

TERMINOLOGY WORK AND SOFTWARE LOCALIZATION IN UKRAINE

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Nowadays, in the field of computer technology, such a specific kind of translation as localization takes an intensive development and expansion. Software localization is a complex phenomenon that encompasses a wide range of economic, technological and linguistic aspects. Translation is an integral but not the only part of a localization process, which solves a scope of interrelated tasks.

The development of computer and information technology leads to actualization of language development that is a result of new technological reality and, which, in turn, requires proper reflection and consolidation in the language, and also needs an adequate reproduction in translation process and localization as its specific form.

Provision of the adequacy of Ukrainian translation in computer technology that develops rapidly is one of the most urgent problems of modern translation knowledge. Special topicality and the demand for such a study is stipulated by active promotion of English software on Ukrainian market, and need an accurate and clear reproduction of all language components of these products for the end users. Localization is a special new kind of translation, which in its pace and scale of development grows gradually into a separate genre and is unexplored in native translation works. Ukrainian-language discourse on computer technology, in which localization operates, namely, terminology tools of Ukrainian language in this field, is still at a quite early stages of its formation and continues to expand with new units to describe new technological realities, resulting in a rather low quality of existing Ukrainian-translated software, and the ways to improve this quality are not enough investigated.

The adequate localization means the creation of a text that is grammatically correct and clear for end recipients and corresponds with lexical and stylistic laws of the target language in the field of technical translation, and reflects correctly the translated reports on the screen of computer and implements properly all software functions with the new names in its localized version.

Translation of terms and specialized vocabulary is seen as an integral part of localization and is characterized by specific difficulties associated with this genre, because of:

- constant renewal and replenishment with new terminology units;
- high imagery, polysemy, and homonymy;
- cultural-specific motivation and specialized vocabulary of terms that reflect the particular picture of the world;
- tendency to translation alienation influenced by credibility of original language and by interlingual interference.

Lexical-semantic improvement of Ukrainian software translation includes:

- necessity of saving uniformity of translated parts of speech with the similar elements of user interface;
- careful selection of matches at all levels in order to clarify the depth and pragmatic content of the original in the translation;
- overcoming the literal translation and ambiguity;
- "jargon" and "professionalisms" avoidance;
- targeting the average unprofessional user.

Improving Ukrainian software translation on the grammatical level is achieved under the condition of overcoming the tendency to overload the translated messages with complex syntactic structures that include the necessity of:

- avoiding Passive forms and depersonification in Ukrainian translation as it is used widely in Russian;
- renunciation of the use of complex analytical verb constructions (verb + noun ", " verb + verb ", " verb + verb + noun ", " verb + verb + participle) instead of individual verbs used as predicates or their parts;
- reduction of unjustified complex sentences with subordinate attributive ones and their replacement by simple sentences with noun-adjective and participle constructions.

A way to improve Ukrainian software translation style consists in a necessary accounting pragmatic function and maintenance instructions for the recipient (end user) constructing the translated messages, and in choosing a strategy of using stylistically-coloured components. Removing active person from the content of the message of computer program during translation, violates the paradigm of communication with the software, based on the dialogue between the system and the user.

In a communicative situation of human interaction with computer, rendering forms of politeness, expressive speech, and stylistically coloured elements is adequate and serves as the original form of technology etiquette. Despite the fact that under the current requirements for the scientific and technical texts, the elements of these genres must be adapted or deleted in accordance with Ukrainian language laws as the target, the novelty of localization genre necessitates a revision of existing translation requirements according to the new communication needs.

Each scientific discovery is accompanied by a new name, which belongs to a particular subject field of terminology, and then, scientific concept passes into other languages in the world, keeping the name, coined by the author, or vice versa, receives its national nomination [1].

Terminology of information systems and technology is the youngest among the systems of terminology in Ukrainian. The theoretical principles which are followed by the creators of national terminology may differ.

New concept nomination requires a long-term treatment. First of all, a new concept must acquire a scientific sustainability in the form of verbal description, and, further, in the form of definition, that opens numerous discussions on the truth or fallaciousness of the presented definitions of knowledge [2].

As a practical example of creating new terms, the works of Lithuanian scientists can be considered [3].

A list of terms in original language (English, usually) is prepared. The research is made, whether there are no proper terms with closer grammatical structure, than English one. The corresponding terms are selected from German and French. This helps to better understand the definition of the term and decide whether it will be translated or adapted.

In existing terminology and general dictionaries and previously localized programs, national terms are looked up. Thus, continuity and stability of terminology is achieved.

After choosing the existing terms, new ones are taking up. Creation of new terms must meet the standards of national (Lithuanian) vocabulary, lexical semantics and word-formation.

Only when the creation of a term by internal native language facilities is not succeeded, foreign words are set to be adapted.

The problem of choice of national or foreign concept name is an actual onomasiological problem of terminology. It is very important to find the "golden mean" between the unjustified adopted nominations of scientific concepts and narrow national boundedness in terminology development.

The problem of adequate translation of terms and the realities in the field of software in the Ukrainian language are especially critical as speech goes not only on adequacy of translation but also on creation of new terms in a young incessantly progressing branch of industry, as well as on the ways of development of Ukrainian language which is a result of permanent term formation.

Modern computer terminology requires the construction of single-valued systems of terms since the volume of knowledge increased steeply in all industries as well as among not only specialists but also between the amateurs, and a term itself grew into a "unique cognitive-coded linguistic phenomenon" [4], which specifically reflects a purposeful human activity and began to be comprehended also in the context of scientific cognition, human thought modeling, intelligence systems hermeneutics, etc.

There are several terminology centers in Ukraine for today, the main of them are in Kharkiv, Kyiv, and Lviv. In particular, the Lviv Terminology Center, based once on the Ukrainian language department of the Lviv Ivan Franco National University, successfully functions as an independent top-level unit and institution at a State University "Lvivska Politehnika". This is a Committee of scientific and technical terminology that carries out a wide lexicographical and organizational work.

Today, National Dictionary database contains more than 800 lexicographic objects, such as books and electronic versions.

Achievements of national linguistic enabled the creation of scientific, technological and organizational pre-conditions in order that the National Dictionary base became an effective link in the system of realization of state language policy. During 1994–2007, over 60 dictionaries of new generation were prepared and published. They were distributed among educational, scientific, and state institutions in about 800 thousands copies. On Ukrainian linguistic web-portal (www.ulif.org.ua), the users have a unique possibility to obtain information that facilitates the use of Ukrainian language.

On the basis of "Lvivska Polytechnica", Technical Committee on Standardization of Scientific and Technical Terminology of the State Committee of Ukraine for Technical Regulation and Consumer Policy and Ministry of Education and Science of Ukraine is created.

Mainly, the localized versions in Ukraine are promoted by Microsoft Corporation. It cooperates with the Ministry of Education and Science of Ukraine on the basis of the Memorandum for Cooperation from 09.10.2001.

In January 2003, the Microsoft Corporation announced the release of a computer program that allows getting the Ukrainian version of the operating system *MSWindows XP Professional*. Representatives of the corporation in Ukraine reported that by using free software tools *Windows Ukrainian Interface Pack* the users (owners) of the Russian version (*Sic!*) of *MS Windows XP* "...can convert it into the valid Ukrainian version..."

Thus, firstly, a conception was adopted to create a Ukrainian version of Windows on the basis of its Russian-language variant.

Therefore, it was not about a Ukrainian locale, but the insertion of some Ukrainian words in Russian interface and mostly of Ukrainian-like slang.

The English-speaking creators of the system can not understand that the Ukrainian and Russian languages are different ones, though they use the same code page. It hardly to conceive, that they developed Spanish localization on the basis of French or Italian ones; besides, probably, they did not commit to develop localization to the people who did not know the native language.

There are 36 English-to-foreign-language glossaries (sets of classified dictionaries) on the Microsoft website. Based on them, the software products of this firm are localized by other languages.

English-Ukrainian glossary is poorer in all, because it contains only three dictionaries (for OfficeXP, OutlookXP, and WordXP). The absence of WindowsXP in the glossary confirms a supposition that this product is translated into Ukrainian not from English, but from Russian [6]; therefore, this fact explains the imperfections of Ukrainian version of WindowsXP and the slang there.

However, according to the information announced by CEO of Microsoft/Ukraine (until 2007) Valery Lanovenko, the work on WindowsXP localization was carried out for 2.5 years. Moreover, as the basis was taken the original language, i.e, English, and not Russian as it was so far.

For localization of Ukrainian products, a working group that dealt with translation and adaptation of Windows Vista™ and 2007 Office System was created. It included representatives of the Ukrainian and main Microsoft offices, several contractors, and government organizations. Two companies Logrus (localization) and Lionbridge (testing and implementation) performed the translation of the interface. On the recommendation of Microsoft/Ukraine, the experts from the two committees TC-19 and TC-20 were invited for verification, and there is a conclusion of TC-20 on the list of terms that are recommended for use.

On May 22, 2007, a press briefing was held on the presentation of localized versions of Windows Vista™ products and 2007 Microsoft® Office System. This was the first Microsoft product, which have been fully translated into Ukrainian.

On January 30, 2007, when Microsoft® Windows Vista™ and 2007 Microsoft® Office System were launched worldwide, these programs included 20 language packages; Russian and English among them. Now, these applications are localized in Ukrainian. Soon, Microsoft products will be available in 100 languages.

Launching new products was the most important event for Microsoft for the past 10 years. These innovative products can revolutionize the entire IT market. Windows and Office Systems are changing the idea of using and sharing information, facilitate communication. They help to eliminate language barriers between users.

Ukrainian versions of Windows and Office are the result of a comprehensible collaboration between Microsoft Corporation and Ukrainian governmental agencies responsible for terminology, and prominent representatives of the academic sector. In the development of localized versions of software, the specialists of NAN of Ukraine, Taras Shevchenko Scientific Society, Universities from the East and West of Ukraine participated. This allowed a creation of a unified terminological database comprehensible throughout Ukraine.

The work on the Ukrainian localization of Windows yet finally is not complete. But despite this aspect, a positive moment is that, for today, a Ukrainian version of Windows is fully localized on the basis of English without any intermediary language.

Ukrainian scientists not only improve existing computer terminology for over a decade, but also provide the foundations for developing the national terminology in accordance with system properties of Ukrainian language and create its future [7].

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