

LOGOS VISION

THE LOGOS GROUP NEWSLETTER



Terminology The Motor of Translation

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umentation, and still another in marketing material. Sadly, this happens every day. Inconsistent use of terminology, at best, can be interpreted as carelessness and reflects badly on the organization, at worst, it might even end up being a legal or safety issue.

Let's look at the basics – Terms and Concepts. According to the official ISO definitions, a Term is the "Designation of a defined concept in a special language by a linguistic expression. (Note - A term may consist of one or more words or even contain symbols). (ISO 1087:1990)".

A Concept is "A unit of thought constituted through abstraction on

the basis of properties common to a set of objects. (Note - Concepts are not bound to particular languages. They are, however, influenced by the social or cultural background). (ISO 1087:1990)".

In short, a concept is a thing and a term is what it's called. In an organization, The Golden Rule should be One Concept—One Term, and this term should be used consistently throughout all corporate documentation.

If we look at the implications of this on translation, it's obvious that any inconsistency in the source language is bound to be perpetuated in the translation, and, possibly, compounded even further. Ironically, it is at the translation stage that inconsistencies quite often come to light and, with an efficient feedback loop, can be rectified.

However, this normally only applies to inconsistent use of terminology found within the same document or document type.

In our experience, the only way to solve this problem is for an organization to maintain a central terminological database accessed by all members of an organization, wherever they are. This enables authors, editors, translators, and QA people to "sing from the same hymnbook".

You never know, you may even get a few more Brownie Points the next time your Quality Inspector pays a visit.

You might be interested in reading our article about E-term.

Fact - Every Company uses terms very specific to their industry sector and product.

Fact - Most Companies take their terminology for granted.

For most people, terminology does not tend to be an all-consuming obsession. They're just words, right? In the grand scheme of things, terminology hardly features up there with Aids in Africa and the Middle East Crisis as discussion points. Let's face it, if the guy next to you at the bar starts talking about terminology, you'll almost certainly look at your watch and say, "Gosh, is that time? I really must dash".

When it comes to terminology, familiarity breeds contempt. Authors writing corporate documentation, be it marketing brochures, technical manuals, catalogs or Web content, should know which terms to use. If they don't, they'd better stop authoring and do something else. So, why worry about it? We need to look at two important issues - Quality Management and Translation.

We are in the age of ISO Certification. Certain industry sectors can't budge without it. We all know that Quality Certification will never guarantee a perfect product, but what it does do is indicate that the procedures and processes of a given organization conform to a quality standard subject to rigorous monitoring. If the use of terminology is ignored in these procedures and processes, what we can end up with is one term being used in a catalog, another in Instructions for Use or service doc-

The Logos "Living" Dictionary Bigger and better than ever

*They all laughed at Christopher Columbus
When he said the world was round
They all laughed when Edison recorded sound
They all laughed at Wilbur and his brother
When they said that man could fly
They told Marconi
Wireless was a phoney
It's the same old cry*
They All Laughed
Music and words by George & Ira Gershwin

Published by Chappell & Co.



Ok, we hear you. "What on earth could song lyrics possibly have to do with a dictionary?" Well, quite a bit, actually. The lyrics accurately reflect some of the comments made by skeptics when Logos first launched the Logos Living Dictionary on the Web back in 1995. "You're going to run a database with a million words in thirty languages on the Web? You must be crazy", some said. They did have a valid point, given the technology available in those days. The more popular the Logos Dictionary became, the more Logos had to beef up their server. Connection speeds were painfully slow and there was a serious possibility that users would just stop bothering to wait. But Logos persevered and, today, the Logos Dictionary boasts over nine million words in more than 200 languages.

The other factor that seemed to make a few people question the sanity of the Logos Group was the fact that the Dictionary was available totally free of charge. Remember, those were the days before people began to realize that trying to charge for anything on the Web was easier said than done. And the rationale behind this? "We had put in all that work to develop a very large dictionary that was only being used internally. Why not share it with the world? Why not create a forum in the language community that would collaborate in making the dictionary even larger?" As utopian as it may sound, that's precisely what happened and, with thousands of queries daily and continuous contributions by users, it would be very difficult to find a more comprehensive dictionary on the Internet.

No simple Internet glossary, this – the Logos Dictionary is formalized with complete definitions along with gender, etymology, synonyms and antonyms. Many entries include links to pictures, drawings and sounds. Extensive in-context reference is available internally from the Logos Wordtheque, a massive indexed repository of documentation in over a hundred languages, and externally via a direct link to a Web search engine. In the unlikely event that your term is not in the Logos Dictionary, a link to the official EU online dictionary, EURODICAUTOM, is only a mouse-click away. And, remember, if you do manage to find that elusive translation, why not submit it to Logos for inclusion in the Dictionary? Because this is where the fun begins. Once you have registered, submitting a new term/translation is very straightforward. For example, if you wanted to add the term "anti-corrosive", you would be presented with an entry screen saying, "The word is not present at the moment. Insert "anti-corrosive now?" When you click the "Add" button, you are then presented with a page to enter as much of the record information for the new term as possible, such as definition, grammar information, etc. Clicking on "Submit" will create the entry.

To add the German translation for "anti-corrosive", you would simply select "German" as the language from the drop-down menu, enter the translation, "korrosionfest" in the Word box and click on "Add". You would also have the opportunity to add any lemma information for the translation. Until the term has been validated by the Terminology Team, the translation is identified as being provisional by tagging it with a preceding asterisk and two trailing question marks.

All of this hard work is not without its rewards. Apart from the satisfaction of having participated in what may well be one of the world's largest cooperative efforts, you will get your "name in lights". Each person that submits an entry is automatically listed on the "Credits" page.

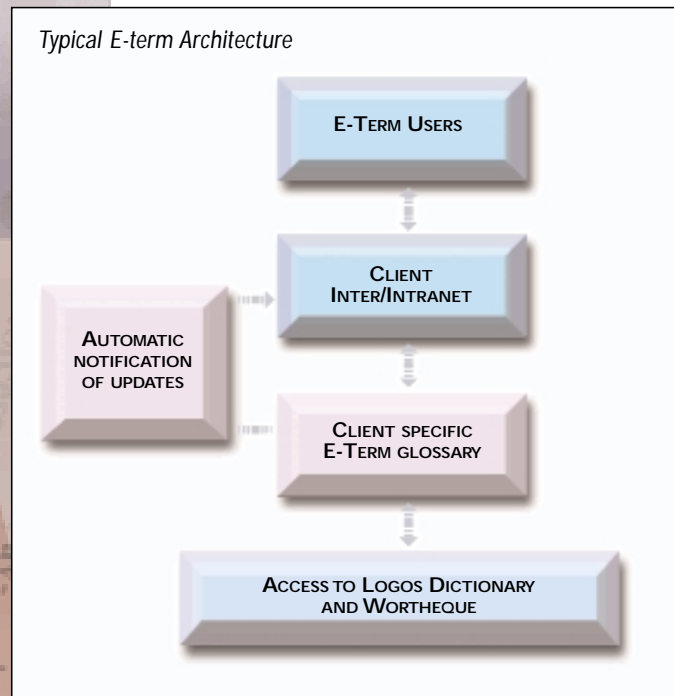
Now, if you have exhausted all avenues and still haven't found that elusive translation, you can always submit it to the Multilingual Forum. This powerful facility mobilizes the whole Logos community in the effort and it is highly unlikely that someone will not come up with the answer.

A visit to the site will reveal the many other free features that have been added over the years, such as the Children's Dictionary (if you have any budding terminologists in your family).

In the immortal words of the song, *Ha, Ha, Ha! Who's got the last laugh now?*

Logos E-term Something worth thinking about

The ability to move terminology access from local networks to the Web is now a reality. As the figure below shows, we're not talking about rocket science the approach is elegantly simple and straightforward.



This is how it works. Your corporate terminology is stored on a dedicated Web server hosted by Logos along with a customized user interface and Help guide. Any glossaries that you may already have created within your organization would be integrated into this terminological database. It is now generally recognized that the most efficient and cost-effective method of managing corporate terminology is to provide a central repository with distributed access. This access may be distributed among several departments in a single corporate entity, several corporate entities in the same country or, with increasing globalization, several entities in several countries.

We are delighted with the positive feedback received from clients currently using the system:

Ms Danae Karl at Prokom, the documentation division of the AEG Company is "pleased with E-term and all parties involved in our Translation Process access it on a regular basis".

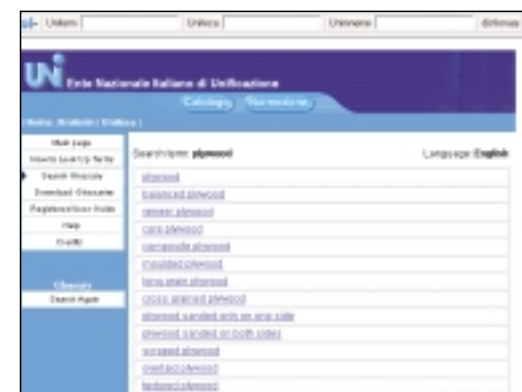
"Quality and consistency in terminology usage are crucial to our organization", says Pierangela Bossi, Manager Literature Development at Whirlpool Europe. "E-term plays a key role in enabling us to

present a unified multilingual (27 languages) terminology internally and to our customers. Companies of all sizes are coping with the need to communicate with customers, partners and employees on a more global basis, and in ways that ensure accurate communication - this means accurate language and terminology. E-term is the kind of solution our company has adopted, as it is easily accessible from anywhere using a standard Web browser, and can be readily integrated with content management systems. E-term is easy-to-use and intuitive, which is crucial for the acceptance of terminology. In addition, its open system architecture allows customization".

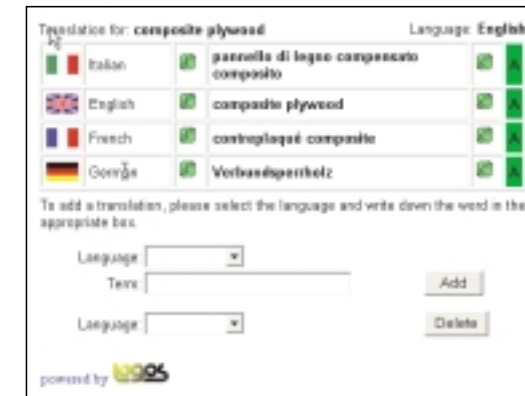
E-Term is not an off-the-shelf, one-size-fits-all application. There are probably as many versions as there are clients. We recently developed an E-term-based solution for UNI, the Italian Standards Organization, that attests to this:



The above figure shows the Uniterm input screen. If we enter the word "plywood" in the search box and click the search button, the following result will be produced:



Selecting the term "composite plywood" takes us to the Translation Screen:



What you've seen so far are the options that the Logos E-term solution has been offering clients for quite some time now – with a difference, and this is the exciting bit!

Logos can provide you with custom-made toolbars



that enable the user to access E-term from a Web browser or directly from a Word document.

In addition to:

Uniterm, which accesses the client's personal terminological database,

Uniteca, which accesses the client's personal indexed database of documentation,

dictionary, which accesses the **Logos Dictionary**,

conjugator, which offers full verb conjugation

the solution that we developed for UNI includes Unimneme, which enables the user to actually search their Translation Memory.

If we enter "project" in the Unimneme (Translation Memory) box, we get the following result:



What Logos has managed to achieve with this approach is the liberation of Translation Memory data from the traditional constraints of the "translation environment".

The customer's Translation Memory resides on their E-term server and enables translators, terminologists and in-country reviewers to access it, wherever they are. But it doesn't require an enormous leap of the imagination to realize the potential that this version of E-term offers the authoring process.

Authors can now ensure consistent use of source language terminology and search and retrieve what they have written in the past. Translation memory has become Authoring Memory!

We are so excited about this recent development that we are about to launch a brand-new solution called Global-Ref that will offer these and other valuable features.

Warning! Language may become habit forming!



It all begins rather innocently by subscribing to what appears to be the world's first multilingual "quote-a-day" service – Verba Volant. What arrives in your Inbox is a message bearing the name of the author, e.g. Friedrich Nietzsche, followed by the quotation in the original language, e.g. German – der Zuwachs an Weisheit lässt sich genau nach der Abnahme an Galle bemessen.

A multicolored list of translations of the quotation then follows, alphabetically by language, that may include around forty languages, some of which may seem a bit obscure – Bresciano, Furlan, Griko Salentino, Mudnés, etc.

Ok, this is where it starts getting dangerous. You may well decide that you are satisfied with knowing that so many translations are possible for a single quotation, in which case you close your message and get on with your life. On the other hand, you may notice that there is also an instruction telling you that for "All languages, please click on this link".

The inference, of course, is that "you ain't seen nothin' yet" and that there are even more translations available for the quotation in question. You are curious enough to click on the link and, sure enough, there are about 30 more languages listed. What has happened is that you have left the safety of your email message and entered (try to imagine a Darth Vader-type voice saying this) The World of the Logos Dictionary.

For those of you not familiar with the brainchild of the Logos Group, the language services compa-

ny based in Modena, Italy, it was the first online dictionary of any size to be uploaded to the Web, free of charge. It first appeared in 1995 with roughly one million words covering thirty languages. In the intervening years it has grown into a gargantuan multi-million word dictionary covering over 200 languages and dialects, although Logos prefers not to differentiate between the two: "Dialects are languages in their own right, many of which are on the verge of extinction. One way to avoid the total disappearance of these languages is to increase awareness." And here we discover the true essence of the exercise. It's no accident that the name of the list comes from the Latin, Verba Volant, Scripta Manent: The spoken word is fleeting, the written word remains. Both UNESCO and the Endangered Language Fund at Yale University estimate that of the six thousand languages spoken today, fewer than half are likely to survive the next century. Logos is committed to delaying any such linguistic demise as long as possible.

	English	le ciel s'écroule sur la mer, et la terre se précipite dans les bras d'Osaka (Gandhi)	
	Italian	Il cielo è nel mare come l'altare nel cielo	
	Spanish	el fin está en las manos, como el árbol de la vida	
	French	la fin est dans les mains comme l'autre dans la main	
	German	das Ende steht in den Händen, wie ein Baum aus einem Samen besteht	
	Arabic	النهاية في أيدينا، مثل شجرة من البذرة	
	Chinese	结束就在手中，就像大树从种子	
	Afrikaans	Die einde agter die hande, net soos die boom uit 'n saadling	
	Azerbaijani	qılınq əlində, kimi ağacın toxumundan	
	Aragonese	a fin ye en as manes, como l'altre en a maina	
	Austrian	la fin ta aus manes, como l'altre aus a maina	
	Bosnian	le besnoe historije besnoe dugo, robašna kraljica bogat	
	Bulgarian	el fin e na l'end, vaspajgo a l'altre na l'altre	
	Brazilian Portuguese	a fim é descontrolada a partir das mãos, assim como a árvore brota a partir da semente	
	Breton	el fin en del mar evel la plantañ 'e en del sarn	
	Dutch	an d'end is a in de hand, net soos de boom, az ontstaan d'end az 'n bomsamen	
	Galician	a fin e entre as mans, como l'altre entre a semente	
	Catalan	la fin és en les mans, com l'altre a la llavor	

Why did I use the word 'dangerous' earlier? The Logos passion for language is infectious. Who translates the Verba Volant quotations in the first place? Volunteers are lining up for the privilege, the same people responsible for the collaborative effort behind the phenomenal growth of the Logos Dictionary. Each Verba Volant quotation along with all of its translations is indexed as an entry in the Logos Dictionary and that is the reason for being

transported from your email message directly into the Logos Dictionary environment. It is here that a person who knows, say, Papiamentu, is able to check whether the entry in this language exists and, if not, add it. That's exactly what 82-year-old Bruno Ugolotti did with Parmigiano, spoken in his native Province of Parma, in the Emilia Romagna region of Italy. Now living in Peru, he not only translates the daily Verba Volant quotations, he has also added over four hundred Parmigiano entries to the Logos Dictionary.

And what about those of us who don't even know what Papiamentu is? All elements of the dictionary are indexed and by merely clicking on the language itself, you are taken to the page listing the translations for Papiamentu. Immediately preceding the translation is a green square that, when clicked, displays all lemma information, including a definition: "Language spoken on the island of Aruba" Clicking on the "search" button will list all entries found on the Internet.



So how do you manage a project that began with ten languages, has increased to over sixty and, according to Logos, will soon exceed a hundred? The first step, obviously, is the selection of the quotation and Logos is just as fastidious about this as they are with everything else: "We select quotations that make people reflect for at least one

minute". Quotations are then processed in batches of five, well in advance of publication. They are first translated into English, Italian and Spanish by Logos staff and then entered, along with these translations, into the Logos Dictionary. An email message is then sent to the volunteer translators containing the original along with the translations done so far. Clicking on the link in the message will take them directly to the entry page of the dictionary for that particular quotation, requiring only that they select their target language and add the translation.

It is well known that, if you have ten different translators produce a translation of the same source text, you will almost certainly end up with ten different translations. So how does Logos manage to stop this army of volunteer translators from murdering each other? They admit occasional negative reactions to the quotations themselves.

For example, Luis Buñuel's "Soy ateo, gracias a Dios" offended more than one sensitive translator.

Ironically, they also sometimes complain, à la Jorge Luis Borges, that "the original is unfaithful to the translation."

By being transported to the Logos Dictionary environment one is tantalizingly close to the other offerings of the Web site. And, if someone hasn't already shouted at you to get off that **** computer, you may wish to investigate the Wordtheque, the Universal Verb Conjugator, the Children's Dictionary...



Any translators interested in contributing translations in languages not included in the Verba Volant language list are encouraged to contact Logos at suggestion@verba-volant.net

To subscribe to Verba Volant: <http://www.verba-volant.net>

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The Logos toolbar Access to web resources

Because so many of the facilities offered over the web by Logos are in constant use by both customers and language professionals, Logos have devised a new toolbar to give even faster access. Any user who has Internet Explorer 5 and greater can download it for free at <http://www.logos.it/toolbars/en/toolbar.html>. Then, when you next connect to the Internet, the toolbar will be there in your IE5 browser and you will be able to access:

The Logos Dictionary search engine,
Wordtheque,
Verba, the Verb Conjugator, and
The Verba Volant database containing tons of quotations.

Providing the user is online at the time, typing an entry into any of the search boxes will return an immediate result directly from the Web. A pull-down menu offers links to other Logos resources along with a Settings option. This option enables the user to select the toolbar language as well as the language to be searched in each of the search boxes.

The Logos Dictionary, the largest on the web, has over nine million terms and includes more than 200 languages. Typing a word in any language in the search box will list all hits in the dictionary.

Typing a word in the Wordtheque space will display the word in context from all the 30,000 works of literature in 115 languages held in Wordtheque.

The Conjugator allows a search for different forms of verbs in 30 languages. Enter the verb in the box to display a full conjugation of that verb.

Try typing the word "wise" in the Verba Volant box. All quotations containing the word "wise" will appear.

There is also a version available as a Word toolbar for regular MS-Word users. Once downloaded, a simple installation process will place the relevant file in the appropriate folder on your computer. A tiny icon of the Logos Turtle will then be visible that can be expanded to reveal a complete toolbar.

PRESS INFORMATION