



European Association for Terminology

Newsletter

Number 53, October 2014



News

EAFТ Summit in Barcelona. Last call for registration

EAFТ, in collaboration with TERMCAT, is organizing the **Seventh Terminology Summit in Barcelona** on November 27-28.

The overall topic for the summit is: **How does social networking affect terminology work?** Registration is **still open** and the final programme is already available. Other important deadlines are also to be found on the Summit home [page](#). For further details, contact the EAFТ Secretariat at eافت@term-aet.net.

The Summit is organized under the patronage of the Department of Culture of the Government of Catalonia, the Délégation générale à la langue française et aux langues de la France (DGLFLF) and SCATERM.



EAFТ General Assembly

The EAFТ GA will take place on **27th November**, in conjunction with the Summit.

As the GA approaches, details will appear on: <http://www.eافت-aet.net>. We encourage all EAFТ members to actively participate in the GA. All members will receive in advance the formal convocation, the agenda and the pertaining documents.

Comments and suggestions will be welcomed. Please contact the Secretariat in case you need any particular information about the GA in Barcelona term@eافت-aet.net :

Relevant data

Date: Thursday, 27th November 2014

Time: 17.15 pm

Place: Barcelona, Residència d'Investigadors de Barcelona, c. Hospital, 64

<http://www.termcat.cat/docs/CimeraTerminologia/EN/Informacio.html>

International EAFТ Awards 2014

Coinciding with the celebration of the Terminology Summit in Barcelona, the International Terminology Awards 2014 will be given. Seven valid candidatures have been submitted for the 2014 Awards. An international jury, chaired by Corina Lascu-Cilianu, examined the works. There are two prizes available: the International Award for Outstanding Achievement in Theoretical/Fundamental Research in the Field of Terminology and the International Award for Applied Terminology Research and Development.

The winners

A. The International Award for Outstanding Achievement in Theoretical/ Fundamental Research in the Field of Terminology:

Besharat Fathi (IULA, University Pompeu Fabra) "Expert's Needs as Primary Target Users: Evaluating Specialised Dictionaries in Communicative Circumstances"

B. International Award for Applied Terminology Research and Development:

Annette Weilandt (University of Leipzig) "A process-oriented approach shown by the example of the automobile industry"

An honorable mention is given to Georg Löckinger (University of Applied Sciences Upper Austria) for his work: "Translation-Oriented Special Language Dictionaries. Developing and Testing an Innovative Model".

The Award Ceremony will take place on the occasion of the Seventh Terminology Summit in Barcelona, on November 28th, 2014. Full information on the Awards Ceremony and all summit practicalities can be found on: http://www.termcat.cat/docs/CimeraTerminologia/EN/Cimera_Terminologia.html.

The first lexical corrector for Basque, created by UZEI, the Basque Terminology and Lexicography Centre

Hobelex, the first lexical corrector for Basque, enables Microsoft Office users to make sure text written in Basque uses the right and up-to-day lexicon (apart from being corrected orthographically).

The database used by Hobelex has been designed for automatic language processing. It is based on the rules prescribed by The Royal Academy of the Basque Language and the proposals made by the Basque Government's Terminology Assessment Commission. Consequently, Hobelex makes correction and improvement proposals that are of great value for ensuring the lexical and orthographical adequacy of texts written in Basque.

Hobelex plug-in, which has just been presented and can be easily downloaded from <http://www.uzei.com>, works in Microsoft Office 2003 and newer versions and is constantly updated.

Follow UZEI news in Twitter
https://twitter.com/UZEI_English

Terminology on digital marketing

In digital marketing and social media all has to be learnt and there is a complete creative scenario to explore. Everything is moving so fast, there is no choice between taking or leaving it. If you are not taking the challenge, the user will leave you. Social media are here and they are going to stay. It is time to observe, participate and if possible, learn how the social rules work.

For this reason, TERMCAT considered the need to elaborate a **dictionary** that contains the basic terminology of this field. The corpus and often even the denominations have been agreed by means of the proposals and suggestions shared by the users in the social media. Neologisms have been proposed by a group of experts in a **work session** in TERMCAT. The result of their discussion was later confirmed by the **Supervisory Council**.

The work gathers more than 100 terms which contains Catalan designation, its equivalent designations in Spanish, English and French, the definition and if necessary conceptual notes and comments or examples.

The *Terminology of digital marketing* is an open project, constantly in progress, which is fed with the proposals sent by the users on the social networks. *Lead nurturing*, *influencer growth hacking* and *community gardener* are already some of the proposals to be included in the second edition that has started already in Twitter. It is possible to participate sending your proposals using this hashtag #màrquetingdigital.



Why is Terminology your Passion? Interview with Christophe Roche

Christophe Roche is Full Professor at the University of Savoie, France, and associate researcher at the Linguistic Research Center of the New University of Lisbon, Portugal. He is currently member of the EAFT Board. Involved in several European projects, Christophe Roche is the Project leader of the ISO 704 and ISO 1087 Standards on Terminology, its principles and methods. Since 2007 he chairs the international scientific committee of the TOTH Conferences (Terminology & Ontology: Theories and applications).

On this occasion he has been interviewed by Soraia Monteiro in the within TERMCoord interviews section on his main domains of interest which are knowledge engineering and ontology, terminology and linguistics, and their applications.

Read the full text here:
<http://termcoord.eu/termania/why-is-terminology-your-passion/interview-christophe-roche/>

VII Seminario de Terminología y Contenido Multilingüe para la Industria y el Comercio T&SCIT 2014
13-14 November
Medellín, Colombia

EAFT Summit 2014
27-28 November
Barcelona, Catalonia

RITERM 2014
1-4 December
Santiago de Chile, Chile

2015

International Scientific Conference “Ukrainian Terminology and the Present”
22-24 April 2015
Kyiv, Ukraine

Transius Conference
24-27 June 2015
Geneva, Switzerland

NATO Conference on Terminology Management
19-20 November 2015
Brussels, Belgium

Suggestions

The European Association for Terminology is a non-profit professional organisation for the terminology sector in Europe. It is designed to further plurilingualism through terminology, to provide a European platform for promoting and professionalising terminological activities and improving awareness of them, and to liaise and cooperate actively with relevant organisations, associations and institutions.

Do not hesitate to send us comments or suggestions that could help us accomplish our mission or that could draw our attention to any forthcoming event or activity. We would be pleased to include them in the next issue as well as in our agenda.

Contact: term@eaft-aet.net