



TERMNET NEWS

TNN 92-2006

Editorial

Dear Reader,

TermNet News has changed its look again. It is no longer a quarterly journal but a monthly Newsletter, easily downloadable from our new TermNet website, which, as you have probably already noticed has also changed its look. We have acquired a much more powerful tool that allows us to quickly upload our information and, thus, keep you really abreast of the latest developments with regard to terminology related activities and applications.

Apart from the Infoterm Newsletter (INL), Biblioterm (BIT) as well as the standardi-zation focused journals Terminology Standardization and Harmonization (TSH) and StandardTerm (STT) will henceforth be downloadable from the Infoterm website (<http://www.infoterm.info>).

TermNet Newsletter (TNN) will inform, as before, about latest news from TermNet’s members and cooperation partners, important terminology related issues, reports and results from held meetings, accomplished projects and forthcoming events. This issue features, among others, upcoming events, TermNet’s participation in activities of its members, as well as some interesting articles.

We hope you will enjoy reading this News-letter and wish you – should you be lucky enough – nice holidays or at least pleasant days at work. We come back at the beginning of next Year with more news and reports.

Please don’t hesitate to give us your feedback so that we may further improve our services to you.

Kind regards,

The TermNet Editorial Team

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Upcoming Events

Let's celebrate
2007, the European
Year of Equal
Opportunities for
All !

1st International Diversity Summer School

9-13 July 2007, Vienna, Austria

Based on Decision N° 771/2006/EC of the European Parliament and of the Council, dated 17 May 2006, the European Commission has designated 2007 as "**European Year of Equal Opportunities for All – Towards a Just Society**". It is part of a concerted effort to promote equality and non-discrimination in the EU and aims at raising awareness of the positive contribution that can be made by *anyone to society as a whole*, regardless of their gender, race or ethnic origin, religion or beliefs, *disability*, age or sexual orientation.

To stress the importance and function of terminology and multilingualism in connection with the European and international anti-discrimination and diversity issues and activities, TermNet, in co-operation with [equalizent](#) Vienna and the [Center for Translation Studies](#) at the University of Vienna, has initiated the first International Diversity Summer School with the theme "Diversity Management: Theory, Practice and Applications".

The Preliminary Programme & Topics are

Diversity in the Context

- Models, Concepts and the Core Dimensions
- The European and International Perspective of Diversity Management
- Methods and Tools of a Targeted Project Management

Diverse Cultures – Diverse Languages

- Intercultural Management and Diversity Management
- Multilingual Aspects of Diversity Management
- Interpreting in Different Settings/Community Interpreting and Diversity
- Sign Language as an Aspect of a Diverse Society

Standards and Quality Assurance of Diversity Management

- Legislation and Diversity Management
- Diversity Score Card – Introduction, Methods and Tools
- Diversity Management in the Future: outlook and measures to be taken

Diverse Cities/Enterprises/Projects

- DiversCity (Case Studies)
- Diversity Management and SMEs (Case Studies)
- Diversity Projects in Practice: Good – Best – Worst Practice (an Overview)
- Presentation and Evaluation of Participants' Projects (Workshops)

[equalizent](#) is a qualification and competence centre for deaf and hard-of-hearing people and for everyone interested in sign language.

Please note that the **Terminology Summer School** (TSS 2007) will take place the following week, i.e. from 16 to 20 July, in Cologne, Germany.

2008 European Year of Intercultural Dialogue

TermNet has been engaged since long not only in the promotion of cultural and linguistic diversity but also in the fostering of the intercultural dialogue, by providing consultancy and training for and in the framework of programmes and campaigns, such as:

- Information for All (IFAP) and Information Literacy Programmes (UNESCO)
- Multilingualism, capacity building and human rights programmes (EU and UNESCO).

Therefore, TermNet welcomes the proposal of the Commission that 2008 be declared "European Year of Intercultural Dialogue", a European Year which, because of its multiplier effect, will develop into a unique instrument for raising awareness of the chosen theme among citizens, particularly young people.

Intercultural dialogue is intimately linked to the fundamental ambition underlying the construction of Europe, namely to bring together the peoples of Europe. It should therefore be a priority throughout the EU to call upon European citizens, and all those living in the European Union, to play a full part in managing our diversity, which is enriched by all new migration flows, greater mobility as well as by the changes and additions brought about by globalization.

On 14 November 2006, the Commission issued a communication concerning the common position of the Council on the adoption of a Decision of the European Parliament and of the Council concerning the European Year of Intercultural Dialogue. The common position adopted by the Council on 13 November by unanimity is the result of negotiations between the three institutions and represents a compromise acceptable for all of them. The Commission considers that the common position is appropriate and it can therefore support it.

<http://ec.europa.eu/>



Multilingualism gains importance in the European Union

Multilingualism becomes an increasingly important issue not only within the United Nations, where it is an agenda item of the on-going General Assembly, but also within the European Union.

On 30 October 2006, Commission President José Manuel Barroso assigned the portfolio of multilingualism to Romanian commissioner-designate, Leonard Orban, the current Secretary of State coordinating Romania's preparation for accession to the European Union. Leonard Orban is a graduate of the Faculty of Management, Academy of Economic Studies, Bucharest, and the Faculty of Mechanical Engineering, University of Brasov.

"Languages are at the heart of the European identity, and the Commission's role in this area, when it comes to translating the EU's legislation, providing the necessary interpretation to thousands of meetings or encouraging the teaching of languages, is crucial. My services and I will do all we can to assist Mr. Orban over the coming weeks," said Jan Figel', the current European Commissioner for Education, Training, Culture and Multilingualism.

On 1 January 2007, the Accession Treaty with Bulgaria and Romania is expected to enter into force and they will join the European Union, bringing the number of Member States up to 27 and the number of languages up to 23.

In order to enhance the transparency of the nominations and to give the appointment of the new Commissioner more legitimacy, the European Parliament conducted a hearing to be followed by a formal vote of approval in the first half of December. Only after Parliament's formal approval the Council will formally appoint the new Commissioner.

TermNet Members' Products and Activities

TSTT'2006 - International Conference on Terminology, Standardization and Technology Transfer

A representative of TermNet presented a paper at the TSTT'2006 Conference, which was organized by TermNet's member CNIS (China National Institute of Standardization) in Beijing, from 25 to 26 August 2006.

TSTT conferences are considered in China to be of great importance as far as terminology standardization is concerned. The first one was held on 1991 and marked the beginning of full range cooperation between China and the outside world in the field of terminology standardization. In 1997, the second TSTT conference demonstrated the prosperous development of terminology in China with the rapid growth of IT industry.

This year's third TSTT conference focused on *terminology in the information society and for the emerging knowledge society* and aimed to further promote the application of terminology in various business activities and to strengthen the worldwide cooperation in this field. The reason for organization this conference was to meet the challenges of the development of new technologies and the growing demand from knowledge management, on the one hand, and to take advantage of the ISO/TC37 annual meetings, which were also held in Beijing, on the other.

The organizers of TSTT'2006 hope that the conference helped to bridge and reinforce communications and collaborations in the field of terminology standardization and related fields of application.

Terminology Policies

Following the Terminology Summit of the European Association for Terminology (EAFT), which was held in Brussels, 13-14 November 2006, TermNet organized in Antwerp, on 15 November, in collaboration with its members Lessius Hogeschool and Infoterm, a Workshop on Terminology Policies, which preceded the International Conference on Terminology, organized by NL-Term, (the Dutch-Flemish Association for Dutch Terminology) and the Lessius Hogeschool in Antwerp, 16-17 November.

Some 50 participants from almost all EU countries, Canada and Latin America discussed such topics like

- Terminology policies and planning in different environments
- Guidelines for the formulation and implementation of terminology policies
- Project management methods for the development of terminology policies
- Standardization strategies and terminology policies
- Copyright and other legal issues
- Standardization and business models

They particularly welcomed the idea to reformulate the UNESCO Guidelines for Terminology Policies - which address especially language communities and countries - with a view to adapting them to the needs of enterprises and specialized organizations such as WHO or IUPAC. Therefore, the papers presented by Pierre Lewalle (WHO) and Matthias Heyn (SDL Trados) met with special interest.

Semantics 2006

The Semantics 2006 conference that took place in Vienna from 28 to 30 November, was organized, inter alia, by two TermNet members: the Austrian Computer Society (OCG) and the Semantic Web School. It was the 3rd conference in a series that started as the Austrian Symposium on Digital Content Engineering in 2004 and has developed into a conference of international visibility.

Semantics 2006 offered a forum of exchange for innovative businesses, European research institutions and companies, all of whom are driving the development of semantic technologies. For the first time in Europe, vendors and developers of semantic technologies and applications presented their products and services to the public. Some 150 leading international experts discussed state of the art developments and future trends from the technological, economical and social point of view as well as present up-to-the-minute research & development in semantic systems.

The conference featured three major themes:

- Visions & Applications: From Integration to Services
- The Paradigm Shift in IT: Semantic Web 2.0
- Digital Societies: Social Networks

Social networks are the impetus of future digital societies. The convergence of semantic technologies with social software will lead to a Social Semantic Web, in which smart technologies support social interaction, mutual learning and collaborative means of production.

The representative of TermNet presented a paper on "Business models as a means of IPR protection of structured content -Taking terminological data as an example" in which the results of EU projects for the solution of copyright problems in connection with the preparation and use of content are discussed.

News

The Financial Times reported on 20 October 2006: Yahoo launches local-language chat in India

Hundreds of millions of people exchanged greetings for Diwali, the Hindu "festival of lights" that is India's biggest holiday.

But for the first time, "Diwali mubarak" - or Diwali greetings - could be exchanged in Hindi and Tamil script over Yahoo's new chat service aimed at the country's growing population of internet users who will rely on non-English languages. The launch of the chat service reflects Yahoo's efforts to tackle the linguistic complexities of expanding in India, which counts more than a dozen regional languages, not to mention thousands of dialects.

Yahoo aims to better compete with domestic rivals - such as online portal Rediff which recently launched a Hindi chat service - that are also ramping up local language services in India. "The internet [in India] is still at an early stage," said George Zacharias, managing director of Yahoo India. "The next big growth in India will come from local language users." English and Hindi are India's two main languages, but there are many regional languages with their own dramatically different scripts including Tamil, Kannada and Malayalam spoken in the south, and Bengali, Punjabi and Gujarati in the north. There are 70m-80m English speakers out of India's 1.1bn-strong population and many also do not speak Hindi.

Yahoo's local language service allows computer users with English-language keyboards to type phonetically in Hindi and Tamil and have their words automatically converted to these scripts.

It plans to include more Indian languages in its chat service over the next six months and will eventually offer local language email.

India claims about 37m internet users, representing a 54 per cent jump from 25m in 2004, according to the Internet Service Providers' Association of India (ISPAI). Of those, 23m are active users and about 20m are familiar with English. Yahoo's services are used by 85 per cent of India's active internet users, according to a report from research firm JuxtConsult. Yahoo offers e-mail in 35 languages worldwide, but India poses a unique challenge because local language keyboards are not mainstream, unlike in other countries. While India's PC penetration is just 2 per cent compared with 60 per cent in developed countries, ISPAI projects 54m internet users in 2008. That figure does not factor in potential internet usage among India's mobile phone market of 130m subscribers, which is expected to reach 500m by 2010.

Yahoo's roll-out of new services in India, including a test version of faster, easier-to-use email, is part of its strategic push in the country. Yahoo and Silicon Valley venture firm Cannan Partners, this summer, invested \$8.65m in start-up matchmaking website Bharatmatrimony.com. Last year, Yahoo increased its team of software developers from 800 to 1,000 in its Bangalore-based research centre, the largest outside of the US.

For the full story, see: <http://www.ft.com/cms/s/cb474108-6020-11db-b929-0000779e2340.html>

Certification Skulduggery

by John Dir

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5 October 2006

On the surface, the race for certifications in software, hardware, networking, and other technical disciplines sounds like a wonderful idea for ensuring companies receive the level of expertise they need to receive optimal efficiency and talent for their operations. Many employers seeking the best talent have certainly bought in on this hype from the industry's rush to set up a certification test for almost anything. Despite the popularity of these practices, there is an ominous and insidious impact going on beneath the surface that both employers and technicians should consider.

When the certification craze first began to appear on the scene, it was instituted more as a means for vendors to extract a few extra dollars from their clients in exchange for a warm and fuzzy feeling that these tests would ensure a higher degree of competency from people who had received the vendor stamp of approval. The pitch here was simple, if vendors could come up with a skills test that demonstrated a level of experience that could only be attained from having worked in a particular discipline for a number of years in the field, companies who hired these individuals would then be assured that they were getting the best possible personnel in the field. In the beginning, vendors tapped into the brains of their own best talent to assemble the most obscure trivia they could devise regarding their products, to design a program of certification that could only be passed by someone who had intimate knowledge of the product. Even at this stage of the development, there was not necessarily as much focus on the practical application of this minutia as there was on the fact that most beginners in the field would be unable to pass the test. With a sufficient amount of trivia collected, software and hardware vendors launched their certification testing plans at a price level that added enough credibility to the program to convince customers that they would really be getting something if they paid to have their employees engage in these testing procedures, at a level of difficulty which practically ensured that those who took these exams would have to repeat the testing process a number of times before they could pass.

As technicians devised ways to prepare for passing these exams more easily, changes to the tests, revisions of the technologies, and requirements for new certifications on releasing new iterations of systems and software have kept the business of charging large sums of money for the process alive and well. In practice, most capable technicians can pass just about any kind of certification they can afford if they persist in paying to take the exam, and research the information they are uncertain about between attempts. This does not mean they will be able to adequately perform the duties that will be required of them when applied to the workplace, but they have demonstrated an acuity for absorbing some of the trivial concepts associated with their field of endeavor.

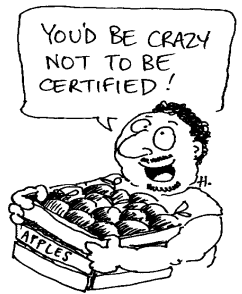
Having participated on both sides of this practice, the one thing missing from this entire process is the ability to measure true talent. In recent developments associated with current business practices, there has been a sudden unhealthy shift in the trends previously experienced.

Though companies have continued unabated in their insistence on hiring certified professionals, there are increasing numbers of organizations that are no longer willing to pay the costs associated with obtaining the certifications they demand from their employees and potential employees. To make matters worse, more and more companies are requiring potential candidates to have a huge number of technical certifications in a wide range of specialized areas in order to qualify for employment consideration. With the costs of certification now being shifted to the individuals rather than to companies who require this questionable measure of skill, the net effect is a form of technical discrimination that effectively pushes out those talented individuals who cannot afford to keep up with the shifting sands of getting certified for every aspect of their working experience. In some cases, I have seen companies requiring levels of certifications and experience in their requirements that are literally impossible for anyone to meet.

For example, one job requirement required both individual certification and more years of experience with a single product than the number of years that particular product had been in existence! While working for a software vendor who had decided to initiate a certification program, I was chosen to become one a few engineers who were selected to provide support for certified customers. When told what we would be doing differently for these customers, the management said the approach would be to treat these companies like they knew a little more than a regular customer, and skip a few of the normal preliminary questions when initiating the process of opening a support issue.

That was all we had for a guideline. In obtaining an enterprise certification for myself with another vendor, I took the exam several times before passing it. I used the information I had gained to create a pretest preparation study for other engineers who would also be taking the test, and they passed their exams on the first try. The bottom line here is that the current form of technical certifications being used as a measure of ability are practically worthless in what they truly offer, and more insidious in their impact on professionals trying to maintain a viable career in the technical industry. As it stands now, the technical industry does not need any more barriers to progress in attracting experienced talent that has already proven itself in real time industry experience.

This article is available online: <http://www.info-articles.com/articles/certification-skullduggery-229716.html>



p://www.ccsa.asn.au

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The international scientific journal on terminological research, **Terminology Science and Research (TSR)**, has been issued by TermNet until 2001 in print format (Vols.1-12). Since 2002, it is published by the International Institute for Terminology Research (IITF - Internationales Institut für Terminologieforschung) in electronic format. Some print copies and complete sets are still available at TermNet:

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TermNet News (TNN) ist der monatliche Newsletter des internationalen Vereins TermNet (Internationales Terminologienetz), der für die Vereinsmitglieder sowie alle an anwendungsorientierter Terminologearbeit interessierte Organisationen (Firmen, Universitäten und Institutionen) geschaffen wurde.

TNN ist eine internationale Zeitschrift, in der Informationen über terminologische Aktivitäten, Produkte und Dienstleistungen weltweit auf Englisch, Deutsch und Französisch publiziert werden.

TNN enthält insbesondere Informationen über die Tätigkeiten der TermNet-Mitglieder und -Kooperationspartner und verfolgt dabei keine parteilichen oder ideologischen Ziele.

TermNet News (TNN) is the monthly Newsletter of TermNet (International Network for Terminology), which is published for the members of the network and for those companies, universities, institutions and organizations that are interested in applied terminology work.

TNN contains information in English, German and French about national and international terminology-related activities, products and services. It informs its readership of the latest activities and projects of TermNet members and co-operation partners, but does not support any ideological or political activity.