Buysschaert, Joost – László Kovács

Ghent University | Institute of Advanced Studies Kőszeg
Joost.Buysschaert@UGent.be | klaszlo1@gmail.com

Challenges encountered during the compilation of a multilingual termbase in the domain of communication

The multilingual Electronic Lexicon of Communication Terminology (ELeCT) compiled at our universities focuses on subject fields that are in constant flux. Its authors have to deal with the challenges of new and obsolete concepts, provisional terms, competing synonyms, Anglicization, conceptual gaps and meaning shifts.
The present paper illustrates these challenges with examples from the Dutch and Hungarian sections of ELeCT and takes them as a starting point for a broader discussion of principles of terminology and terminography.
The examples illustrate that terminographers can and should take different decisions depending on the target users of their termbase and that in most cases they will be expected to give guidance rather than to normalize.

1. Introduction

Eugen Wüster's original view on terminology (Wüster 1979) – in which a concept is denoted by only one term and has a stable, intensional definition – has since been challenged by rival theories that have stressed indeterminacy and relativity. Not only has it been pointed out that terminologies within the same LSP (Language for Specific Purposes) may display synonymy (one concept, several terms) and polysemy (one term, different meanings, or shades of meaning); it has been argued that concepts evolve over time and that although it may be possible to ascribe prototypical meanings to concepts, terms ultimately acquire their (specific) meaning through the context and situation in which they appear. Critics have also argued that the borderline between *terms* (of a Language for Specific Purposes) and *words* (of the general vocabulary) is hazier than traditionalist terminologists suggest. This is not the place to repeat all the arguments and describe the various theoretical models, some of which are summarized in surveys like Cabré (2003) or Protopopescu (2013), among others.

When it comes to compiling a large termbase or specialist lexicon, the terminographer is not always occupied with the niceties of the rival theories. His or her first concern will be to meet the expectations of a target user. This will mean coming up with relevant term selection and clear definitions, indicating preferences among competing synonyms, signalling homonyms, providing

suggested translations (neonyms) when an equivalent seems to be lacking and generally to supply a user-friendly reference work.

The present paper seeks to illustrate this tension between theoretical principles and practical limitations, using examples from the Electronic Lexicon of Communication Terminology (latest edition Buysschaert et al. 2012) and to draw some lessons from the discussion.

It will first be explained what the purpose and the origins of the lexicon is. Next, specific problem areas that were encountered will be illustrated and commented upon. These will include: diachronic variation, the issue of Anglicisms, the co-existence of competing synonyms and the problem of missing equivalents. The concluding sections will draw lessons for terminological theory, for terminography and for LSP users.

2. The Electronic Lexicon of Communication Terminology (ELeCT)

The Electronic Dictionary of Communication Terminology, ELeCT for short, is an electronic publication available via download (http://www.cvt.ugent.be/elect.htm). It was intended as a lightweight derivative of the Electronic Dictionary of Communication Terminology (EDiCT), an in-house termbase at Ghent University, Belgium, compiled on the basis of terminographical master theses since 1990 and supplemented with data for Hungarian by the University of West Hungary. Its other languages are English, Dutch, German, French, Spanish and Russian. The EDiCT project is work in progress and records are regularly added or updated.

The domain studied is that of business communication in the broad sense, including internal as well as external communication, with an emphasis on the terminology of marketing, advertising and PR. Press terms are also incorporated, as are terms from communication technology and the printing and allied trades.

Term selection is not based on term extraction from corpora but on a variety of existing term lists as compiled by domain specialists and therefore recognized as being worthwhile vocabulary items within the LSP. A first list was provided by CERP, a PR association that originally sponsored the project and that has meanwhile merged into Euprera (http://www.euprera.org). Other lists were added as the project was continued well after its inception in 1990. The contributors to the database, most of them students working in the context of their master theses, relied on primary sources (authentic texts) as well as on secondary sources (reference works) and informants.

The resulting termbase, EDiCT, is concept-oriented and works with an extensive and detailed terminological record (examples are available at http://www.cvt.ugent.be/edict.htm). Although the creation of the record template predates that of the Terminology Markup Framework, its design allows conversion to modern standards, including TBX.

The full database can only be consulted within the university's intranet; its rich content will interest the researcher but may be overwhelming for a user who only looks for a definition or translation. ELeCT, the lightweight derivative of the termbase, was conceived to cater to the needs of this less demanding user. It is a simple stand-alone electronic dictionary aiming at translators and text writers that are already familiar with the domain and seek fast information on meanings and translations. (On the importance of specifying the target user of a termbase see section 7 below).

An ELeCT entry provides a concept description in English and lists equivalents in up to 7 languages. Synonyms are also given and each term is provided with a reliability code, which gives an indication of its relative frequency of occurrence. Other information as stored in the original EDiCT records is not present in ELeCT, which means that the user will not have the advantage of illustrative contexts, notes on minor meaning differences between equivalents or synonyms, alternative spellings, less common synonyms, etc. to name but a few. On the plus side, however, ELeCT users have the advantage of a compact interface allowing them to switch easily between source languages and providing them with advanced search facilities like predictive typing, alphabetic browsing and a combination of exact search, fuzzy search and substring search automatically launched via a single search box.
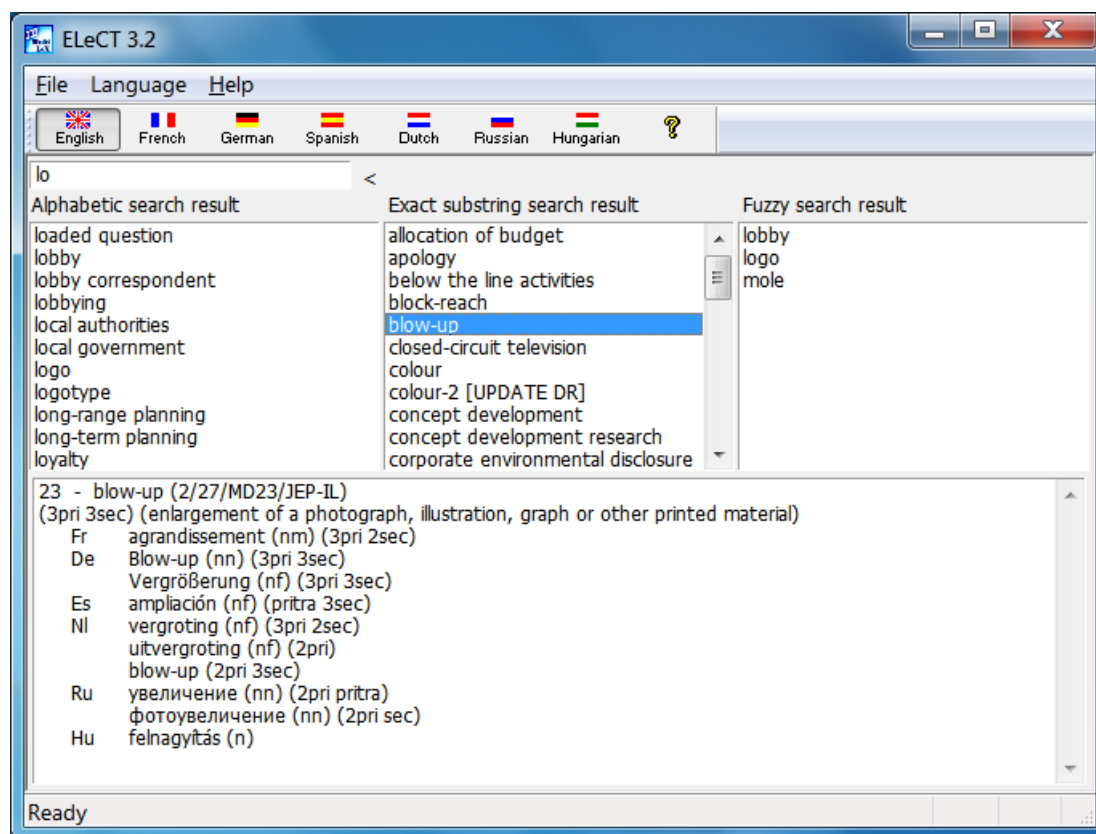

Figure 1: The interface of ELeCT (Buysschaert et al. 2012)

A first version of ELeCT was released on CD-ROM in 2000, with subsequent editions in 2004 and 2008, the latter also available via download. The 2012 version is distributed via download only. The plan for future releases is to switch to online access, which will allow continuous updating.

3. Of dynamic concepts and changing terms

Finding the best terms in a number of languages for a given concept is often no obvious task and may involve several search strategies, some of which are aptly described in Pimentel (2013). In addition, the meaning of specialist terms can change over time, new concepts and new terms will emerge, other terms become obsolete. This will require continuous updating of the termbase. The domains covered by EDiCT/ELeCT are particularly prone to this kind of changes, meaning that the challenge was real for the project.

Communication technology is an outstanding example of an area where concepts come and go, so that instances of old and new terms and concepts abound in this subdomain. As ELeCT spans a number of years and also builds on term lists that are anterior to the project, it still includes a term like *Hi-8 video*, explaining that it is an improved version of Sony's *Video8*. Both video formats are now very much dated, having been supplanted by *DVD* and subsequently *Blu ray*, possibly to be replaced soon *BDXL discs* – unless *streaming video* puts an end to disc storage for video material. Nevertheless, *Hi-8 video* will continue to appear in older texts and users may want to know what it referred to. In this case, the terminographer has to decide whether to scrap the term because it is outmoded or to leave it in because some users may want to see it explained. The decision was taken to leave it in.

Not only do concepts come and go; some also change content over time. *Issue(s) management* was a term originally coined in 1976 to refer to a company's pro-active management of potentially controversial decisions that might clash with public opinion on politics, industrial relations or economics (cf. Ewing 1997: 173). The term was an instant success but the terminographer's research showed that the concept has in the meantime been broadened to include the management of all possible issues that may trouble a company (including environmental and technological challenges), so that its meaning has come dangerously close to that of *risk management*. Again, the terminographer had to decide whether to account for the original meaning only or to indicate the newer, broader meaning as well. Whereas EDiCT gives a full explanation, the editors of ELeCT went for a noncommittal, fairly broad concept description.

Concepts change but so do the terms that refer to them, and not just because of spelling reforms. English terms are often taken over in their original English form at first, like *joint promotion*, registered in ELeCT as a Dutch equivalent. However, in the meantime the loan translation *gezamenlijke promotie* has

become well established (witness nearly 10,000 google hits, even when the word *joint* is excluded), meaning that an update will be required in the next edition.

4. Anglicization in the terminology of communication

Anglicization is a second example of an issue that posed challenges for EDiCT/ELeCT. Literal borrowing of English terms is seen by many as a threat for national languages (cf. Furiassi et al. 2012a). Others see a lesser danger in English as a lingua franca (cf. House 2003, Mauranen and Ranta 2009). Whether Anglicization is considered as a threat or as an opportunity, there is no choice but to take decisions with respect to Anglicisms in a lexicographical or terminological work (cf. Furiassi et al. 2012a).

Anglicization is known to be especially common in specialist, fast changing domains in which new techniques and concepts are often first conceived in the English speaking part of the world and again the domains of EDiCT/ELeCT are cases in point. Many of the terms in the realm of communication, for example, were first coined in (American) English. Equivalents in other languages are therefore often the result of multilingual secondary term formation (Sager 1990: 80). A common pattern is (a) literal borrowing first, followed by (b) (partial) loan translation, (c) adaptation to the target language's morphology and ultimately (d) coinage of a 'truly native' term that no longer, or at least less obviously, reflects the English model. This process may be spread out in time but almost simultaneous coinage also exists. In either case, this may lead to the co-existence of competing synonyms, some of them Anglicisms, some of them 'native' (cf. Furiasssi et al. 2012b; and see 5 below for further discussion of competing synonyms).

Buysschaert (2009) checked the English terms for the first 100 concepts in ELeCT (alphabetically) and compared them with their Dutch, German and French equivalents. A quarter of the Dutch translations betray English influence. In 15 cases, the Anglicism was the only Dutch equivalent, 7 cases showed competition with one or more 'native' synonyms. In the latter cases, the decision had to be made whether to promote the 'truly Dutch' term or to give in to the English influence. The decision was not always an easy one: each term required a deliberation of its own, always taking into account usage frequencies as well as decisions reached for related terms.

5. Competing synonyms

When there is more than one term for the same concept in a given language, dictionary users will expect to receive guidance on which term to prefer (for the terminographer this also means: which term to mention first). In the advertising context, the English term *art director* refers to the person who takes care of the visual aspect of an advertisement (as opposed to the *copywriter*, who writes the text). ELeCT has three Dutch translations: *artdirector* (the English term with its

spelling adjusted to a Dutch rule for compounds), *grafisch ontwerper, grafisch vormgever* (both of them meaning 'graphical designer'). Frequency in primary (i.e. specialist) sources was taken as a criterion to decide on the order of the synonyms. The competition is not always between an Anglicism and a native term. The English term *unique selling proposition* appears to have two 'native' equivalents in Hungarian: *megkülönböztető márkaelőny* (lit. 'distinctive brand advantage') and *egyedi (értékesítési) ajánlat* ('unique (sales) offer'). Both coexist in the Hungarian literature, so both can be regarded as established terms. Similarly, the English term *image* has two Hungarian equivalents: besides the original English word *image* also the Hungarian transliteration *imázs* is frequently used. For the term *photograph* also two Hungarian equivalents are available: one is *fotó* (a short form for the older term *fotográfia* (photography)), the other is *fénykép* (lit. 'light picture'). In these cases frequency in reliable sources can help determine the order in which synonyms are presented.

However, preference for a term may depend on an individual's criteria and in a large project like EDiCT/ELeCT, with many contributors, actual decisions may well have varied despite the general instructions that were issued. An important criterion is relative frequency in reliable sources, as already mentioned; but others may be influenced by a preference for the 'trendy' (and therefore more 'convincing') English terms or, on the contrary, they may want to combat domain loss and promote the native terms. (On the concept of domain loss see int. al. Ferguson 2007).

Frequency is a tricky criterion. Not only can search engine hits be somewhat doubtful (Google's are estimates rather than exact numbers), it is also important to narrow down searches to specialist sources and appropriate contexts. For example, the Dutch *artdirector* is also used in other contexts, so an additional search word like *reclame* (Dutch for *advertising*) had better be added as a filter. In addition, the compound is often spelt wrongly as *art director* or *art-director*. The spellings may well be wrong according to official spelling rules, but the instances of the term in these spellings nevertheless count as evidence of the use of the term. Taking these caveats into account, *artdirector* is the winner in the frequency contest, followed by *grafisch ontwerper* and *grafisch vormgever*, which is also the order in which they are entered in ELeCT.

Co-existence of competing terms in the domain of communication may also be so common because communication represents a fast-changing, praxis-oriented and globalized field, meaning that new concepts quickly need new names in other languages. Possibly only weeks or months pass between the initial 'presentation' of a new (mostly English) term and the adoption of an equivalent in other languages. This explains why, as mentioned above, the English term is often borrowed first and the 'native' equivalent comes later.

Certain regularities were observed in the Hungarian part of the termbase that indicate an opposite trend, however. For a large number of concepts two

Hungarian terms coexist: 1. an older, Hungarian term for the concept. These are primarily found in older (15+ years old) scholarly sources. 2. an English (morphologically more or less adapted) term for the same concept. These can be found in more recent books, in doctoral theses or on praxis-oriented webpages. For instance, for the English Term *public relations* two terms are in use: an 'older' *közönségkapcsolat* (literally meaning 'audience relationship') and a more recent *public relations.* There is, however, a more interesting example: for the English term *recall* the Hungarian term *felidézés* ('recall'*,* also meaning 'evocation') is well-established, but very often the English term is added in brackets, like *felidézés (recall).*

The main reason for coexistence of synonyms in Hungarian, however, could be the lack of systematic terminological work in Hungary: some requirements formulated for systematic terminological work in 1955 (Klár/Kovalszky 1955) have still not been met. Further possible reasons for the coexistence of synonyms are described by Condamines (2010), who calls them variations: variations depending on point of view, variations depending on textual genre, variations according to applications and diachronic variations.

6. Missing equivalents
6.1. New concepts

Neologisms are often encountered in terminological work (Cabré et al. 2012) and the question whether to use a borrowed word or create a brand-new term is not answered easily (cf. Talebinejad et al. 2012). A further complication is that the creation of a new term will often necessitate the coinage of one or more other new terms as well. If, for example, a hyperonym is split into two (or more) hyponyms, a new term has to be suggested for both (or all) (Roldán-Vendrell/Fernández-Dominguez 2012).

Because of the dynamic nature of the domain that ELeCT studies, and the fact that its new concepts are often first expressed in English, there are bound to be instances where a relatively new English term appears as yet to lack an attested equivalent in the target language, presenting yet another challenge for the terminographer. The student who researched the concept of *collaborative communication* in 1999 failed to find evidence for an equivalent Dutch term (in the meantime Dutch contexts referring to the concept can be found but they stick to the English term). *Collaborative communication* is communication that is not controlled via hierarchical means and that takes place in a shared space like a computer network or social medium. To fill the gap, the student felt obliged to come up with a neologism and to mark it as such in ELeCT. She opted to use the English term in Dutch, as now confirmed by the more recent sources.

Similarly, at first no Hungarian equivalent was found for the English term *direct advertising*, so it was decided to use the existing Hungarian hyperonym term *direkt marketing* as a Hungarian equivalent in ELeCT. After a discussion

with other terminographers, the idea was abandoned and instead a neologism was presented in a 2013 update: *direkt reklám* (literally meaning 'direct advertising'). Today (2016) there are about 8,000 google hits for the term *direkt reklám*, which means that the choice for a neologism in 2013 was a correct hunch. In the case of *controlled circulation journal* (press medium that is distributed freely among a well defined target group of individuals who agree to receive it), in Hungarian the neologism *megrendelésre postázott ingyenes újság* (lit. 'freely distributed journal delivered on order') was created – which was not the best solution because it is a rather lengthy, descriptive paraphrase for the given press medium.

6.2. Conceptual gaps

Sometimes also the concept is not new and on the contrary well-established in the source context but it is nevertheless unfamiliar in the target context. Carving up the press into *broadsheets, middle market* and *tabloids* is common practice in English contexts. Dutch may use *kwaliteitspers* ('quality press') resp. *populaire pers* ('popular press') for the first and third concepts (though these do not refer to the size of the newspapers) but translators will struggle to find an appropriate Dutch equivalent to reflect the second. In this particular case, the ELeCT terminographer filled the gap with *tussenmarkt* ('in-between market') as a suggested translation.

For the English terms *direct non-mail* (unaddressed direct advertising delivered door-to-door) and *account planner* (a person who has to synthesize all the relevant consumer research and use it to design a coherent advertising strategy) Dutch uses the original English terms (*direct non-mail* and *accountplanner*, respectively). However, the terms have no Hungarian equivalents, so in the current edition no Hungarian equivalents are given for these terms.

6.3. Word exists, but not as a term

In many cases it was observed that a Hungarian word existed for a particular concept – but not in the scientific literature or other reliable sources: it was found on webpages, in glossaries of ad agencies' websites, on news sites or in advertisements for an ad agency. In these cases it was not clear whether the Hungarian word was an established term or just an occasional literal borrowing or an ad hoc (partial) loan translation made up only by the ad agency. In the absence of hard evidence, these words were often not included in the Hungarian part of the termbase. It could nevertheless well be the case that such words will establish themselves as terms in due time and that they will then deserve inclusion in the updated termbase.

An example could be the term *glossy* (a quality magazine, printed on glossy paper and containing many illustrations; Dutch *glossy magazine* or *glossy*) for

which the Hungarian term *minőségi újság* (lit. 'quality magazine') was found in one secondary source when it was first researched in 2007. However, in 2016 the Hungarian phrases *glossy magazin* (lit. 'glossy magazine'), *glossy újság* (lit. 'glossy newspaper') or *glossy minőségű magazin* (lit. 'glossy quality magazine') also occur – but only on the internet, not in professional books or dictionaries. This may well indicate that in a future update of the termbase one of these new expressions should be considered as an equivalent.

7. Implications for terminological theory

The issues that have been illustrated may prompt a number of general conclusions, of use for terminological theory, for terminographers and indeed also for LSP users and their expectations.

Theorists of terminology should acknowledge (and most now do) that terminological work can serve different purposes. If the purpose is normalization, or if the aim is to prescribe terms in the context of language planning, most if not all of Wüster's tenets are valid and it would be unfair to criticize them. When terminographical work is undertaken to support translators, however, the later critics have a point and the rules of the game will be different. Real-life LSP's display synonymy, polysemy and homonymy; and the meaning content of terms may be vague and become more focussed only within a specific context and situation, or over time.

A similar distinction holds with respect to term selection. In the context of normalization, an LSP will be regarded as a closed system and the tendency will be to select terms that are truly unique to the LSP (even though this will not always be obvious). Terminological work aimed at supporting translation work in a particular domain, however, will take a more liberal attitude towards term selection. Any lexical item or combination of lexical items that may be regarded as a difficulty (difficult to understand or to translate) and has an affinity with the LSP domain may be selected for inclusion in the termbase. Some of these lexical items or constructions may be shared among LSP's or indeed be shared with the general vocabulary: *advertisement* is in ELeCT but also in the general dictionary.

It is understandable that in the case of normalization, there will be a tendency to chart the complete terminology in a strict, thesaurus-style concept system whereas a translator-oriented termbase may well shun such a comprehensive system and limit itself to indicating relationships between terms only where this is felt to be illuminating.

Terminological theory of the last couple of decades fortunately acknowledges that variation in practice is acceptable and that it depends on intended use of the termbase. Cabré (2003: 181-187), for example, argues in favour of an integrated theory of terminology with various 'doors', i.e. various cognitive, linguistic and communicative aspects that may be addressed in different ways depending on

the target group, i.e. the users of terminology, as described in Cabré (1999: 11-12). Temmerman (2000: 235), too, stipulates that "a detailed analysis and description of requirements for each and every user group of dictionaries and terminologies is required".

It may well be wrong, therefore, to see terminology theories as rivals; it is better to start from the idea of an integrated theory of terminology (and terminography) that prescribes different practices in different circumstances.

In fact, depending on the aim of the termbase and its target user, different decisions can also be valid with respect to issues like definition style, representation of conceptual relations, acceptance of synonyms, the need to offer illustrative contexts and arguably many other facets. A partial illustration of types of termbases, their primary aim and associated requirements is attempted in Table 1 (Appendix).

8. Implications for the terminographer

Compilers of LSP dictionaries, glossaries or lexicons (termbases in general) are forced to make a number of decisions in the face of the challenges outlined so far and some will involve compromise.

8.1. Outdated / new terms

Faced with obsolescent as well as new concepts, terminographers have to decide whether they will oust obsolete terms or retain them (the user might need them to understand an older text); and they have to decide whether newcomers are already sufficiently established to warrant inclusion. In a field with rapid changes, like communication terminology, preference should go to an editable electronic format, like an online termbase, rather than a paper version, so that regular updates can be implemented. (This is also the format now considered by the editors of ELeCT).

8.2. Meaning shifts

Faced with meaning changes of existing concepts (cf. diachronic variations in Condamines 2010), again terminographers will have to take these into account for updates, meaning that a constant monitoring of usage trends is required. Accounting for meaning shifts also implies that definitions will remain indispensable. However true it is that terms only acquire meaning in context and within a given situation, describing the prototypical semantic characteristics of concepts will remain valuable and will anyway be expected by the users of the dictionary.

Adding quotations from primary sources that show the term in use, will in many cases complement the definition by providing important contextual and situational elements and is recommended practice. The EDiCT records on which ELeCT is based systematically include illustrative contexts; these are absent

from ELeCT, because the latter was conceived as a lightweight instrument. It is a downside of the tool but was a compromise decided on in an attempt to keep the records uncluttered. As the tool was primarily aimed at users with domain knowledge, it was also estimated that it would be possible for them to grasp meanings without having access to example contexts.

8.3. Terminological variation

With respect to synonymy and polysemy, termbase compilers in practice will only in some cases be in the position that they are asked to normalize in the Wusterian way. In most cases, best practice will be to list all the common synonyms and homonyms but also, and this is important, to give guidance by judicious ordering and by adding notes. The order of rival synonyms is best established on the basis of relative frequency, carefully avoiding the perils of a simple count, however. In choosing variants, if all else is equal, spelling should be a decisive factor in those languages that have official spelling rules.

8.4. Native synonym vs. English

A safe principle is that is not for the termbase compiler to decide whether an Anglicism is acceptable or not. If the Anglicism is the established and most common term in the target language, this should be reflected in the termbase entry. If a 'native' synonym is also available and in sufficient use (again a decision to be taken), it should also be recorded and the choice should ultimately be left to the user.

9. Implications for LSP users' expectations

Although domain specialists may be regarded as expert users of their Language for Specific Purposes, many of them will appreciate terminological guidance (this can also be seen in the fact that domain organizations often try to compile glossaries on their websites). In a rapidly changing domain, there may be doubt about whether a term is in broad use or as yet in limited use; and whether its meaning has been fully established and is broadly agreed upon or is still somewhat unsettled. When there are synonyms, the LSP user may wish to know which one is more common than another and if there are minor usage differences. Uncertainty about spelling is also often a concern. Finally, the LSP user may feel uncertain about equivalents of a term in another language.

When a domain community engages in a normalization exercise, it will expect firm and restrictive answers from the termbase. When normalization is not the issue, the LSP user will still expect guidance but will be free to make up his/her mind on the basis of that guidance.

On the subject of guidance, a criterion like relative frequency has already been mentioned. Another is the relative reliability of sources. Preference should go to primary sources by 'knowledge leaders' of the domain in as far as these

can be identified with certainty; in comparison, compilations by other terminographers are only secondary sources.

A special problem is presented by the concepts for which the sources yield no equivalent in a target language and where neonymy is required. Students can in principle hardly be considered as legitimate sources for new terms, even within their area of study, until they earn more knowledge (cf. Kristiansen 2011) but in the EDiCT/ELeCT project it was nevertheless student terminographers who formulated proposals. Though their supervisors helped with validation, it was decided to clearly mark the coinages with the label 'neo'.

Ultimately, all the termbase compilers can do is present the users with the facts, including notes and warnings, but dictionary users should be prepared also to apply their own judgment in interpreting that information.

10. Conclusion

The experience of compiling ELeCT, a multilingual lexicon intended as a lightweight tool for translators and domain specialists in the field of (business) communication and the press, has pointed to a number of issues that are undoubtedly also familiar to the compilers of other termbases or specialized dictionaries and that sometimes appear to challenge principles put forward by terminology theory.

It is argued, in accordance with claims made by others, that it is wrong to see the various views of terminology as competing and conflicting theories and that, rather, an integrated theory of terminology and terminography can and should be developed.

A point that is also made separately, is that unless a termbase is compiled for normative purposes, it should restrict itself to giving guidance, ultimately leaving the choices to the user.

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Appendix

Table 1. A partial illustration of types of termbases, their primary aim and associated requirements

Aim	Target user	Definitions	Concept system	Synonymy/poly-semy/homonymy	Context	Etc.
Language planning	Citizens	Precise	Not needed	Avoided	Recommended	
Normalization	Domain specialist	Strict and formal, preferably intensional	Yes	Not allowed	Not strictly needed	
Cognitive domain construction	Domain specialist of the future (e.g. university student)	Clear and helpful, assuming some domain knowledge	(Complete or partial) concept systems will help explain the domain system. Cross references strongly recommended.	Important, should be shown.	Recommended	

Translation support	Translators with a partial domain knowledge	Clear and helpful but assuming some domain knowledge	Not needed. Helpful cross references recommended.	Accepted but with an indication of frequency / usage etc.	Needed
Consistent corporate terminology -1	In-house copywriters of a company	Clear and helpful but assuming domain knowledge	Optional	Avoided. Variants that are not *in-house* may be mentioned but should be labelled as such.	Recommended
Consistent corporate terminology-2	In-house novice	Clear and helpful but assuming some domain knowledge	Optional (depending on domain knowledge level)	Avoided. Variants that are not *in-house* may be mentioned but should be labelled as such.	Recommended
Consistent corporate terminology-3	In-house domain specialist (e.g. engineer, accountant)	Only where ambiguity might arise	Not needed	Avoided. Variants that are not *in-house* may be mentioned but should be labelled as such. In-house variants in different departments (legal, financial, shop floor) should also be mentioned.	Not needed
Explaining difficult terms in a text	Lay reader	Brief, in plain language	Mention relations with closely related terms / concepts, showing similarities / differences.	Important; also informal / lay variants should be added.	Not needed
Etc.					