

## Terminology policies

Standardization

Infoterm  
ISO TC 37 Secretariat

Christian Galinski

Pre-conference Workshop on Terminology  
Policies (Antwerp) 2006-11-15

## Overview

- Standardization
- What are standards?
- History of standardization
- Organizational framework
- Multilinguality and standardization
- Terminology (planning) policies/strategies
- Standards for terminology policies
- UNESCO position
- Global semantic interoperability
- Terminology (planning) policies/strategies
- New topics for standardization



Pre-conference Workshop on Terminology Policies, 2006-11-15



## Standardization 1

standards are

“documented agreements containing technical specifications or other precise criteria to be used consistently as rules, guidelines, or definitions of characteristics, to ensure that materials, products, processes and services are fit for their purpose. .... International Standards thus contribute to making life simpler, and to increasing the reliability and effectiveness of the goods and services we use.”



Pre-conference Workshop on Terminology Policies, 2006-11-15



## Standardization 2

- The process of defining and applying the conditions necessary to ensure that a given range of requirements can normally be met, with a minimum of variety, in a reproducible and economic manner based on the best current techniques.
- (Within NATO) The process of developing concepts, doctrines, procedures and designs to achieve and maintain the most effective levels of compatibility, interoperability, interchangeability and commonality in the field of operations, administration and materiel. ↔ COMMUNICATION
- To promote conformity by means of a standard or to establish criteria for uniform practices.
- ...prevent to reinvent the wheel.



Pre-conference Workshop on Terminology Policies, 2006-11-15



## Standardization historical periods

Period 1: technical standardization:  
“hardware” standards

Period 2: technical standardization:  
“software” standards

Period 3: methodology standards



Pre-conference Workshop on Terminology Policies, 2006-11-15



## Standardization – organizational framework

The PwC report differentiates:

- formal standardization (in ISO, IEC, etc.);
- semi-formal or informal standardization
  - standard-setting organizations (SSOs), such as WHO, UNESCO, etc.
  - Internet Engineering Task Force (IETF), the World Wide Web Consortium (W3C), the UNICODE consortium etc.
  - IUPAC and similar non-governmental organizations (NGOs).
  - standards-developing organizations (especially industry consortia, such as OASIS formerly also called quasi-standardization leading to de-facto standards or industry standards)
- guidelines for best practices which can range from all kinds of design guidelines to vendor guidelines
- government regulations (technical regulations in ISO terminology)  
which can have different degrees of legal binding – incl. also certain types of regulations issued by intergovernmental organizations

PRICEWATERHOUSE COOPERS [comp.]. Cultural diversity market study. Final Report. Luxembourg: 2001



Pre-conference Workshop on Terminology Policies, 2006-11-15



## Multilinguality and standardization

The PwC Report identifies a big need for multilinguality-related standards (among others for making fit for internationalization):

- **protocol and mark-up languages**
- **input/output aspects, such as**
  - character sets
  - cultural conventions
  - matching, indexing, ordering and sorting
  - converting content
- **linguistic aspects, such as**
  - language identification (even going beyond ISO 639 Codes for the names of languages)
  - HLTs and exchange formats
  - multilingual dictionaries
  - language independent semantics
- **content and design aspects**
  - content management
- **commercial and legal aspects**

Info  
term

Pre-conference Workshop on Terminology Policies, 2006-11-15



## Terminology (planning) policies/strategies

- **“National” terminology = language (community) focused**  
→ **highly language-oriented** (i.e. geared towards developing the language towards SPLs in general, incl. common conventions across all/many subject fields)
- **Enterprise terminology = commercial view**  
→ **highly subject-field oriented** (i.e. geared towards developing the language conventions of the enterprise, especially corporate language and terminology)
- **(Non-profit) institution/organization**  
→ **highly subject-field oriented** (i.e. geared towards developing the language conventions of the institution/organization, especially by means of terminology planning)

→ **No aspect of life today without minor or major impact from ICT (information and communication technologies)**

Info  
term

Pre-conference Workshop on Terminology Policies, 2006-11-15



## New topics for standardization

- **Project management:**
  - project management of terminology policy formulation processes
  - project management of terminology policy implementation processes
  - evaluation and certification of terminology policy processes
  - project management of terminology projects
  - web-based collective working methods ...
- **Terminology standardization aspects:**
  - “national” rules for terminology standardization
  - “national” or organization-specific naming principles and conventions
- **Terminology technology** (e.g. concerning t. interoperability)
  - text tagging/markup and term extraction methods
  - lexicographic-terminological interoperability
  - speech-to-written conversion ...
- **Terminology agreements, business models and other commercial and legal aspects**

Info  
term

Pre-conference Workshop on Terminology Policies, 2006-11-15



## UNESCO and multilinguality

- Promoting a wider, more equitable access to information  
(« Recommendation on the promotion of multilingualism and universal access to Cyberspace »/ Initiative B@be)
- Raising awareness of issues of equitable access and multilingualism
- Encouraging Member States to
  - **Develop strong policies which promote and facilitate language diversity on the Internet** → **Guidelines for Terminology Policies**
  - **Create widely-available online tools and applications (such as terminologies, automatic translators, dictionaries) for content in local languages**
  - **Share of best practices and information** → **ISO/TC 37**

Info  
term

Pre-conference Workshop on Terminology Policies, 2006-11-15



## Advocating open access solutions

- “Member States and international organizations should encourage open access solutions including the formulation of **technical and methodological standards** for information exchange, **portability and interoperability**, as well as **online accessibility of public domain information** on global information networks.”  
(UNESCO Recommendation on Multilingualism and Access to Cyberspace)
- “Governments should promote the development and use of **open, interoperable, non-discriminatory and demand-driven standards**.” (WISIS Action Plan)

Open(?) source software & Open(?) content  
→ not necessarily free of charge!

Info  
term

Pre-conference Workshop on Terminology Policies, 2006-11-15



## THE CHALLENGE: (user point-of-view)

### → Global Semantic Interoperability

- |  |  |
|--|--|
| • throughout the enterprise/organization | → requested e.g. in e-government                                   |
| • between enterprises/organizations      | → requested by the market  |
| • within industry consortia              | → requested by industry branches                                   |
| • between industry consortia             | → ??? (urgently needs harmonization and especially open standards) |
| • between different e...s                | → requested by the user  |
| • between different language communities | → requested by the end user  |

→ must be planned → strategies/policies  
→ **standardized/harmonized methods and practices**  
→ more and more ICT-assisted

Info  
term

Pre-conference Workshop on Terminology Policies, 2006-11-15



Thank you for your attention

---

**Infoterm**  
International Information  
Centre for Terminology  
ISO/TC 37 Secretariat

ADDRESS:  
Mariahilfer Strasse 123/3  
1060 Vienna, AUSTRIA

T: +43-664-3446 181  
F: +43-1-524 0606-99  
[infopoint@infoterm.org](mailto:infopoint@infoterm.org)  
<http://www.infoterm.info>

Join activities

for

**YoL08**