

**Pre-conference Workshop „Terminology Policies“
2006-11-15
Synopsis of working group results**

Argumentation for a terminology policy

1) International non-profit organizations

- it is important to use positive arguments
- WHO:
 - o terminology leads to huge cost savings
- instead of using the term “terminology”, it is better to use “knowledge management” or “content management”
- it is important to provide solutions for problems regarding terminology management – tools, methods, etc.
- multilingual and multidomain approach
- it is important to involve all stakeholders in cooperation

2) Profit-oriented organizations

- global players vs. SME/OPE (one person enterprise)
- term. policy is a management issue; will only be successful if managed on high level, but it is important to achieve a commitment with the employees involved
- the term “terminology policy” should be avoided, it is important to induce positive connotations when communicating the necessity and goals of a term. policy
- terminology is part of good business practice

3) Language communities

- attitude and awareness of people is important
- positive arguments:
 - o economic reasons
 - o everyone thinks and expresses him/herself best in his/her mother tongue
 - o it is a democratic right to use his/her mother tongue
 - o translators/interpreters are experts and should be engaged to execute all necessary translations
 - o tax payers have the right to get information in his mother tongue
 - o term. policy can prevent the extinction of languages
- but:
 - o English as lingua franca has advantages (understood by many people)
 - o top-down imposition of culture by a term. policy
 - o danger: prioritization of 1/few language(s)
 - o do anybody has the right to prescribe the use of language?