Terminology Training: A New Approach in The Low Countries

Frieda Steurs
CEO/Head of research
University training in terminology
A variety of skills

- Authoring
- Terminology management of source and target texts
- Workflow management of source and target texts
- Translation tools
  - CAT tools
  - MT tools
  - Postediting
- Cloud based solutions: collaborative projects
- Localisation
The market

CHOOSING THE RIGHT TYPE OF TRANSLATION

<table>
<thead>
<tr>
<th>PURPOSE</th>
<th>MARKETING TRANSLATION</th>
<th>TRANSCREATION</th>
<th>COPYWRITING</th>
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<td>Persuasive</td>
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<td>Taglines, Copy-rich collateral, without reference to source material</td>
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Lionbridge
Language Technology Unlocks the Single Digital Market

2013

- English (565 million)
- Chinese (510 million)
- Japanese (165 million)
- World Spanish (100 million)
- World Portuguese (83 million)
- Russian (60 million)

Online Population

Europe today (Many small markets)

2020

The Single Digital Market

www.meta-net.eu

Source: Instant World Stats/World Factbook (CIA)
How to shape the future of translation?

- SDL Trados new research / survey (2016)

- **Insight 1 : QUALITY**
  
  - Quality is 2.5x more important than Speed
  - Quality is 6x more important than Cost
    - (even for very costconscious LSP’s : 4x more important than Cost)
Quality in translation

- Quality is hard to achieve
- Nearly 2/3 (64%) of those polled had to rework
What are the top challenges?

- 48% terminological inconsistencies
- 44% styling
- 31% translation inconsistencies
- 27% translation doesn’t sound natural
- 24% formatting and tagging errors
- 17% DTP errors

- Lack of feedback is huge; 58% never receives any feedback
How to improve translation quality?

- 56%: Terminology is a priority
- Familiarise yourself with standards
- Embrace an objective approach to measure Quality
Training

- Ongoing need to
  - Raise awareness for terminology work
    - Both in companies and in public services
  - Use the standards
  - Train students in terminology work
  - Improve the workflow and the procedures
Let’s go back ... some history
A brief look back in time
Dbase III+
Eurodicautom.....
NEW SKILLS
NEW REQUIREMENTS
A variety of skills

- Authoring
- Terminology management of source and target texts
- Workflow management of source and target texts
- Translation tools
  - CAT tools
  - MT tools
  - Postediting
- Cloud based solutions: collaborative projects
- Localisation
- Quality Assurance, Revision, Proofreading
Terminology and ICT (Bachelor 3)

www.termnet.org
Translation Technology Summer School

- How to set-up your freelance translation business and market your services
- Essential project management skills in the translation/localization business
- Terminology management and corpus query
- CAT-tools: desktop vs. cloud, commercial vs. open-source
- Computer-assisted translation tools and exotic languages
- Computer-assisted translation tools and dictation
- Technical communication
- Search engine optimization
- Website & Software localization
- Machine Translation and Post-editing
- Quality in Translation
- Train the trainers of translation technologies
Terminology work for IATE

- Terminology Council for Dutch
- All Masters in Translation in Flanders & the Netherlands
Terminology in the Dutch Language Area

Important partners in this project:

- **The Dutch Language Institute**
- **NL-Term**
  - An association for the Low Countries, linking all the organisations, companies and persons working with terminology
- **Advice**
- **Representation**
- **Professionalisation**
Terminology to support specific user groups

“Our goal is to establish language that is gender-neutral, ethnic-neutral and age-neutral, while celebrating our spirit of diversity.”
A Terminology Council for the Dutch language

- A platform for language services (T & I) of the EU and public services on the level of the memberstates
- Consultation and coordination between language services
  - To strengthen the position, availability and quality of the Dutch public services terminology within the EU.
- Possible future platforms for other users? Medical domain, education, building and contracting,…
TEF workshops

- More and better involvement of students in the work of official terminology, the translation services and the translation training.

- TEF workshops alternatively in Belgium (Flanders) and the Netherlands

- To trigger the cooperation with universities and students
Trainees for terminology work

Traineeships in the European Commission
Traineeships

1 month

- 4 to 6 weeks
- Final year of study or one year after
- Not paid
- Brussels or Luxembourg
- **Terminology traineeships**
- combination with a thesis in the field of terminology

Traineeships

5 months

- 5 months
- “young professionals”
- paid (1100 EUR)
- Whole EC
- Brussels, Luxembourg
- Translation traineeships with DGT

http://ec.europa.eu/stages/home
Tasks?

Depending on timing and agreements

- Preparatory work for mastertheses (research, counselling, choice of concepts, …)
- Support for translators (helpdesk)
- Creation of domainspecific corpora
- (Manual) termextraction
- Consolidating and adding terms to IATE
Domains and topics

- Domains: energy, corruption, cybercrime, intellectual property rights, climate, cultural heritage, transport, …
- General reports of the EU
- (ESCO) European Skills/Competences, qualifications and Occupations
  - terminology project till 3/2016: 12000 competences
- Evaluation of terminology used in freelance translations
Termcouncil academy

- What?
  - Initiative of the Dutch Language department of DGTranslation for the masterstudents of Belgian and Dutch translator training programmes (EMT-network and beyond)
  - Part of a larger cooperation with the TermCouncil
Purpose

- Structural terminology cooperation between translation services (EU, BE, NL, Benelux Union) and translator trainingsprogrammes in BE/NL
- Collecting, analyzing and disclosing of domainspecific terminology
Stakeholders

- **European Commission – DGT-NL (initiative)**
  - Terminology internships
  - Terminology master’s theses
- **EU Council – Dutch Translation Service**
  - Terminology internships
  - Terminology master’s theses
- **Support from the other TermCouncil members**
  - European Court of Auditors
  - European Parliament
  - Translation agency of the EU
Participants

- Taalunie (Dutch Language Union)
  - Chair of the Terminology Council
  - Moderator and initiator
- The Dutch Language Institute
  - Hosting and disclosing terminology collections and corpora
  - Hosting students from the Netherlands as interns
Internships and theses

Who?

- Students (Master in translation or 4th year of Ba

Requirements?

- Basic skills in terminology management and datamining
- Knowledge of particular domains

Languages?

- Obligatory: English (or French) and Dutch
- Extra languages: French, German, Italian, Spanish, …
Internships and theses

What do the student contribute?

• Improve the quality of termbanks such as IATE
• Create new domain-specific and language-specific corpora and annotate these
• Extract and describe new terminology
• Develop domain-specific terminology records
• Testing new terminology tools (extraction, management, …)
• Testing new working methods and working models
Master’s theses on terminology

- Terminology work for important and relevant domains
- Apply the theory doing concrete terminology work
- Research on term variation
  - Regional: EU-nl / BE-nl / NL-nl
  - Diachronic: process of consolidation for new concepts
  - Texttype: legal work, specialist literature, information for the larger public
- Testing dataportability
- Testing terminology tools (e.g. termextractors, …)
- Datamining & corpuslinguistics
Advantages

**Students**
- Practical terminology work
- Meet possible employers
- Good on your cv

**Universities**
- Collaboration through projects
- Bring to the attention their own tools and research programmes
- Narrowing the gap between the training and the market
- Offering interesting traineeships and topics for master’s theses
Advantages

**Terminology council**
- Strengthening the council with important partners
- More people working on common terminology projects
- Improving the quality of existing termbases such as IATE
- Creating new domain-specific termbases
- Exchange of good terminology practices

**Dutch**
- Strengthening the Dutch language as the language for government, education and research
- Tracing domain loss and fighting it
Online platform voor communicatie

IATE-Scripties en -Stages

Inleiding toevoegen

Bestanden toevoegen | Nieuwe folder maken | Media galerij | Beschikbare ruimte voor deze cursus bekijken | Bestanden typen en zoeken

<table>
<thead>
<tr>
<th>Titel</th>
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/instituut voor de Nederlandse taal/
## Master’s theses in 2015-16

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<tr>
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<th>Met termenfiches?</th>
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<tr>
<td>Aline Erauw</td>
<td>afgeleverd mei 2016</td>
<td>Cultuur-elkewoord terminologie: een vergelijkende studie tussen en aanvulling van IATE en de AAT-Ned</td>
<td>Ja, Word</td>
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<tr>
<td>Jeroen Segers</td>
<td>afgeleverd mei 2016</td>
<td>Das Phänomen der terminologischen Variation als Herausforderung für Übersetzer. Ein Beitrag zur IATE-Datenbank der EU</td>
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<tr>
<td>Annélies Achten</td>
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<td>Bram Smets</td>
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<tr>
<td>Lisa Lambrechts</td>
<td>afgeleverd mei 2016</td>
<td>Afvalterminologie in de Europese Commissie</td>
<td>Ja, SDL MultiTerm</td>
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<tr>
<td>Liza Wijker</td>
<td>afgeleverd aug 2016</td>
<td>Tidal Power: a bilingual term bank</td>
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<td>Robin Coolen</td>
<td>afgeleverd aug 2016</td>
<td>Grensoverschrijdende portariteit. Terminologisch onderzoek voor IATE, in opdracht van de KU Leuven en de Europese Commissie</td>
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<td>Charlotte Wauters</td>
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<td>Jan Haven</td>
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<td>Michelle Nietvelt</td>
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<td>Terminologische studie rond asiel en migratie. Het gebruik van neutrale, respectvolle en correcte termen in de context van de vluchtelingenproblematiek</td>
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<td>Sebastiaan De Meyer</td>
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<td>Onderzoek naar het tolken van neologismen: analyse en reflectie. Casus: EU-persconferenties met simultaanvertaling</td>
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Theses

All theses include Dutch terminology

Source language is almost always English; in some cases a third language is added

- Domainloss
  does Dutch lack linguistic expressions for particular domains? How often do we borrow English words?

- Nederlands (NL) versus Dutch (B) versus “Dutch (EU)”
  belangenverstrengeling (NL-NL + EU) – belangenvermenging (NL-BE) – belangenconflict (EU, ook NL en BE)

- Diachronic termvariation
  Can we see an evolution or a shift in the use of terms?
Use of word-templates

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<td>This flight phase starts after take-off, when the aircraft reaches 1 000ft or 1 500ft altitude, and ends when the aircraft levels off at the cruising level; or flight phase during the flight when the aircraft gains height. Reference: AP4ATCO - Factors Affecting Aircraft Performance During Takeoff and Climb. In Website Skybrary.aero, <a href="http://www.skybrary.aero/index.php/AP4ATCO_-_Factors_Affecting_Aircraft_Performance_During_Takeoff_and_Climb">http://www.skybrary.aero/index.php/AP4ATCO_-_Factors_Affecting_Aircraft_Performance_During_Takeoff_and_Climb</a> [19.7.2016]</td>
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Multiterm-alternative
Input level in IATE
The future

- Each year, students are invited to participate in these projects.
- Large domains and lots of themes that can offer a lot of possibilities for terminology work.
- We stimulate that not only students from Flanders, but also from the Netherlands join this type of terminology research.
- Other translation services are invited to join this project!