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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<tbody>
<tr>
<td>Persuasive</td>
<td>Motivational</td>
<td>Original</td>
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<tr>
<td>Faithful</td>
<td>Conceptual</td>
<td>No Source</td>
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</tr>
<tr>
<td>Medium</td>
<td>High</td>
<td>Very High</td>
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<tr>
<td>Websites, Email, Training, Product Info, Blogs</td>
<td>Slogans &amp; Taglines, Campaigns, Brochures, Headlines</td>
<td>Taglines, Copy-rich collateral, without reference to source material</td>
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</tbody>
</table>
Language Technology Unlocks the Single Digital Market

2013

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

Online Population

Europe today (Many small markets)

2020

The Single Digital Market

META-\text{NET}

www.meta-net.eu
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 member states
- 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 domain-specific corpora
- (Manual) term extraction
- 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 trainings programmes in BE/NL

- Collecting, analyzing and disclosing of domain specific 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 domainspecific and languagespecific corpora and annotate these
• Extract and describe new terminology
• Develop domainspecific 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 domainspecific 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**

<table>
<thead>
<tr>
<th>Titel</th>
<th>Omschrijving</th>
<th>Grootte</th>
<th>Datum</th>
<th>Type</th>
<th>Acties</th>
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# Master’s theses in 2015-16

<table>
<thead>
<tr>
<th>Student</th>
<th>Status scriptie</th>
<th>Titel scriptie</th>
<th>Met termenfiches?</th>
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<tbody>
<tr>
<td>Jeroen Segers</td>
<td>afgewerkt mei 2016</td>
<td>Das Phänomen der terminologischen Variation als Herausforderung für Übersetzer. Ein Beitrag zur IATE-Datenbank der EU</td>
<td>Ja, Word</td>
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<tr>
<td>Annelies Achten</td>
<td>in voorbereiding</td>
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<tr>
<td>Bram Smets</td>
<td>in voorbereiding</td>
<td></td>
<td></td>
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<tr>
<td>Lisa Lambrechts</td>
<td>afgewerkt mei 2016</td>
<td>Afvalterminologie in de Europese Commissie</td>
<td>Ja, SDL MultiTerm</td>
</tr>
<tr>
<td>Liza Wijker</td>
<td>afgewerkt aug 2016</td>
<td>Tidal Power: a bilingual term bank</td>
<td>Ja, SDL MultiTerm</td>
</tr>
<tr>
<td>Charlotte Wauters</td>
<td>afgewerkt --- 2016</td>
<td></td>
<td>Neen</td>
</tr>
<tr>
<td>Isabelle Stoops</td>
<td>in voorbereiding</td>
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<td>Jan Haven</td>
<td>in voorbereiding</td>
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<tr>
<td>Michelle Nietvelt</td>
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<tr>
<td>Stefie Mievis</td>
<td>afgewerkt mei 2016</td>
<td>Terminologische studie rond asiel en migratie. Het gebruik van neutrale, respectvolle en correcte termen in de context van de vluchtelingenproblematiek</td>
<td>Ja, pdf</td>
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<tr>
<td>Anke De Prijck</td>
<td>afgewerkt mei 2016</td>
<td>The terminology of cybercrime. A contribution to the IATE-CvT project (English-Dutch-Spanish)</td>
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<td>Eline Vermeiren</td>
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<td>In terms of cybercrime. A contribution to the IATE-CvT project (English, German, Dutch)</td>
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<td>Evelien Uyttersprot</td>
<td>afgewerkt mei 2016</td>
<td>La terminología de la propiedad intelectual. Una contribución al proyecto IATE-CvT (inglés-español-neerlandés)</td>
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<tr>
<td>Jens Van Nieuwenhove</td>
<td>afgewerkt aug 2016</td>
<td>The terminology of air transport. A contribution to the IATE-CvT project (English, Dutch, German)</td>
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<td>Katrijn Lauwaet</td>
<td>afgewerkt aug 2016</td>
<td>The terminology of geothermal energy. A contribution to the IATE-CvT project (English-Dutch-German)</td>
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<tr>
<td>Sebastiaan De Meyer</td>
<td>in voorbereiding</td>
<td>Onderzoek naar het tolken van neologismen: analyse en reflectie. Casus: EU-persconferenties met simultaansvertaling</td>
<td>Neen</td>
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<td>Mathieu Van Obberghen</td>
<td>afgewerkt mei 2016</td>
<td>De terminologie van verworven werken. Een studie naar variatie en context</td>
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<td>Mieke Walgraef</td>
<td>afgewerkt mei 2016</td>
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<tr>
<td>Cindy Van Wallendael</td>
<td>afgewerkt mei 2016</td>
<td>Von Europa naar bij ons; een analyse van de invloed van Europese richtlijnen op de gebruikte terminologie in de Nederlandse en Belgische wetgeving binnen het domein van asiel en migratie. Transposities van EU-wetten naar Nederlandse wetgeving. Een terminologische held? Case study: Terminologie in EU-teksten intakte cybercriminaliteit</td>
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<tr>
<td>Kobe Vermeersch</td>
<td>afgewerkt mei 2016</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

- Domain loss
  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 term variation
  Can we see an evolution or a shift in the use of terms?
### Use of word-templates

<table>
<thead>
<tr>
<th><strong>Language</strong></th>
<th>en</th>
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<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>Operating phase defined by the time during which the engine is operated in the climb operating mode</td>
</tr>
<tr>
<td><strong>Def_Note</strong></td>
<td>This flight phase starts after take-off, when the aircraft reaches 1,000 ft or 1,500 ft altitude, and ends when the aircraft levels off at the cruising level; or flight phase during the flight when the aircraft gains height</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th><strong>TermType</strong></th>
<th>Term</th>
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<tr>
<td><strong>TermGroup</strong></td>
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<td><strong>Evaluation</strong></td>
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<td><strong>en-English</strong></td>
<td>Climb-out phase</td>
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<tr>
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<tr>
<td><strong>RelatedMaterial</strong></td>
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</table>
Multiterm-alternative
Input level in IATE

If you need any more assistance, feel free to ask!
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!