluation

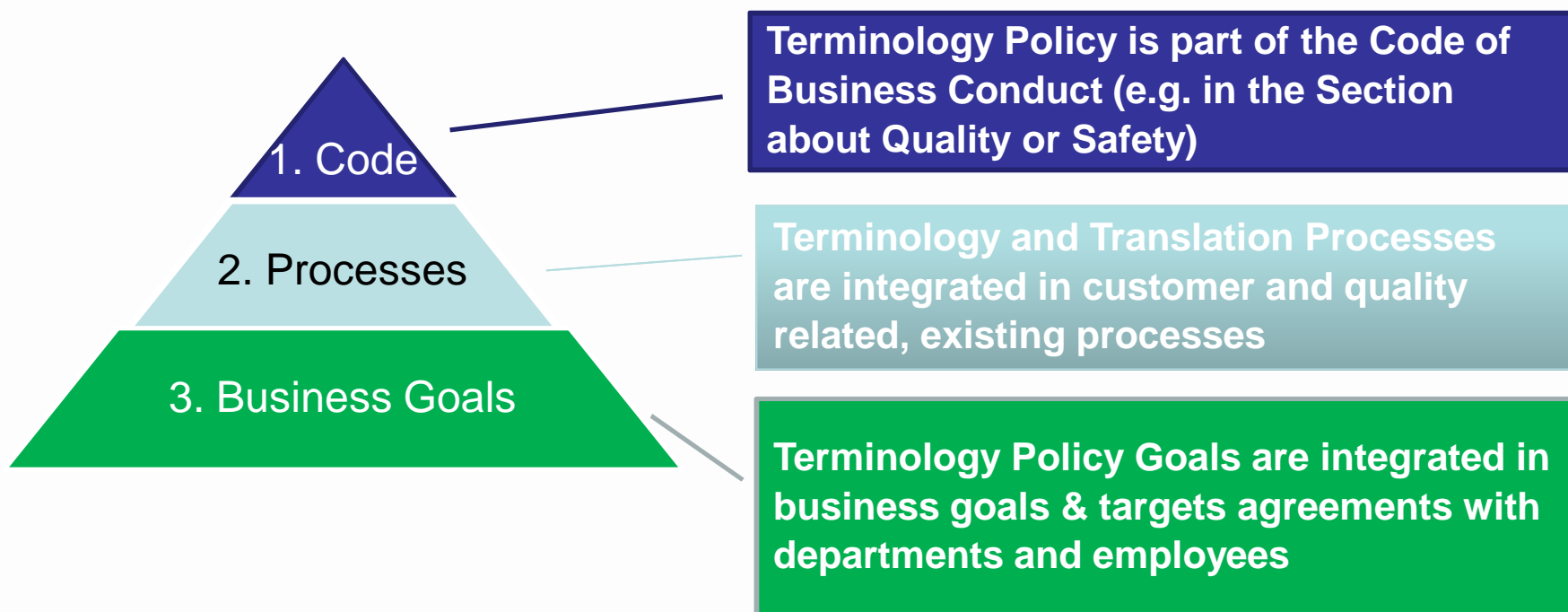


# **Terminology Policy – most important issues**

- 1.1 clear vision**
- 1.2 attractive goals**
- 1.3 quality levels**
- 1.4 reference to international standards**
- 1.5 strategy for sustainable implementation**



## Sustainable Implementation





## **Designing a terminology process**

### **Bring people together, use their strenghts and WOW them**

- what is in it for me?
- Brave new worlds and glorious times with terminology management

### **Clarify a lot of things in advance**

- monolingual, bilingual or multilingual terminology needed?
- which tasks are to be fulfilled internally and which are to be outsourced,
- how communication is and should be organised within the company/project/working group
- How communication is and should be organised with external parties (customers, software engineers, translators, technical writers, etc.),



## Designing a terminology process

### Clarify even more things in advance

- which employees / divisions / external parties should have access to the terminology?
- how and with whom do you want to or need to exchange terminology?
- which existing objectives concerning terminology design need to be fulfilled (corporate language),
- which sources for terminology are being used?





## Designing a terminology process

### And even more

- Which systems and tools need to be included in process planning, i.e.
- terminology management systems
- databases
- editing tools
- terminology extraction tools
- tools for computer-aided translation
- machine translation systems
- knowledge management systems
- knowledge repositories,
- etc.
- etc.



# Standard Processes and Unique Processes

## Examples of Standard Processes in Terminology Work

- New terms and designations are created for new developments.
- Definitions are formulated to describe and differentiate new concepts.
- New terms are assigned their equivalents in other languages.
- The terminology for product X will be made available to external translators



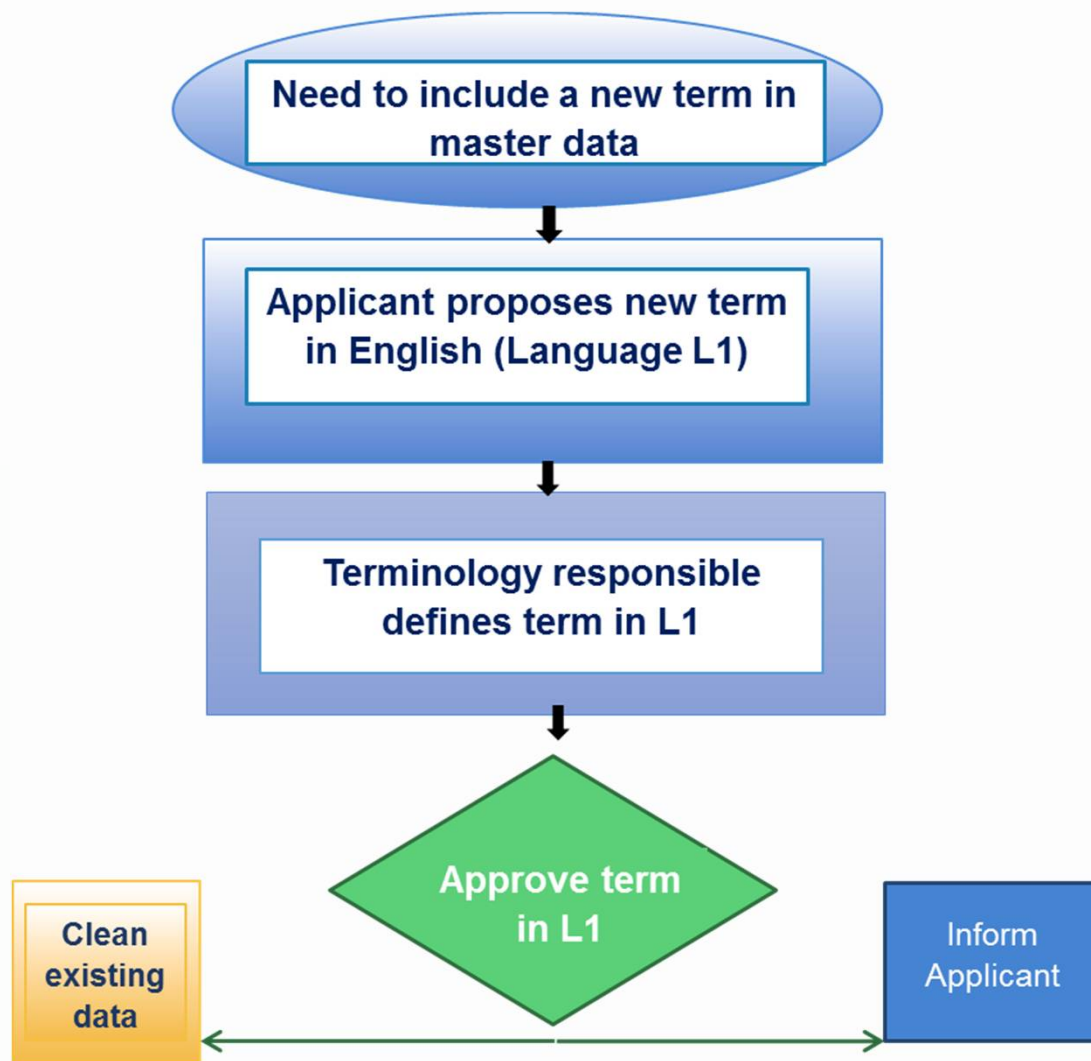
# Standard Processes and Unique Processes

## Examples of Unique Terminology Processes

- A terminology database is currently being integrated into the company.
- The company acquires a competitor. The brands are to be continued, but eventually a common corporate identity and a consistent corporate language shall be established. The terminology of the two companies must be harmonized.
- The company acquires a competitor. Differences in terminology shall be maintained. Terminology for both companies is collected centrally, documented and communicated accordingly, so that the technical documentation and translation departments are able to use a clear brand- or company-specific terminology.

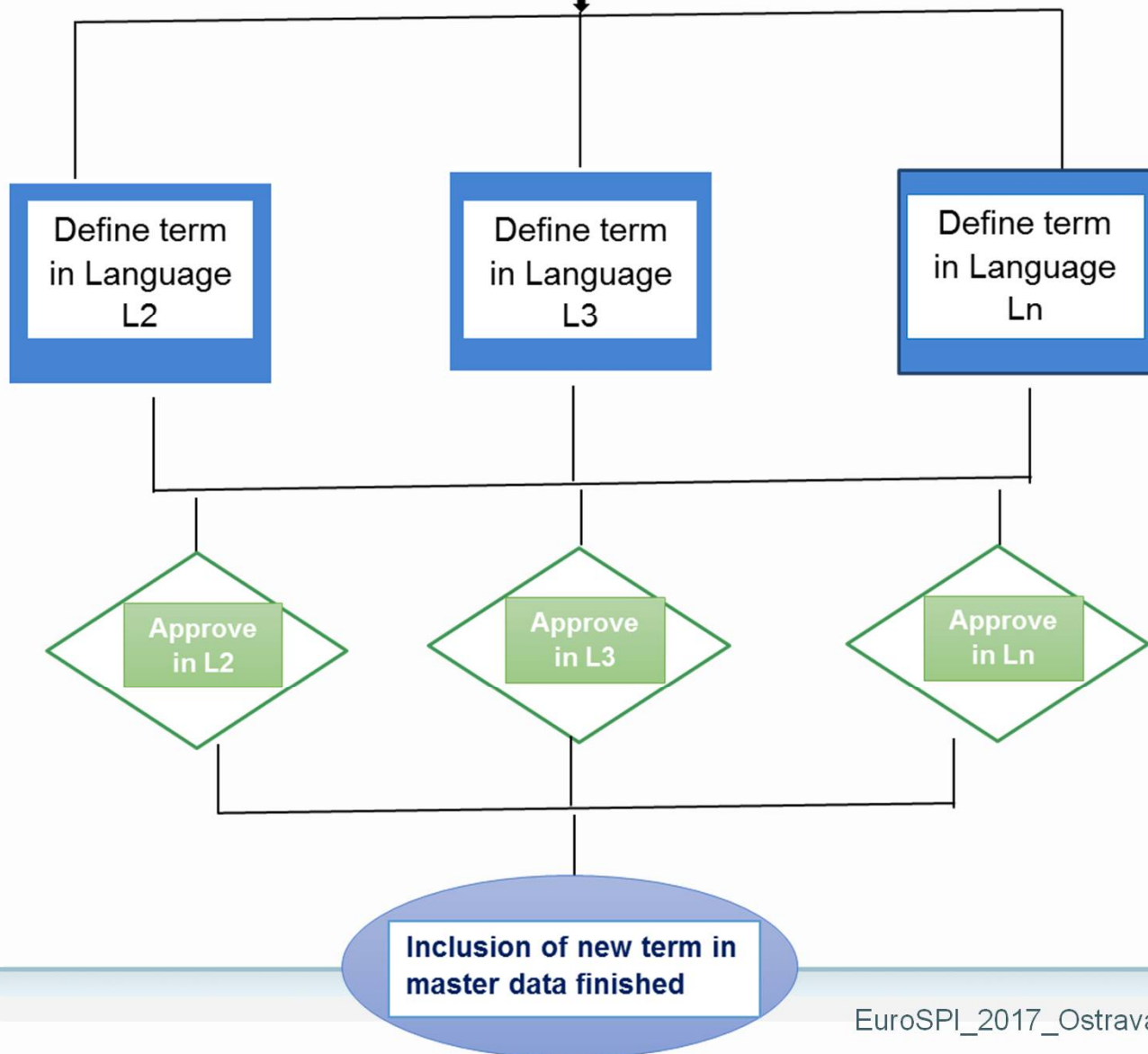


# Standardized Terminology Process (1/2)





# Standardized Terminology Process (2/2)





Role	Explanation
Applicant (A)	A has the right to propose / apply for new terms and for review of existing terms
Terminology Responsible for Language 1 (TR of L1) = English	TR is responsible for checking, research, definition and approval of terms in language 1 and can also submit an application
Terminology Responsible for Language n (TR of Ln)	TR is responsible for checking, research, definition and approval of terms in language n and can also submit an application
Approval Participant (AP)	AP takes part in the approval of new terms or of the reviews of existing terms in one language. APs can be Applicants and TRs.



## The ELCAT Model



- elcat is an online training, read only
- basic topics in terminology management for stakeholders in the automotive industry without a language background. Will be implemented in ECQA as ECQA Certified Terminology Manager (CTM) – **Automotive**.
- Special focus on engineering already implemented in: ECQA Certified Terminology Manager - **Engineering**.
- Elcat was originally funded by the German Federal Ministry of Education and Research and carried out by the Institute for Information Management (IIM) at the Technische Hochschule Köln.
- Project partners: TermNet, Audi Academy, Volkswagen AG, 2W Technische Informations GmbH, 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).



## Looking forward to the **PANEL Discussion**

1. **Why terminology management is important**
  1. for ME/for my organization
  2. for my project
  3. for the entire industry / community
  
2. **How can I introduce terminology management in my working environment?**
3. **What are the pitfalls?**
4. **Are there good practice examples I know?**
5. **Are there worst practice examples I know?**





## The TermNet Group



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