# Terminologies and specialised translation/terminological resources

## Prof. Maria Teresa Zanola; Prof. Anna Serpente

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Course objectives: The course aims to provide students with the necessary knowledge to deal in depth with the study of specialised terminologies in the Euro-American context for the most advanced language service professions (translator, proof-reader, terminologist, *project manager*, *data manager*), for the management of multilingual specialised texts and terminology data, also using IT tools (*CAT tools*) and supported by artificial intelligence. The participation in a COIL (Collaborative Online International Learning) extracurricular project (virtual exchange with the Chair of Business Organisation, Nottingham Business School, Nottingham Trent University) is proposed to students.

Intended Learning Outcomes: The course will enable the acquisition of the necessary skills to carry out terminology activities, starting with the treatment of terminology in institutional and corporate settings, in the main sectors required by the world of work (communication and new media, marketing and economics, environmental sustainability, arts and crafts, fashion and design). Automatic text processing to prepare text documents suitable for terminology research will be addressed.

The course will explore the cultural and communicative value of terminology in the light of the outcomes of international projects developed in our University (OTPL, REALITER). The aim of the course will also be to illustrate the guidelines for multilingualism and the promotion of the national language, developed within the framework of institutional and professional communication in the technical and scientific, humanistic and social fields, within the scenarios of the main Euro-American language policies.

Through the COIL project, an intercultural exchange on terminology issues will be developed with students who are experts in economics and marketing, in order to assess the impact of correct/wrong use of terminology in the dynamics of international markets.

In particular, students will have developed the following skills:

i) *Ability to apply acquired knowledge*.

Co-operative learning will enable students to achieve sustained engagement and build the capacity to manage learning outcomes. Project- and problem-based learning will enable them to: 1. master the written and oral comprehension of specialised texts on the subject; 2. develop adequate reworking skills applied to terminology projects, both *ex post* (analysis of projects and finished products) and in the drafting phase; 3. know how to prepare text corpora for the purpose of automatic terminology research.

ii) *Critical Analysis and Communication Skills*.

Through the analysis of specialised texts from various international scholars, students will be able to master the constituent elements of the discipline, to rework its main categories, and interpret information and evaluate it critically.

Cognitive and learning skills will be formed through free and/or guided activities with projects, written and oral presentations, discussions and oral/written reports.

At the end of the course, students will be able to structure terminology research and extraction, elaborate terminology projects, know how to select primary and secondary sources, between different text types, within different specialised domains, in the foreign languages chosen in their training path, and know how to select terminology information according to the type of text/discourse and communicative situation.

***COURSE CONTENT***

module 1: Terminologies (Prof. Maria Teresa Zanola)

Scientific foundations and methodological approaches of terminology in the main traditions of study, in particular:

- the definition of reference notions: term, concept-term relationship, neologism formation, conceptual system and domain, typology of definitions, knowledge dissemination, terminological databases, normalisation, localisation;

- the development of terminology products: the construction of a glossary and its typology according to the target audience and the purpose of the project; the methodology of terminology extraction, synchronic and diachronic terminology filing and the analysis of the main models;

- terminology and neology as a tool for the dynamism and evolution of a language;

- constitutive processes and institutions operating in the field of terminology;

- the cultural dialogue of terminology in a national and international perspective.

Participation in the extracurricular COIL project in collaboration with Nottingham Trent University: the economic impact of correct/wrong use of terminology.

module 2: Specialist translation (Prof. Anna Serpente)

Terminology activities and specialised translation:

- specialised translation: types of documents and specialised oral and written texts; workshops on media and audio-visual translation, localisation for video games.

* terminology activity for specialised translation: corpora building and analysis, terminology extraction activities, terminology data management and notions of computer and artificial intelligence tools to support them (CAT tools, web translation and audio-visual text extraction);
* the selection and organisation of terminology data for study objectives: criteria for selecting sources and terms (tools for terminology extraction and data analysis);
* quality and usability criteria for the terminology product; accessibility and exportability for digital sources.

Elaboration of a specialised terminology and translation project in the main fields required by the world of work and culture.

***READING LIST***

1. *Module 1*

J. Sager, *A Practical Course in Terminology Processing,* Benjamins, Amsterdam 1990.

M.T. Zanola, *Che cos’è la terminologia?*, Carocci, Rome 2018.

EAD., *Attività terminologica e fonti di documentazione ieri e oggi: problemi e metodi,* “MediAzioni”,2014,http://www.mediazioni.sitlec.unibo.it/images/stories/PDF\_folder/document-pdf/2014/dossierTradSpec/10\_zanola.pdf.

A text of students’ choice from the following:

- M.T. Cabré, *La terminología. Teoría,* metodología, aplicaciones, Editorial Antárida/Empúries, Barcelona, 1993 (transl. fr: *La terminologie. Théorie, méthode et applications*, Les Presses de l'Université d'Ottawa-A. Colin, Ottawa-Paris, 1998); Ead., *Theories* of *terminology* - *Their description*, *prescription and* *explanation*, 'Terminology', 9/2, 2003, pp. 163-199.

- R. Dubuc, *Manuel pratique de terminologie,* Linguatech, Québec, 1992 (English translation: *Terminology: A Practical Approach*, Linguatech, Brossard-Québec 1997);

- R. Temmerman, *Towards New Ways of Terminology Description. The Sociocognitive Approach,* Benjamins, Amsterdam/Philadelphia, 2000;

- E. Wüster, *Einführung in die Allgemeine Terminologielehre und terminologische Lexicographie,* Romanistischer Verlag, Bonn 1991 [1975];

* M.T. Zanola, *Arts et métiers au XVIIIe siècle. Etudes de terminologie diachronique,* L'Harmattan, Paris, 2014.
* M.T. Zanola-M.C. Conceiçao-P. Guasco (ed.), *Terminologie e politiche linguistiche,* EDUCatt, Milan, 2016.

2. *Module 2* (reference texts for the specialised translation project)

M.T. Zanola (ed.), *Costruire un glossario: la terminologia dei sistemi fotovoltaici,* Vita e Pensiero, Milan 2012.

M.T. Zanola-M.F. Bonadonna (ed.), *Terminologie specialistiche e prodotti terminologici,* EDUCatt, Milan 2011.

M.T. Zanola-A. Serpente-P. Collesi (ed.), *Terminologie e ontologie. Definizioni e comunicazione fra norma e uso,* EDUCatt, Milan 2013.

Sites: http://www.assiterm91.it; http://www.realiter.net; <http://centridiricerca.unicatt.it/otpl>.

Further essays and study materials will be made available in the course page on the Blackboard platform.

***TEACHING METHOD***

Lectures and seminars in English/Italian, video lectures in the main Euro-American languages; practical activities, projects and application activities in the computer lab; COIL project. The lectures will alternate theoretical and practical training, with practice activities for the presentation of CAT tools, artificial intelligence aids and the realisation of the final specialised translation project.

***ASSESSMENT METHOD AND CRITERIA***

The two modules assess preparation through an oral examination, which will consist of an oral presentation about the selected bibliography, a discussion of the topics addressed, and the realisation of specialised translation projects and practical work.

The examination for Module 1 consists of a discussion of the topics covered in the course (see reference bibliography, point 1), the fundamentals of the discipline, the methodology of terminology work, organisational forms and an analysis of the quality of the final product (60% value in the final assessment). A bonus of one to two points will be awarded for participation in the COIL project.

The examination for Module 2 centres on the presentation of the student’s specialised terminology and translation project, which can be developed according to the activities agreed upon during the module (see bibliography reference, point 2; 40% value in the final assessment).

The percentages refer to the assessment of the presentation of the content and the factors involved in the oral examination: relevance of the answers to the questions posed; in-depth study of the texts studied and broadening of reflection; ability to refer to the sources studied and the documents discussed; quality and appropriateness of the meta-language; cultural knowledge of the contexts analysed; quality of the final project.

***NOTES AND PREREQUISITES***

The course requires knowledge of general linguistics; a background in word formation is required to facilitate training in the terminology of the specialised domains that will be analysed.

*Time and place of reception*

Prof. Maria Teresa Zanola receives students on Wednesdays from 11.30 a.m. to 1.00 p.m. at her office in Via Morozzo della Rocca 2/a, 5th floor or via the Teams platform (by appointment).

Prof. Anna Serpente receives students on Tuesdays from 14.00 to 16.00 via the Teams platform (by appointment).