Professional profiles in and around terminology management

Petra Drewer, DIT
Donatella Pulitano, RaDT
Tom Winter, DTT

Partner presentation
Deutscher Terminologie-Tag
(German Association for Terminology)

- Created in 1987
- World's largest professional association for terminology
  -> Forum for terminological questions
  -> Consulting and coordination
  -> Cooperation with other organisations
Benefits

• Continuing training courses such as workshops, seminars and symposia
• Technical literature such as conference proceedings, trade journals and other publications
• Forum for cooperation between terminologists

Deutsches Institut für Terminologie
(German Institute for Terminology)

• Advisory board of DTT
• Think tank
• Consultants for the DTT Executive Board
• One of our main activities is the organization of a symposion every two years during which current issues in terminology science and terminology work are being discussed.
Rat für Deutschsprachige Terminologie (RaDT)
Council for German-Language Terminology

- Created in 1994 on the initiative of the German, Austrian and Swiss UNESCO Commissions to promote terminology in German-speaking countries.
- Panel of experts who represent organisations, associations, administrative bodies, business and industry, and educational institutions in the field of terminology from D, A, L, B, CH, and South Tyrol.

Goals

- raise awareness of the importance of terminology in German-speaking countries and promote cooperation in this field
- coordinate and support terminological activities
- develop and disseminate terminology policy and strategic guidelines and contribute to their implementation
Professional profile - publications

- Description of the Professional profile of terminologists in DE, EN, FR, IT... ([http://radt.org/veroeffentlichungen.html](http://radt.org/veroeffentlichungen.html))
- Terminologiearbeit – Best practices 2.0
- Module 6: Professional profile, competences, formation, teaching

Terms and concepts...

- Concept-oriented terminology work
The terminology of a subject field is not an arbitrary collection of terms. The relevant concepts constitute a coherent concept system based on the relations existing between concepts.

- Generic relations/systems
- Partitive relations/systems
- Associative relations/systems

A concept system serves to:

- model concepts and relations between them based on specialized knowledge of a subject field
- clarify the relations between concepts
- form the basis for a uniform and standardized terminology
- facilitate the comparative analysis of concepts (and designations) across languages and across subject fields
- facilitate the writing of definitions
- facilitate the inclusion of all relevant concepts while developing a terminological resource
Generic Concept System with Notations

- transistor
  - physical principle
    - field effect transistor
      - gate construction
        - junction FET
          - 1.1
        - insulated gate FET
          - 1.1.2
    - bipolar transistor
      - sequence of layers
        - pnp transistor
          - 1.2.1
        - npn transistor
          - 1.2.2

Concept System = Ontology?
Ontologies

- Ontologies are machine-readable representations of (an excerpt from) the world
- Components:
  - Individuals (instances or objects)
  - Classes (concepts)
  - Attributes (characteristics, properties, features...)
  - Relations
  - Rules
  - ...
- Formats:
  - RDF (Resource Description Framework), RDF Schema, OWL (Web ontology language)

Ontology vs. Concept System

**Ontology**
- Specifies relationships between concepts
- Structures knowledge
- User: **Machines**

**Concept System**
- Specifies relationships between concepts
- Structures knowledge
- User: **Humans**
Ontologies and Terminologists?

Terminologists can benefit from ontologies:
- Improvement/enrichment of terminological data
- Added value/evaluation of terminology work
- Further possible applications for terminological results

Terminologists can improve ontologies:
- Dealing with (partial) synonyms
- Dealing with (partial) equivalents
- Conceptual relations and systems
- Dealing with multilingual and multicultural realities

The «new terminologists»

- Terminologists act now as the «interface» between knowledge and language.
- They verbalize knowledge and formalize language.
- They are capable of dealing with different situations that require a diversified treatment of the same terminological content.
Changes...

- Terminologists' tasks have changed, since they are no longer dealing with «pure terminology», and so has their status.
- The «working material» has changed, since terminology grows continuously, and terms' lifecycle has sped up.
- New customers have new needs, that require less thematic terminology and more problem solving.

Challenges...

- Terminologists need to interact with non-terminologists and make themselves understood.
- Terminological knowledge should be disseminated across languages and cultures.
Terminology usage at Deutsche Bahn AG

- **Translation-based usage**
  - Part of the translation process; database connected to TMS
  - Training of MT engines
  - Central source of corporate language (DB language portal)

- **Non-translational usage**
  - Authoring support
  - SEO
  - Chatbots
  - Voice recognition
  - Many other automization projects

The importance of spreading terminology

In the context of the advancing digitization, language data are of ever-increasing value and highly demanded.

To spread and protect the corporate language, company terminology must be integrated in as many applications and processes as possible!

Terminology must therefore be: **Machine-readable**
A practitioner’s wishful vision

Terminology as a centralized ontology, to be easily implemented into every translation-based or non-translational use case

Conclusions

• Terminologists need to have indepth knowledge not only of terminology, but also of tools, process management, and project management.

→

• Teaching has to provide terminologists with a wide range of information and instruments.
New professional profile

• One of the most important developments is that we are moving away from purely translation-related terminology work towards technology-supported knowledge management; including preparation of ontologies for areas of application such as SEO and SEM, among other things with the aim of optimizing AI applications.
Petra Drewer

- **Activities in different Committees, Boards, Communities:**
  - President and Managing Director of the **DIT** (Deutsches Institut für Terminologie = German Institute for Terminology)
  - Advisory Board member of the **DTT** (Deutscher Terminologie-Tag = German Association for Terminology)
  - **DIN** (Deutsches Institut für Normung / German Institute for Standardization)
    - Member of the Steering Committee of DIN Standards Committee “Terminology”
    - Chairwoman of the DIN working committee “Principles and methods of terminology work”
  - Member of the Council for German Language Terminology (**RaDT** = Rat für Deutschsprachige Terminologie)
- Her teaching and research activities focus on terminology science and terminology management as well as on multilingual documentation development and translation. In these fields she is also active as a consultant for companies and institutions.

EAFT Summit 2018, Donostia / San Sebastián, 22-23 November 2018

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Donatella Pulitano

- **Titulaire d’un Master en traduction et d’un Certificat de spécialisation en terminologie de l’Université de Genève.**
- **Depuis 1994, cheffe du Service central de terminologie de la Chancellerie d’État du canton de Berne.**
- **Depuis 1995 chargée d’enseignement en terminologie à la Faculté de traduction et d’interprétation de l’Université de Genève. Cours de formation continue en Suisse et à l’étranger.**
- **Membre de plusieurs associations professionnelles liées à la terminologie, notamment :** **AET** (=Association européenne de terminologie), **Ass.I.Term** (=Associazione italiana per la terminologia), **Computerm** (=Interessengemeinschaft der terminologisch aktiven Institutionen der Schweiz), **DIT** (=Deutsches Institut für Terminologie ; vice-présidente), **DTT** (=Deutscher Terminologie-Tag ; experte), **RaDT** (=Rat für Deutschsprachige Terminologie ; présidente).
- **Principaux domaines d’intérêt :** terminologie, terminographie, outils informatiques d’aide à la traduction, traitement informatique multilingue, lexicographie informatisée.

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Tom Winter

- He studied Multilingual Communication (BA) and Terminology and Language Technology (MA) at Cologne University of Applied Sciences.
- Today he works as a terminologist and language technologist at Deutsche Bahn AG – with a focus on translation and terminology processes, corporate language and integration of terminology in non-translational contexts (including AI applications).
- Since 2017 he is the President of the German Association for Terminology (DTT) and Member of the Council for German Language Terminology (RaDT = Rat für Deutschsprachige Terminologie).