Workshop

Terminology Management in Translation

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Content

1. What does terminology management mean in practice?

2. What is the role of terminology in quality assurance – and how to measure quality?

3. What does the new European Standard EN 15038 on „Translation services – Service requirements" say about terminology?

Terminology is …

- Terminology 1
- A set of designations belonging to one special language.

- Terminology 2
- Terminology science. Science studying the structure, formation, development, usage and management of terminologies in various subject fields.

ISO 1087-1:2000 Terminology work – Vocabulary – Part 1: Theory and application

Translation & Terminology

- 40% of translation time is terminology research.

- Documented terminology reduces time spent to re-research.

- Terminological changes in larger projects can destroy a complete project plan.

- Clearing terminology up front reduces query time.

Translation & Terminology

- If consistency is an issue, terminology is the answer

- Example: What happens without terminology?

- Klaus Fleischmann, Kaleidoscope, Summertrans 2008, Vienna, slide 16

1.1 Terminology Management

- What does it mean in practice?

→ TermNet Folder „What is Terminology"

1.1 Terminology Management

■ How to do it properly?

→ TermNet members
(http://www.termnet.org/english/about_us/members.php)

→ Terminology Standards ISO/TC 37
(please refer to presentation of Anja Drame
adrame@infoterm.org)

1.2 Role of Terminology in QA *

- Terminology & terminology management (TM) as integral, quality assuring part of the end products in 3 fields:

1. Information & communication

2. Classification & categorization

3. Translation & localization

QA = Quality Assurance

1. Role of Terminology in QA

- Example: Standardized terminology in risk and safety management

- Example: Correct terminology in technical documentation

- Example: Consistent terminology in translation and localization

2. How to measure quality?

- First of all – please define: What is quality?

→ Please think about your own concept of quality (in general and with respect to quality in translation)

→ Please wright your short (draft) definition down

→ 3 minutes

What is quality?

- ISO 9000: "Degree to which a set of inherent characteristic fulfills requirements." (*requirement* is defined as need or expectation).

- Peter Drucker: "Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for."

Quality in business is …

- … to meet the client´s expectations

  → Do clients know their expectations?
  → How can they communicate the expectations?
  → How can they check the text in 13 languages?

- … often subjective
- Klaus Fleischmann, Kaleidoscope, Summertrans 2008, Vienna

The concept of Quality

Quality exists, when the price is long forgotten.

(Fredrick Henry Royce)

Quality in business

- „Formal" quality requirements
  - →Deadlines
  - →Consistency
  - →Numbers
  - →Names
  - →Terminology adhered to

- Klaus Fleischmann, Kaleidoscope, Summertrans 2008, Vienna

2. How to measure quality?

1. Quality of translations → <u>text</u> quality

2. Quality of services → <u>management</u> procedures of <u>T</u>ranslation <u>s</u>ervice <u>p</u>roviders (<u>TSPs</u>)

What is Quality?

- How to meet customers expectations?

- e.g. by standards reflecting the state of the art of the business,

- see introduction to EN 15038: … (the standard) is designed to provide translation service providers with a set of procedures and requirements **to meet market needs**.
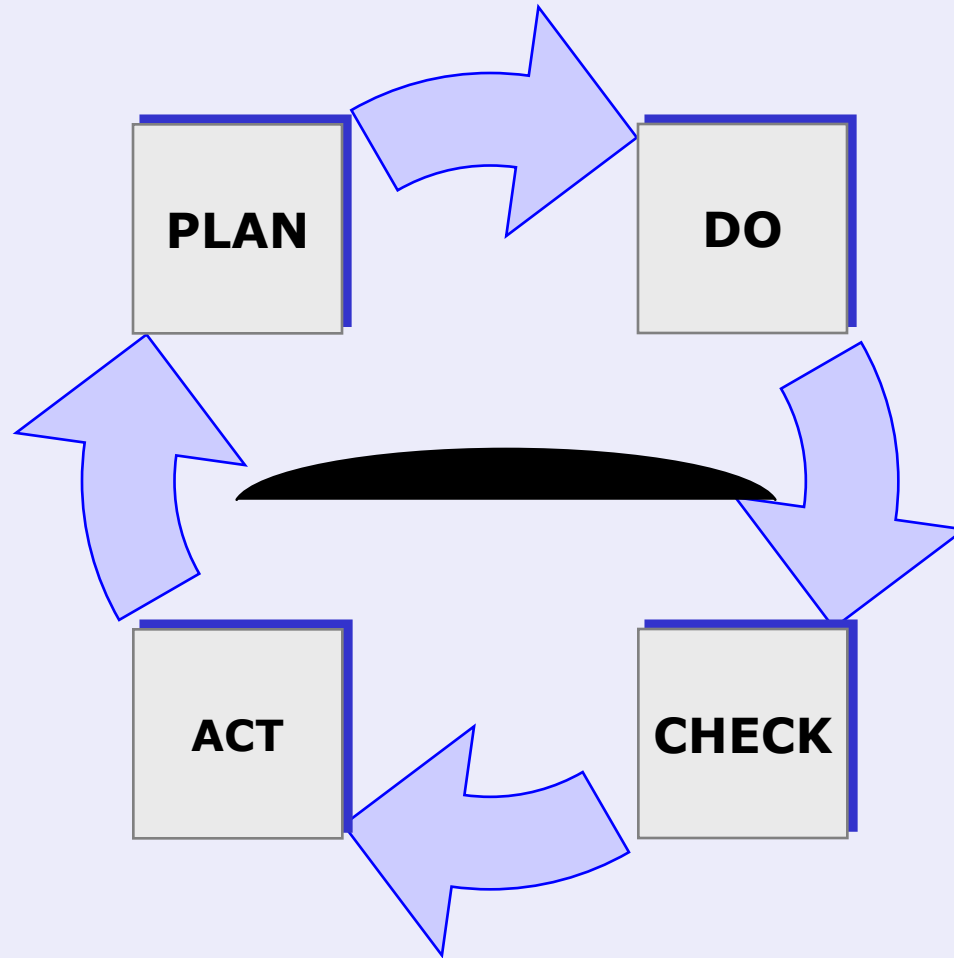
2.1 Quality of translations

- GB/T 19682-2005 – 翻译服务译文质量要求 – *Target text quality requirements for translation services*

- SAE-J2450 - Quality Metric of Automotive Industry (http://www.sae.org/technicalcommittees/j2450p1.htm)

- LISA QA model - Localization Industry (www.lisa.org)

- ATA certification program - competence in translating from one specific language into another (http://www.atanet.org/certification/index.php)

2.1 Quality of services

- Chinese: *Specification for translation service – Part 1: Translation* 翻译服务规范 第1部分:笔译 (GB/T 19363.1-2003)

- US-American: *Standard Guide for Quality Assurance in Translation* (ASTM F2575-06);

- European: <u>*Translation services – service requirements* (EN 15038:2006)</u>

- Canadian Standard 2008 *CGSB-131.10:2008 Translation Services,* , based on EN 15038
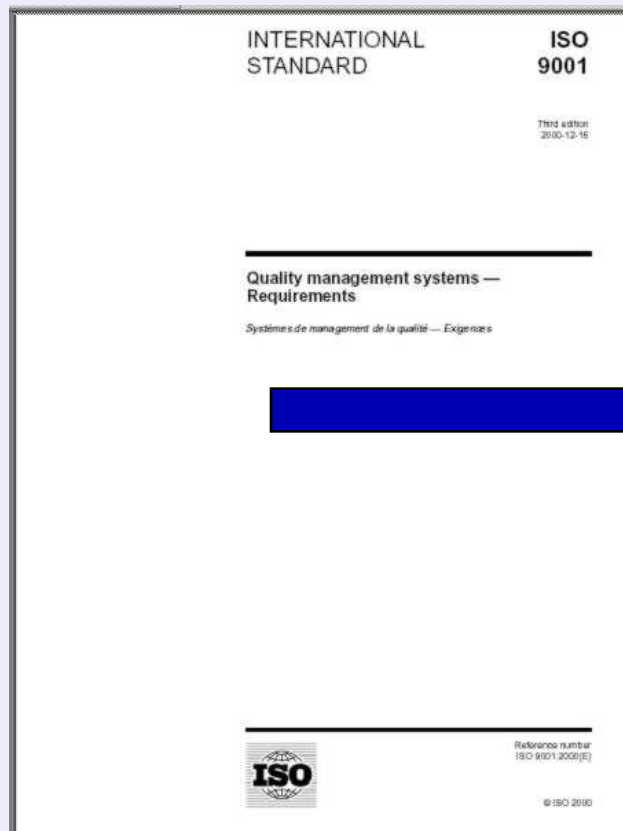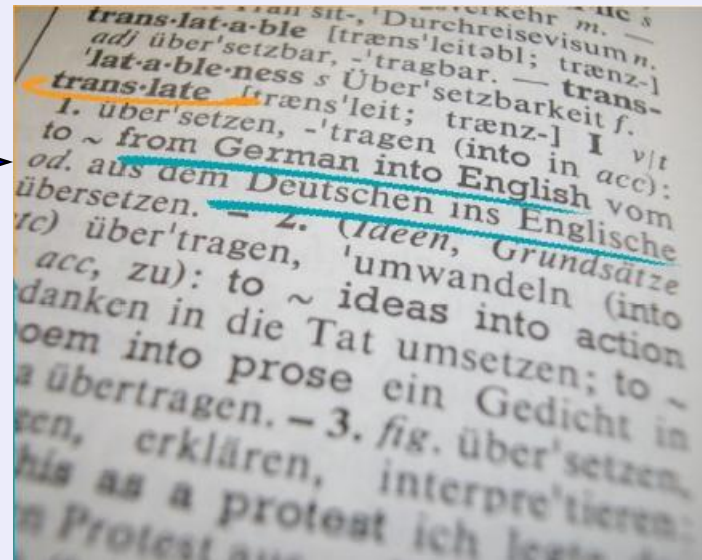
Quality of services

2. How to measure quality?

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- ISO 9001 priciple:

- Say what you do

- Do what you say

  → Prove it

  → Document it

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2. How to measure quality?

ISO 9000 tells you <u>that</u> you should do it

EN 15038 tells you <u>what</u> you should do

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3. What does EN 15038 say?

The European Standard EN 15038 is <u>state of the art</u> in the translation sector – it reflects the procedures and business behaviour of <u>successful</u> TSPs – regardless of their company size

Also small TSPs perform their translation projects since many years as described in EN 15038

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3.1 Impact of EN 15038

- Strong market response - fast growing number of EN 15038 certified TSPs worldwide

- Success stories of EN 15038 certification will raise quality and awareness in translation sector worldwide

- Experience with EN 15038 as basis for a future ISO standard for the translation industry on the basis of Chinese, American, Canadian and European standards

… about terminology?

3. EN 15038 &Terminology

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- 1Scope
- Terms and Definitions
- Basic requirements
- 4 Client-TSP relationship
- 5 Procedures in translation services
- 6 Added value services

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3. EN 15038 &Terminology

- 5.3 Preparation

- 5.3.3.2 Terminology work
  Where no specific terminology is available for the project, the TSP and the client can agree on terminology work to be carried out as an added value service (see Annex E) before the translation executed.

- 6 Added value services – important:
- If a TSP offers any added value services, it should make every effort to apply the same level of quality to those services as to the services covered by this standard.

- should = voluntary

3. EN 15038 &Terminology

- 6 Added value services
- Annex E: non exhaustive list of added value services:
- terminology data base creation and termbase management, terminology concordance, translation memory alignment, language and culture consultancy, etc. etc.

- 5.4.1 Translation

Throughout this process, the translator <u>shall</u> pay attention to the following:

a) Terminology: compliance with specific domain and client terminology, or any other terminology provided, as well as terminology consistency throughout the whole translation.

<u>shall</u> = mandatory

3. Conclusion EN 15038

- Quality assuring factors in EN 15038:
- Terminology & terminology management are defined and specified as core components of the entire process of quality services in the translation process

An at the end: Prove of quality

- How to prove that translation service meets International quality requirements?

- e.g. by International certification:

- LICS® Language Industry Certification System www.lics-certification.org

Who can get certificates?

Access to certification by LICS®
is open to any

- company and organization

- inhouse translation service / department

- OPE – One Person Enterprise -
individual translator (freelancer)

How to get certified?

→Workshop presentation of
Dr. Peter Jonas

- Information and details available also at:
www.lics-certification.org

THANK you very much for your attention – looking forward to your questions!

Thank you very much

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  - terminology, translation,

  - diversity management &
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  - Corporate Social Responsibility

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