

## MASTER'S THESIS

# Terminology management issue approach to standardization: an an@lysis [i.e. analysis] of Chinese IT terminology problems in Hong Kong

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**HONG KONG BAPTIST UNIVERSITY**



**TERMINOLOGY MANAGEMENT ISSUE  
APPROACH TO STANDARDIZATION:**

**AN ANALYSIS OF CHINESE IT TERMINOLOGY PROBLEMS IN  
HONG KONG**

by

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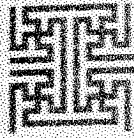
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APPROACH TO STANDARDIZATION:

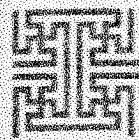
AN ANALYSIS OF CHINESE IT TERMINOLOGY PROBLEMS IN HONG KONG

## ABSTRACT

**T**his paper deals with terminology management issues. It highlights the significance of unambiguous and consistent terminology in any technical fields in achieving happy communication. The research establishes how our needs to overcome language barriers are linked to the emergence of a new information and communications environment. It postulates some motivations behind the needs of standardizing Chinese IT terms in Hong Kong, and explains, with language management theories, the links between kinds of language problems and kinds of decision-making.

The notion of "overt norm" as proposed in Jernudd and Neustupný's theory of "noting, evaluating, adjusting, and implementing" is examined in the context of lexical innovation (through translation) under a contact situation such as one found in Hong Kong. The notion of "0-deviation" (from "0-norm") is proposed to describe the management behavior in such a situation (with the non-existence of an overt norm), and the researcher concludes that certain interest-based principles replace the overt norms to become the basis for evaluating deviations from expectation and selecting adjustments on part of the evaluators in the process of term creation.

This paper at last addresses what is about to become one of the great challenges and opportunities of the emerging information society in Hong Kong – the need for, and the development of, a terminology center for technical fields such as Chinese IT terminology for the purpose of successful communication and hopefully the standardization of the Chinese IT terms across the Greater China region.



邁向規範化：香港中文資訊科技術語問題研究

## 論文摘要

**本文**所研究的，是與術語管理有關的問題。本文強調，在科技範疇裡，統一和規範術語的叫法是成功溝通的關鍵。本研究指出，當今世界科學技術迅速發展帶來了新的溝通環境，同時也帶來了新的語言障礙。本文對香港為何要統一和規範中文資訊科技術語作出一些假設，並透過語言管理學說，解釋語言問題和語言決定兩者之間的關係。

本文分析 Jernudd 和 Neustupný 兩位學者提出的語言管理學說，即“意識問題、評估偏差、調整偏差、執行決定”的理論，並把其“公開標準”的概念，放在鑄造新詞的環境下（諸如香港的語言接觸環境下）加以具體分析。作者繼而提出“零標準”和“零偏差”的概念，來解釋在這種缺乏“公開標準”的特定情況下的語言管理行為，並作出結論，說明某些以個人喜好為基礎的原則會取代公開標準，成為語言評估者在處理新詞時套用於“評估及調整偏差”時的基礎。

本文最後指出，在當今迅速發展的資訊社會下香港所面對的挑戰與機會，並指出在香港建立一個諸如中文資訊科技名詞的術語中心是有其必要的，而且是迫切的，建立這樣的一個中心，將有助於改善溝通和對中文資訊科技術語進行中港台三地跨地區的统一和規範。

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