

T.E.R.M.I.N.O.L.O.G.Y.

TERMINOLOGY ...

... **WHAT IS IT?** = Technical language
= Specialised knowledge
= Professional communication

With increasing specialisation in science (research & development) and business (production, logistics, services, etc.), **specialised knowledge** has grown, and with it the number of technical terms and concepts.

With the right terminology, we can communicate in the "right" way. The systematic organisation and definition of concepts is called **terminology management** - which also includes classification.

TERMINOLOGY ...

... WHAT IS IT FOR?

Terminology management is the basis of all technical communication.

It improves the clarity of information and reduces its ambiguity, thereby expediting all types of information exchange.

Terminology management reinforces the image and performance of your business, improving competitiveness.

Financial losses due to inadequate or incorrect information or documentation are a thing of the past!



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Terminology management means:

- Translation of technical terminology into consumer/user-friendly language (technical documentation, advertising etc.)
- Mono- and multi-lingual company-specific product nomenclature (also for purposes of Corporate Identity support)
- Accurate definitions for legal requirements (environmental law, labour law, contract law, etc.)
- Standardisation

TERMINOLOGY ...

... WHY IS IT IMPORTANT?



... **Poor terminology is bad for business!**

Unclear **technical terms** can have an undesirable impact on:

- ◆ Product classifications, online catalogues, e-business (increased search time, unsuccessful product searches, etc.)
- ◆ Safety information and instructions for use
- ◆ Education and training
- ◆ Warehouse management and production
- ◆ Technical translations



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A Sample Calculation

A small modification, e.g. the change of a part in a technical component, affects all product models in which this part is used.

This means:

All model descriptions in all language versions must be changed!

At present for most companies this change must be made initially to one document (e.g. 10 x USD 0.23 per word).



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Then the change must be made for four additional models in two versions each.

Should these then need to be translated into an additional seven languages, the cost would total USD 161,000! If there were a standardised "register" in the company's languages in all documents, then by using a "global exchange," less than **10%** of this cost would need to be incurred.

Source:
JD Edward, US software and consulting company
This example in detail

Example

Efficiency in Data Processing and e-Business

We can't imagine life today without computers and the Internet. Everyone knows how to use them - not just the experts. Software must therefore be user-friendly and the instruction manual must be accurate and comprehensible.

And it goes without saying: the user interface and manual must be in the mother tongue of the user!

To be as competitive as possible from the start, an investment must be made in the localisation (= linguistic and cultural adaptation to the target market) of products, software and services.



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In particular new software products must be introduced simultaneously in many markets, for which the user interface and documentation must be translated into each national language and adapted to each culture.

This can only be achieved when multilingual **terminology** has been precisely determined.

By using terminology management for the localisation of software, costs are reduced so greatly that it is worth while to produce local language versions for even "small" markets such as Slovakia, the Czech Republic or Estonia. This is even more the case for e-business and m-commerce.

Example

Public Administration and eGov

Imprecise terminology can result in contradictory regulations and laws.

The use of unclear or incorrect specialised terms can have a negative effect on contracts and regulations (lack of legal certainty, questions of interpretation, etc.).



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Many ministries and public offices in Europe have already recognised this challenge and have employed terminologists to create and maintain their terminology databases.