

## ISO WD 29383 Terminology Policies – Development and Implementation



### Scope

This International Standard provides campaigners, policy makers and other decision makers in governments and administration, non-profit and commercial organizations with guidelines and a methodology for developing and implementing a comprehensive strategic plan for a **terminology policy**, i.e. a conscious, systematic and controlled approach to the creation, maintenance and use of terminology in, and for, defined user communities.

The document defines key terms, describes different scenarios and environments which may require different kinds of **terminology policies**. It also places terminology policies in the broader context of institutional or national strategic frameworks.

The methodology described in this standard assists strategic planners and other agents involved in a policy-making or implementation process to ensure quality and sustainability.

This International Standard is applicable to governments, organizations or corporations on local, national, regional or international levels.

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On their way towards what is called the knowledge society and in pace with fast-growing globalization, more and more companies, organizations and language communities face the need for an active, systematic and coherent strategy for terminology.

Many language communities or governments face a need to counter **domain loss** (i.e. the hegemony of English in preference to the main language(s) of the community in science and technology), in order to support language preservation activities for **minority languages**, to overcome the **digital divide** or foster **scientific-technological & economic development**.

Companies often need to timely address problems and **legal implications** regarding **product declaration, description** and **technical documentation**.

They also, in view of increasing **e-business activities**, have to deal with terminological applications like **product classification** and their **interoperability**.

Furthermore, consistent treatment and use of terminologies is a basic requirement for **marketing**, customer relations, quality assurance and **corporate identity**.

A clear, unambiguous, authoritative strategy regarding terminology is particularly of importance in times of (global) **merger** or in **temporary cooperation** (e.g. in projects), as part of a company's **knowledge management** and **communication** strategy.



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Due to the interdisciplinary, cross-departmental, cross functional or interregional nature of terminology, possible redundant or conflicting bottom-up initiatives for terminology planning require backing and regulation by top-down decisions and guidelines to be effective, i.e.

### Terminology Policies

#### More about Terminology Policies in the Web:

[http://www.infoterm.info/activities/terminology\\_policies.php](http://www.infoterm.info/activities/terminology_policies.php)

#### Target user groups:

- **Public administrations** (local and central governments, language planning associations, minority language groups...)
- **Companies (Diversity and Human Resources, Marketing and PR, Technical Communication, Terminology and Translation Departments, Knowledge Management)**
- **Civil Society Organizations (NGOs, IGOs, who operate within a mandate across geopolitical and linguistic and cultural borders)**
- **Project managers (in international or other projects that need to decide and plan for the temporarily limited use of terminology)**

#### Background:

In 2005 UNESCO published the Guidelines for Terminology Policies (prepared by Infoterm) which outlines basic topics concerning the making and implementation of terminology policies.

This document serves as basis for the development of this ISO standard.

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consulting & guidelines

for organizations, governmental institutions and commercial enterprises.