Locatech

Switch your business to global success

Global English Workshop – tekom 2008

Overview: Leif Sonstenes

- Active in global business for more than twenty-five years in Europe and North America as a software developer, trainer, translator, interpreter, editor, author, consultant and translation business owner, and as a global account manager and sales manager for major localization companies.
- **2006-2008**
  Locatech GmbH, Germany: Director Sales and Marketing
- **2003-2006**
  LD Communications, Canada: Translatability Consultant, Marketer
- **1993-2003**
  Berlitz GlobalNET/(BGS), Canada/USA: Global Account Manager
- **1989-1993**
  Decisive Translation Associates, Canada: Owner/Translator
- **1979-1984**
  Rechenzentrum Südwest, Germany: Software Engineer, Translator

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Workshop Structure

- Overview and Introduction
  - quick survey
  - what is global English?
  - benefits
  - acknowledging the work of John R. Kohl

- The Eight Guidelines
  - introduction and description of each guideline
  - relevance to human translators, non-native speakers and machine translation systems
  - examples

- Summary and Conclusion
  - prioritizing the guidelines
  - how to inspire your technical writers to use them
  - tools that support structured authoring

Quick Survey

- Technical writers ?
- Editors ?
- Teachers ?
- Documentation managers ?
- Engineers: software or otherwise ?
- Author in English but not a native speaker ?
- Experience with structured authoring ?
- Experience with simplified English ?
- Experience with authoring tools that enforce structured principles ?

What is Global English?

Global English is written English that has been optimized for a global audience.

The four guiding principles are:

1. Eliminate ambiguities that impede translation.
2. Eliminate uncommon technical terms and grammatical constructions.
3. Make sentence structure more explicit.
4. Eliminate unnecessary inconsistencies.

The benefits of using Global English

Clearer and more consistent technical documents result in faster, clearer, and more accurate translations.

Documents that are not translated are more easily understood by non-native speakers of English.

Documents are also clearer and more readable for native speakers of English.

Acknowledging John R. Kohl

John R. Kohl has worked at SAS Institute as a technical writer, technical editor, and linguistic engineer since 1992.

He developed and refined the Global English Guidelines over many years. This work grew out of his extensive research into the use of syntactic cues to enhance the comprehension of written text.

This workshop draws heavily (almost exclusively) from the newly-published book:
Kohl, John R. 2008 *The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market.* Cary, NC: SAS Institute Inc.
ISBN 978-1-59994-657-3

The Eight Guidelines

1. Conform to Standard English
2. Simplify your writing style
3. Use modifiers clearly and carefully
4. Make pronouns clear and easy to translate
5. Use syntactic clues
6. Clarify –ING words
7. Fine-tune punctuation and capitalization
8. Eliminate undesirable terms and phrases

But first:

The Cardinal Rule of Global English

Do not make any change that will sound unnatural to native speakers of English

Corollary

There is almost always a natural-sounding alternative if you are creative enough (and if you have enough time) to find it!

And second, a look at priorities:

Acronym

HT – human translation
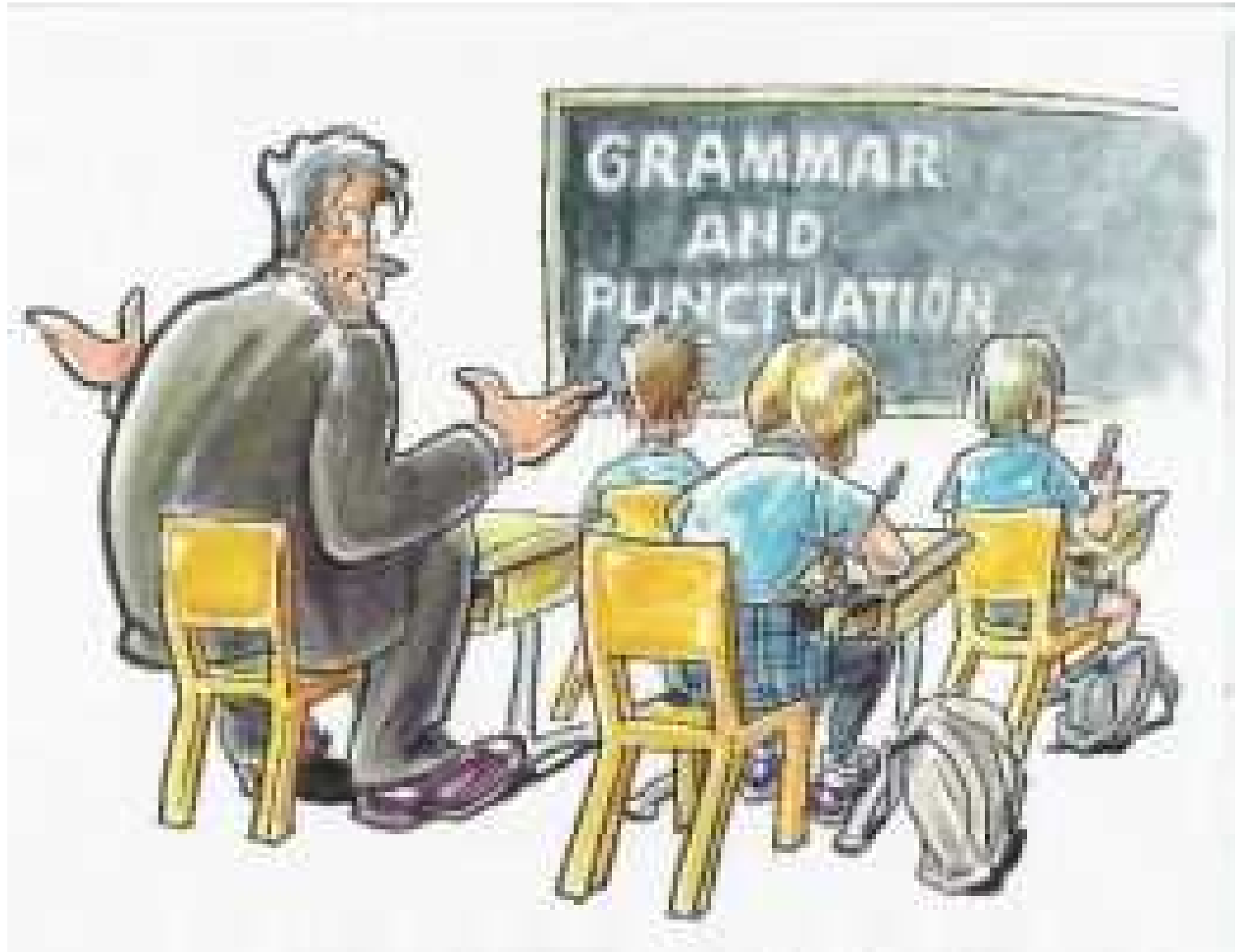NN – non-native speakers
MT – machine translation

Priority
1 – high priority
2 – medium priority
3 – low priority

1. Conform to standard English

1. Conform to standard English

1.1 Be logical, literal, and precise

Priority: HT1, NN1, MT1

Pay close attention to the literal meaning of each sentence. Translators must spend extra time correcting illogical, imprecise ideas.

Example:

X   This report compares **the salaries of different departments** for employees who have the same education level.

!   This report compares **the salaries of employees** who have the same education level, grouped by department.

1. Conform to standard English

1.2 Use nouns as nouns, verbs as verbs, and so on

Priority: HT2, NN2, MT1

Use common words only as they are classified and defined in standard dictionaries. In most other languages, a word cannot be used as more than one part of speech. Therefore, translators must find some other way of translating the word/idea.
For example, *action* is listed as a noun. Do not use it as a verb.

Example:

X   The last recipient did not approve the request in the allotted time. In order to **action** this report, you must respond by selecting either *Resend to Approver* or *Resend to Approver's Manager.*

!   The last recipient did not approve the request in the allotted time. To **resubmit the** report **for approva**l, select either *Resend to Approver* or *Resend to Approver's Manager*

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1. Conform to standard English

1.3 Don't add verb suffixes or prefixes to nouns, acronyms, initialisms, or conjunctions

Priority: HT1, NN3, MT1

In most languages, you cannot convert a noun, acronym, initialism,or conjunction to a verb by adding a verb suffix or prefix to it. This type of word must be translated as a phrase, not as a single word.

Example:

X   If a variable is **VDEFINEd** mor than once in any step, then the next reference to that variable will cause a storage overlay.

!   If a variable is **defined by more than on VDEFINE statement** in any step, then the next reference to that variable will cause a storage overlay.

1. Conform to standard English

1.4 Don't add verb suffixes or prefixes to nouns, acronyms, initialisms, or conjunctions

Priority: HT1, NN3, MT1

Example: Acronym RIF (reduction in force)

X   Paleo Industries reported yesterday that it **riffed** 45 employees.

!   Paleo Industries reported yesterday that it **laid off** 45 employees.

2. Simplify your writing style

2. Simplify your writing style

2.1 Limit the length of sentences

Priority: HT1, NN1, MT1

Short sentences are less likely than long sentences to contain ambiguities and complexities that impede translation and reduce readability. Translation memory leveraging benefits from shorter sentences=segments.
Procedural sentences <20 words, conceptual < 25 words.

Example:

X   With design-time controls, you control the look and feel of your web pages in a WYSIWYG editor environment, and at the same time use all the functionality of X software in your Web pages.

!   With design-time controls, you control the look and feel of your web pages in a WYSIWYG editor environment. **In addition, you can** use all the functionality of X software in your Web pages.

2. Simplify your writing style

2.2 Use a verb-centered writing style

Priority: HT2, NN2, MT2

Use verbs to convey the most significant actions in your sentences. This guideline is not specific to Global English, but it is so important for clear, readable, translatable communication that is deserves special emphasis.

Example:

X   VMDOFF specifies whether **metadata verification checking** is to be performed on the data model.

!   VMDOFF specifies whether **to verify** the data model's metadata.

2. Simplify your writing style

2.3 Keep phrasal verbs together

Priority: HT3, NN3, MT1

Separated phrasal verbs confuse non-native speakers who are not accustomed to them. Following the guideline reduces unnecessary inconsistency, improves the style, and increases readability.

Examples:

X   Turn the zoom tool **off** by clicking the circle tool.

!   **Turn off** the zoom tool by clicking the circle tool.

2. Simplify your writing style

2.4 Use short, simple verb phrases

Priority: HT3, NN3, MT2

In other languages, verb tenses are not always linked to time, and different languages use different tenses to express the same point or range on the time axis. Use the simplest tense that is appropriate.

Example:

X   Before taking this course, **you should have completed** XX 101

!   Before taking this course, **complete** XX 101.

2. Simplify your writing style

2.5 Limit your use of passive voice

Priority: HT2, NN3, MT1

Passive voice is used more in English than in other languages. Translators must often convert to active voice. Active-voice constructions are usually more concise=reduced word counts. Some languages have more than one way of translating passive voice. This can lead to inconsistencies when multiple translators work on a project.

Example:

X   To access the results that **are returned** by the query, use standard JDBC syntax.

!   To access the results that the query **returns**, use standard JDBC syntax.

2. Simplify your writing style

2.5 When is passive voice appropriate?

Passive voice is appropriate when the agent of the action is unknown or unimportant.

! This output **was created** by appending HTML output to an existing HTML file.

Passive voice is useful for emphasizing the recipient of an action rather than the agent that is performing the action.

! The shared images **are provided** by your system administrator.

2. Simplify your writing style

2.6 Define, explain or revise noun phrases

Priority: HT1, NN2, MT1

Noun phrases pose more problems for translators and for non-expert readers than any other syntactic structure in English.

Overview

A noun phrase can be a single noun, or it can consist of a noun plus one or more preceding determiners, adjectives, and other nouns.

The Problem

X   The default column pointer location is column 1.

?   The location of the default column pointer is column 1.

?   The pointer location of the default column is column 1.

!   The default location of the column pointer is column 1.

2. Simplify your writing style

2.7 Consider revising noun phrases

The following revision strategies can be used to simplify and clarify noun phrases:

- reduction: eliminate unnecessary words
- hyphenation: show relationships between nouns
- rearrangement: place one or more words either in a prepositional phrase or in a relative clause
- 's: use 's to show possession
- substantial revision: go for it!

Example:

X   The STYLE option specifies the style element to use for classification variable name headings.

!   The STYLE option specifies the style element to use when names of classification variables are used as headings.

2. Simplify your writing style

2.8 Use complete sentences to introduce lists

Priority: HT2, NN3, MT1

Incomplete or interrupted sentences cause extra work for translators, because the order of nouns, verbs, prepositional phrases, and other sentence constituents is different in other languages.

Example:

X   In addition to scrolling windows, the windowing environment can
- customize windows
- manage libraries and files
- search text

!   In addition to scrolling windows, the windowing environment can be used as follows:
- to customize windows
- to manage libraries and files
- to search text

3. Use modifiers clearly and carefully

3. Use modifiers clearly and carefully

3.1 Place *only* and *not* immediately before whatever they are modifying
Priority: HT3, NN3, MT1

Human translators don't always notice that these modifiers are in the wrong place→incorrect translation.

Machine-translation software translates these modifiers according to their placement in a clause or sentence→ incorrect translation.

Example:

X   Syntax-checking mode is **only** in effect during the step in which the program encountered the error.

!   Syntax-checking mode is in effect **only** during the step in which the program encountered the error.

3. Use modifiers clearly and carefully

3.1 Place *only* and *not* immediately before whatever
they are modifying
Priority: HT3, NN3, MT1

Example:

X   All information requests have **not** crossed my desk, but quite a
few have.

!   **Not** all information requests have crossed my desk, but quite a
few have.

3. Use modifiers clearly and carefully

3.1 Only

Example:

Only I hit him in the eye yesterday.
(No one else did any hitting.)

I hit him in the only eye yesterday.
(He had just one eye.)

I only hit him in the eye yesterday.
(I didn't shoot him in the eye.)

I hit him in the eye only yesterday.
(Not long ago—recently.)

I hit only him in the eye yesterday.
(I didn't hit anyone else.)

I hit him in the eye yesterday only.
(Not any day other than yesterday.)

I hit him only in the eye yesterday.
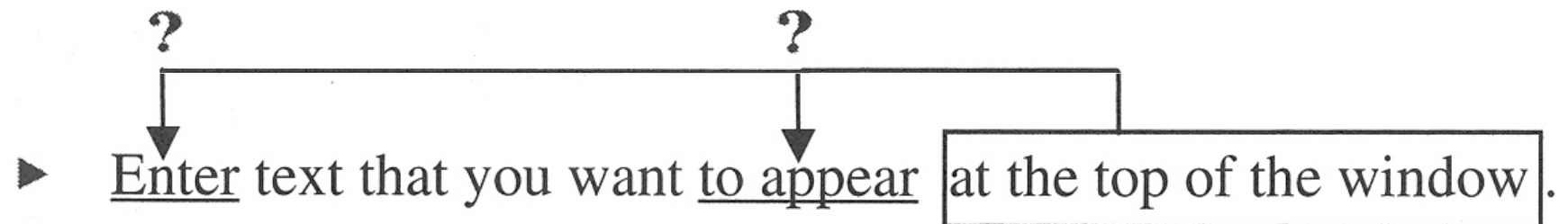(I didn't touch any other part of him.)

3. Use modifiers clearly and carefully

3.2 Clarify what each prepositional phrase is modifying
Priority: HT2, NN2, MT2

Prepositional phrases usually follow the words that they modify, but this can be ambiguous..

Example:

▶ Enter text that you want to appear at the top of the window.

Do the prepositional phrases *at the top of the window* modify *enter* or *appear?* Are they describing a box or field in which the user can enter some text, or are they describing where that text will be placed?

If this is software text from the user interface, the translator may only have the string itself with no other contextual information. The translator may translate the ambiguous sentence incorrectly without even noticing the error.

3. Use modifiers clearly and carefully

3.2.1   If the prepositional phrase modifies a verb phrase, consider moving it

Move the prepositional phrase to the beginning of the sentence.
Move the prepositional phrase closer to the verb that it modifies.

Examples:

X   Only 17 characters are available for the table name on a standard tape label.

!   **On a standard tape label**, only 17 characters are available for the table name.
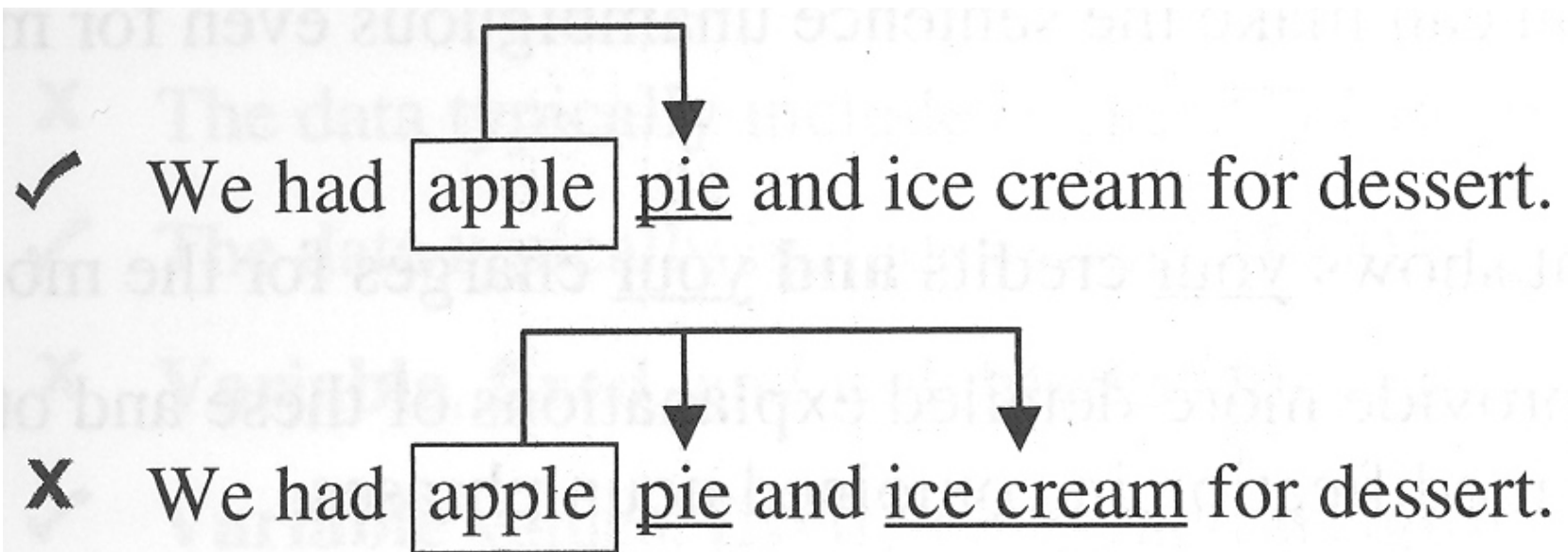
3. Use modifiers clearly and carefully

3.3 Clarify ambiguous modification in conjoined noun phrases
Priority: HT2, NN3, MT2

Noun phrases that are joined by the coordinating conjunctions *and* or *or* sometimes contain a type of ambiguity that often goes unnoticed.

Example:

✓ We had [apple] pie and ice cream for dessert.

✗ We had [apple] pie and ice cream for dessert.

3. Use modifiers clearly and carefully

3.3 Clarify ambiguous modification in conjoined noun phrases

But the less you know about a topic, the less certain you can be about the relationship between the word or words that precede the conjunction and the noun phrase or noun phrases that follow. The example sentences has two interpretations: both incorrect!

Example:

X   Jim plans to keep all the backyard plantings, including **fragrant spearmint** and **ginkgo bilboa trees.**

?   Jim plans to keep all the backyard plantings, including **fragrant spearmint** <u>trees</u> and **ginkgo bilboa trees.**

?   Jim plans to keep all the backyard plantings, including **fragrant spearmint** <u>trees</u> and <u>fragrant</u> **ginkgo bilboa trees.**

!   Jim plans to keep all the backyard plantings, including <u>the</u> fragrant spearment **and** <u>the</u> ginkgo bilboa trees.

4. Make pronouns clear and easy to translate

4. Make pronouns clear and easy to translate

4.1 Make sure readers can identify what each pronoun refers to
  Priority: HT2, NN2, MT2

Third person singular and plural pronouns, when used in subject (it, they), object (it, them), or possessive (its, their) form are problematic because they sometimes have more than one possible referent.

In many languages nouns have gender. Translations of *it, they,* and *them* differ depending on the number and gender of the referent.

Example:

X   You must correct <u>the error </u>in <u>your program </u>before submitting it again.

     In French, *it* would be translated as *le* if it refers to program, and as *la* if it refers to *error.*

4. Make pronouns clear and easy to translate

4.1.1 *It*

When *it* has more than one possible referent, you can often replace it with a form of the noun phrase that it refers to:

Example:

X   Once you define the <u>basic structure </u>of <u>your table </u>enhancing **it** is easy.

!   Once you define the basic structure of your table, enhancing **the table** is easy.

4. Make pronouns clear and easy to translate

4.2 Don't use *this, that, these,* and *those* as pronouns
Priority: HT2, NN3, MT2

Use these words only as adjectives (followed by nouns) so that their referents are clear.

It's easy to determine when these words are being used as pronouns. Since pronouns take the place of nouns, simply look for places where one of these words is *not* followed by a noun, as in this example.

Example:

X   Apply all the manual adjustments. **These** are listed on the Rules tab of the Adjustments window

!   Apply all the manual adjustments. **These adjustments** are listed on the Rules tab of the Adjustments window

¡   Apply all the manual adjustments that are listed on the Rules tab of the Adjustment window.

5. Use syntactic clues
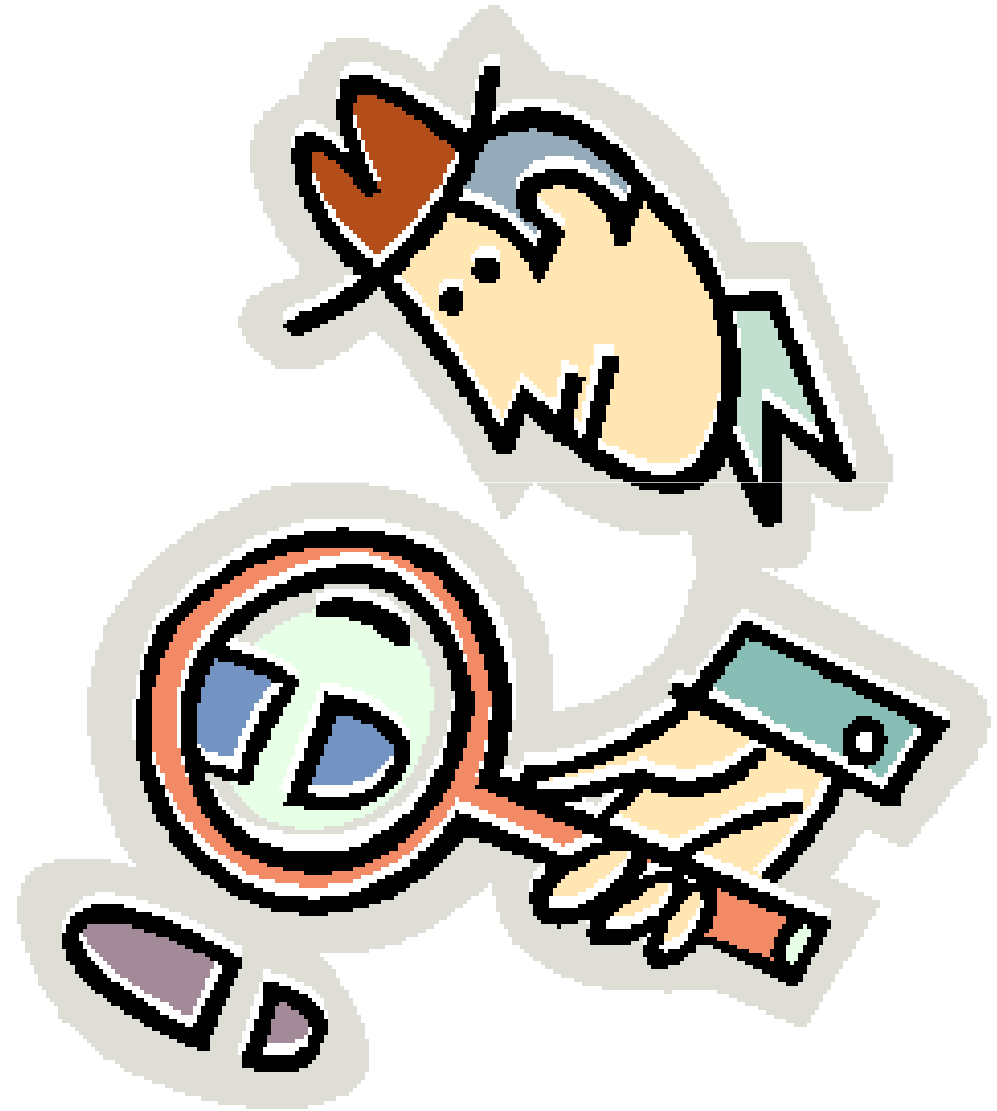
5. Use syntactic clues

A syntactic cue is any element or aspect of language that helps readers identify parts of speech and analyze sentence structure: prefixes, suffixes, articles (*a, an,* and *the*), prepositions, punctuation marks, and even word order are all syntactic cues.

'Twas brillig, and the slithy toves
Did gyre and gimble in the wabe.*

We know that *toves* is a noun because it ends in *–s* and is preceded by the article *the*. And *slithy* is an adjective, because it ends in *–y (a typical adjectival suffix)* and because it occurs between an article and a noun. And we know that *gyre* and *gimble* are verbs because of the presence of the auxiliary verb *did.*

*Lewis Carroll: Jabberwocky

5. Use syntactic clues

5.1 Don't use a telegraphic writing style
Priority: HT1, NN1, MT1

A telegraphic writing style, in which multiple articles or other syntactic cues are omitted is not suitable for global audiences. This style of writing is often difficult even for native speakers to comprehend.

Examples:

X   LABEL option not supported for file format.

!   The LABEL option not supported for this file format.

5. Use syntactic clues

5.2 Use *that* with verbs that take noun clauses as complements
Priority: HT2, NN2, MT2

Whenever you use any form of the verbs or verb phrases *assume, be sure, ensure, indicate make sure, mean, require, specify, suppose*, and *verify,* consider inserting *that* to make the sentence structure more explicit. *That* helps readers and machine-translation software recognize that a noun clause follows.

Example:

X   A check mark next to the table name indicates <the table has been selected.>

!   A check mark next to the table name indicates **that** <the table has been selected.>

6. Clarify –ING words

-ING words (a word that is formed by adding *–ing* to the root form of a verb) are problematic for the following reasons:

- -ING words can fill many different grammatical roles, and many languages do not have equivalent constructions. Therefore, -ING words sometimes confuse non-native speakers of English.

- Even native speakers use –ING words ungrammatically or do not punctuate –ING words correctly in certain contexts.

- In some contexts, -ING words are ambiguous and confusing even to native speakers.

6. Clarify –ING words

Here are several examples of –ING words that can be used either as gerunds or as adjectives or nouns. Gerunds typically convey actions or activities, whereas adjectives and nouns describe characteristics or attributes.

Gerund (action)	Adjective or Noun (characteristic)
Developing photographic film requires patience and skill.	**Developing** nations need access to credible, independent scientific and technological information.
Growing hemp has been proposed as an alternative to **growing** tobacco.	**Growing** deficits threaten the U.S. economy.
Decreasing defects in our software has improved our customer-retention rate.	**Decreasing** oil-industry profits led to a decline in the Dow Jones Industrial Average.

6. Clarify –ING words

6.1 Revise –ING words that follow and modify nouns
Priority: HT2, NN2, MT2

If an –ING word immediately follows *and modifies* a noun, then either expand it into a relative clause or find some other way of eliminating it.

Example:

X   Move the certificate authority to a <u>new server</u> **running** on a domain controller.

!   Move the certificate authority to a <u>new server</u> **that is running** on a domain controller.

6. Clarify –ING words

6.2 Revise dangling -ING phrases
Priority: HT1, NN3, MT2

Like other ungrammatical constructions, dangling –ING phrases pose significant problems for human translators and for machine-translation software. Revise dangling –ING phrases by supplying a subject for the –ING word.. You usually have to replace the –ING word with a different form of the same verb as well.

Example:

X   When <u>using</u> a Wi-Fi hot spot, your laptop's file sharing does not need to be enabled.

!   When <u>you use</u> a Wi-Fi hot spot, your laptop's file sharing does not need to be enabled.

6. Clarify –ING words

6.3 Hyphenate -ING words in compound modifiers
Priority: HT2, NN2, MT2

Always hyphenate compound modifiers that include –ING words

Example:

X   The platform suite includes a scheduler and a load **sharing** facility.

!   The platform suite includes a scheduler and a load**-sharing** facility.

6. Clarify –ING words

6.4 Eliminate unnecessary –ING phrases and –ING clauses
Priority: HT2, NN2, MT1

If an –ING phrase makes a sentence excessively long and complex, then divide and simplify the sentence.

Examples:

X   Enter 14 as the third split point, **making** sure you select Add Branch.

!   Enter 14 as the third split point. **Be** sure to select Add Branch.

X   **Using** AppleTalk access lists <u>simplifies</u> network management.

!   AppleTalk access lists simplify network management.

7. Fine-tune punctuation and capitalization

A panda walks into a café. He orders a sandwich, eats it, then draws a gun and fires two shots in the air.

"Why?" asks the confused waiter, as the panda makes towards the exit. The panda produces a badly punctuated wildlife manual and tosses it over his shoulder.

"I'm a panda," he says, at the door. "Look it up."

The waiter turns to the relevant entry and, sure enough, finds an explanation.

"**Panda.** Large black-and-white bear-like mammal, native to China. Eats, shoots and leaves."

So, punctuation really does matter, even if it is only occasionally a matter of life and death.

7. Fine-tune punctuation and capitalization

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Punctuation and Translation Memory

If the first sentence is already in TM, the second sentence will only be a fuzzy match, which is inconsistent and costs more time and money:

➢ Click Cancel to return to the program and correct the error.

➢ Click Cancel to return to the program, and correct the error.

Translation Memory Segmentation Rules

Most TM software uses the following punctuation marks as segment boundaries: periods, question marks, exclamation points, semicolons, colons. Fast identical sentences are either one or two segments.

➢ Every form has a current lock state—either locked or unlocked.

➢ Every form has a current lock state: either locked or unlocked.

7. Fine-tune punctuation and capitalization

7.1 Colons

In a sentence that introduces multiple possibilities, use an em dash rather than a colon:

Example:

X   Every form has a current lock state: either locked or unlocked.

!   Every form has a current lock state—either locked or unlocked

7. Fine-tune punctuation and capitalization

7.2 Commas

7.2.1 Use commas to prevent misreading
Always use a comma if the comma will prevent misreading or will make the sentence structure clearer:

Example:

X   To develop an embryo needs the kind of lining that only the uterus has.

Many readers are initially confused by this sentence, because a sentence that begins with an infinitive (*To develop)* often introduces a procedure as in:

➢   To develop an embryo, follow these steps:

!   To develop, an embryo needs the kind of lining that only the uterus has.

7. Fine-tune punctuation and capitalization

7.3 Em Dashes

Em dashes are used to mark a sudden break in thought, or to give some information added emphasis. They are also used to provide dramatic separation for an idea immediately after a main clause.

Em dashes and parentheses are often used interchangeably, which can lead to inconsistencies. The guidelines aim to reduce inconsistencies in order to improve the performance to translation memory tools.

7. Fine-tune punctuation and capitalization

7.3 Em Dashes

7.3.2 Uses to avoid:

X   Do not use em dashes as a formatting device.

X   Do not use em dashes to set off cross references.

X   Do not use em dashes to set off definitions.

X   Do not use em dashes to set off examples.

X   Do not use em dashes to introduce a complete sentence

X   Do not use em dashes to introduce an –ING phrase.

Example:

X   ActiveX draws each part of the step—resulting in a somewhat different graph.

!   ActiveX draws each part of the step, resulting in a somewhat different graph.

7. Fine-tune punctuation and capitalization

7.3 Em Dashes

7.3.3 Approved uses for em dashes:

- !   Emphasis
- !   Enumerations
- !   Introducing adverb phrases
- !   Introducing noun phrases
- !   Introducing prepositional phrases

Examples:

- !   A J2EE enterprise application uses other technologies—in particular, Enterprise JavaBeans—in addition to Java servlet technology.

- !   In the following display, three MIMe types—ABC, ACGI, and AIP— are counted as page views.

7. Fine-tune punctuation and capitalization

7.4 Hyphens

7.4.1 Consider hyphenating noun phrases

Hyphens can make noun phrases easier for readers to interpret correctly, and they are sometimes essential for translation, especially noun phrases that begin with the adjective *more.*.

Example:

X   **More general** models might provide fewer options than **more specific** models.

!   **More-general** models might provide fewer options than **more-specific** models.

7. Fine-tune punctuation and capitalization

7.4 Hyphens

7.4.2 Use hyphens consistently in the noun and adjective forms of multi-word verbs
The noun form and the adjective form should be spelled identically.

lock down	verb	Using IPSec policies to **lock down** a server provides greater flexibility.
lockdown	noun	Desmond triggered a **lockdown** by briefly shorting two power-supply wires.
lockdown	adjective	When the **lockdown** procedure terminates, the power in the hatch is automatically restored.

start up	verb	My PC takes a long time to **start up** or reboot.
start-up	noun	If the **start-up** doesn't have a business plan or is unwilling to show it to you, you probably don't want to work there.
start-up	adjective	Raising **start-up** capital is one of the biggest challenges that entrepreneurs face.

7. Fine-tune punctuation and capitalization

7.4 Parentheses

7.4.1 In general

!   Make parenthetical information grammatically independent
!   Whenver possible, put parenthetical information in a separate sentence
!   Eliminate unnecessary parentheses
!   Eliminate parenthetical comments that impede redability

Example:

X   The entries in the list might be descriptive, such as Server or they might be actual host names (in custom plans).

!   The entries in the list might be descriptive, such as Server. In custom plans, the entries might be actual host names.

7. Fine-tune punctuation and capitalization

7.4 Parentheses

7.4.2 Do not use *(s)* to form plural nouns

In English, *(s)* is commonly used to indicate that the reader should interpret a noun as either singular or plural:

X   Check the **error(s)** in the log file.

However, in most languages you cannot make a noun plural simply by adding a suffix to it. The *(s)* forces translators to choose between the singular and plural interpretation or to revise the sentence substantially.

7. Fine-tune punctuation and capitalization

7.4 Parentheses

7.4.2 Revision strategies for *(s)*

Use *each, every, or any of*
X   Return the **column(s)** to their original **position(s)**.

!   Return **each column** to its original **position**.

Use *one* or *more*
X   You will need your installation **kit(s),** which contains…

!   You will need **one or more** installation **kits,** which contain…

Use just the plural or just the singular noun
X   Check the specified system error **table(s),** and correct the errors.

!   Check the specified system error **tables**, and correct the errors.

7. Fine-tune punctuation and capitalization

7.4 Parentheses

7.4.3 Approved uses of parentheses

!   Acronyms

!   Cross-references

!   Definitions

!   Examples

!   Explanations

!   Synonyms or equivalents

Example:

!   A SAS package file (**SPK file**) is a container file.

!   A copy of the log is stored in the My Documents folder (**on Windows**) or in your home directory (**on UNIX**).

7. Fine-tune punctuation and capitalization

7.5 Capitalization

The importance of consistent capitalization

Capitalization is an important syntactic cue because it helps translators and other readers recognize a term that is a proper noun (name) rather than a common noun. Common nouns are virtually always translated. Names of companies and products are not translated.

Other proper nouns, such as names of major software components, might or might not be translated. Thus it is important to be consistent. Translators should be able to rely on English capitalization to help them decide whether to translate a term or not.

7. Fine-tune punctuation and capitalization

7.5 Capitalization

7.5.1 Capitalize proper nouns
Proper nouns include all of the following:

• trademarks

• product names

• major components or subsystems of a product
  - The **Holter Telemetry** feature transmits data continuously forever.

• other names
  - International Organization for Standardization

• acronyms, initialisms, and short forms of names

8. Eliminate undesirable terms and phrases

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Switch your business to global success

8. Eliminate undesirable terms and phrases

8.1 Eliminate trademark violations

Many organizations devote considerable resources to choosing trademarks and to establishing their brand identities, yet they put little effort into ensuring that their trademarks are used correctly and consistently.

Do not make a trademark possessive
- X   **GraphMagic's** new import wizard
- !   The new **GraphMagic** import wizard

Do not join a trademark with a prefix or suffix, or with another word
- X **non-Oracle** data types
- !   Data types that are not supported by Oracle

Do not use an acronym instead of spelling out the trademark
- X The **FM** update is being sent to all registered users.
- !   The **FileMaker** update is being sent to all registered users.

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8. Eliminate undesirable terms and phrases

8.2 Eliminate incorrect technical terms

Inconsistent terminology is confusing. When you use different terms to represent the same technical concept, readers often cannot find the information that they need.

Incorrect or Non-standard	Correct or Standard[4]
box graph	box chart
message area	status bar
shortcut menu	pop-up menu
preset style	predefined style

8. Eliminate undesirable terms and phrases

8.3 Eliminate unnecessary Latin abbreviations

Because they are not used by all authors in all contexts, Latin abbreviations are a significant source of inconsistency. In addition, not all non-native speakers are familiar with them. Some abbreviations, such as *a.m., p.m., ibid., op cit.,* and *et al.,* may be used because they are common in some scientific and technical publications.

Latin abbreviation	Anglo-Saxon equivalent
ca.	about, approximately
e.g.	for example
etc.	and so on
i.a.	among others
i.e.	that is
p.a.	per year, yearly

8. Eliminate undesirable terms and phrases

8.4 Eliminate other non-technical abbreviations

Never assume that a non-native speaker will understand a non-technical abbreviation whose meaning is obvious to you. Some abbreviations are puzzling to translators as well.

Abbreviation	Full form
a.k.a., AKA	also known as
Assn.	Association
eval.	evaluation evaluate
n.a., N.A., n/a, N/A	not applicable not available none
oz.	ounces[7]

8. Eliminate undesirable terms and phrases

8.5 Eliminate clipped terms

In a clipped term, the full form of the term is truncated, but no period is used. Like abbreviations, clipped terms can be puzzling to non-native speakers and translators. They cause unnecessary variation, and many of them are too informal for most technical documents.

Short form	Full form
app	application
autocreate	automatically create
dupe	duplicate
flu	influenza
org chart	organizational chart
quote (noun)	quotation mark
specs	specifications
stats	statistics
vet	veterinarian

8. Eliminate undesirable terms and phrases

8.6 Eliminate wordy phrases

To reduce word counts and simplify your syntax, replace wordy phrases with single or with shorter phrases.

In particular, don't use a verb + noun if you could use just a verb instead:

Wordy Verb + Noun	Not Wordy
come to a conclusion	conclude
conduct an investigation	investigate
make a decision	decide
reach an agreement	agree

8. Eliminate undesirable terms and phrases

8.7 Eliminate colloquialisms

Colloquialisms are words or phrases that are acceptable in casual speech but not in formal speech or writing. They contribute to unnecessary variation and are not appropriate for global communication.

Example:

X   A multicast is **kind of like** the packet types that were discussed in Chapter 2.

!   A multicast is **similar to** the packet types that were discussed in Chapter 2.

X   See the Support Web site for **lots more** annotated sample programs.

!   See the Support Web site for **additional** annotated sample programs.

8. Eliminate undesirable terms and phrases

8.8 Eliminate metaphors

In a metaphor, a term or expression is used in a non-literal sense in order to suggest a similarity. Although many non-native speakers understand common metaphors, translation is easier if you use language literally.

Example:

X   The new model was designed to overcome the limitations of the **vanilla** CALS model.

!   The new model was designed to overcome the limitations of the **standard** CALS model.

X   A closer look **under the hood** reveals that each browser supports different implementations of the Java Runtime Environment.

!   Each browser supports different implementations of the Java Runtime Environment.

DONE

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Thank you

Leif Sonstenes
Director Sales and Marketing

Locatech GmbH
Lindemannstr. 79
D-44137 Dortmund
Germany

Tel.:   +49 (0)231 91596-811
Fax: +49 (0)231 91596-77

eMail: leifs@locatech.com
Web: www.locatech.com