

Spanish Computer Terminology and Software Localisation

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Spanish Computer Terminology and Software Localisation

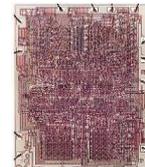
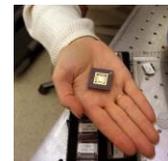
- **Backgrounds**

- **New** terminology (19th-20th centuries) vs. (legal, health, etc)
- Constantly **growing** and expanding → big challenge (immediate reaction, accuracy, uniformity, ?)
- Creation of **new areas** (videogames and smartphones)
- Big **impact** on other fields (Education, Health, Communication, etc)
- Strategic **economic** sector → benefits are on the rise

Spanish Computer Terminology and Software Localisation

- **Evolution:**

- 16th-19th c (Pascaline, Difference-Analytical Engine, ENIAC, etc) ---> very limited/specific purpose (punch cards, etc)
- 20th c - Computer Generations (vacuum tube, transistor, chip, microprocessor, PC, etc) → general purpose
- 21st c - creation of new areas (The Internet, Mobile phones, etc)



Spanish Computer Terminology and Software Localisation

- **Overview of Lexical resources in Spanish:**
 - Time and Space restrictions (length, miniaturisation)
 - **Simplification** (*'user-friendly'* terminology)
 - **Specialisation**
 - Two tendencies:
 - Contracting
 - Abbreviating

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- **Compounding**

- **Compound nouns :**

- N+N: firework, bookmark
- A+N: boldface, hotlist
- N+V or vv: runtime, scrollbar
- V+P or vv: upload, shutdown
- P+N: inbox, outbox

- **Compound adjectives:**

- N+A and vv: high-level, glare-free
- V+P: drop-down, built-in
- V+Adv: read-only
- N+Adv: user-friendly
- P+N: on-line

- **Compound verbs:**

- V+P: shut down, zoom in
- A+V: double-click, backspace
- V+V: drag and drop, plug and play

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- **Overview of Lexical resources in Spanish:**
 - **Neo-classical compounds:**
 - *Auto-*
 - *Bi-*
 - *Cyber-*
 - *Hyper-*
 - *Mega-*
 - *Meta-*
 - *Micro-*
 - *Mini-*
 - *Tele-*
 - *Multi-*
 - *Video-*

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- **Derivation**

- **Prefixation:**

- de- / dis- / de-: *decode, debug*
 - un-: *undo, uninstall*
 - mis-: *misalignment*
 - inter- / intra-: *interface, intranet*
 - sub- / under-: *subdomain, underload*
 - pre-: *preset, preview*

- **Suffixation**

- -er/or: *browser, driver, connector, hacker*
 - -ing: *coding, dithering, spooling*
 - -(bil)ity, -(iv)ity: *connectivity, upgradeability*
 - -ize: *customize, digitize*
 - -fy: *codify, iconify*
 - -able: *linkable, rewritable*
 - -ess: *cordless, connectionless*

- **Prefixoids**

- -ware: *hardware / software, freeware, shareware, middleware, spyware, malware, hookware, bogusware, courseware, firmware, vaporware, etc*

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- **Conversion (zero derivation)**
 - A>N: *laptop, desktop*
 - V>N: *a download, setup*
 - N>A: *dialogue box, sound card*
 - V>A: *print queue,*
 - Ab > V / A: *to / an email, GIF format*
- **Back-formation (*derivación regresiva*)**
 - *chat*
 - *attach(ment)*
 - *adjust(ment)*

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- **Abbreviation**

- **Simple (Initialism):** *CPU, TFT, AI, PC, IP*

- **Clippings:**

- front: *meg, del, tab*

- irregular: *prt, lnx, lnk*

- Special: *pix, xtal, xmit*

- **Blending/Portmanteau** words: *sysop, modem, pixel, edlin, contone*

- **Multiple:** *TCP/IP, L&E, MP3, user ID, e-money*

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- **Major problems**

- Timing (sim-ship model)
- Length restriction
- No uniformity (diff. Spanish versions) -> '*español neutro (?)*'
- No lexical coherence
- Result
 - Linguistic: Pervasiveness of English terminology (calques, loan translations, abbreviations, etc)
 - Business: Software developers – cost increase / local market

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- Expansion of PC, tablets and **mobile phones** → need for Localisation (Esselink 200, Ashworth 2002)
- Genabith (2009), three massive challenges:
 - Volume
 - Access
 - Personalisation
- Conventional face-to-face communication → digitally-mediated communication (software, web, videogames, apps)
- On-line communication → time efficiency and space constraints
- Length restriction and accuracy versus creativity and freedom

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- **Mobile Phones**

- Smart phones → applications (apps)
- Multifunctional:
 - On-line chat
 - Web browsing
 - Music listening
 - Web search and downloading
 - Photo and video editing and publishing
 - Social networking
 - Gaming
- Fastest growing market (vs PC)



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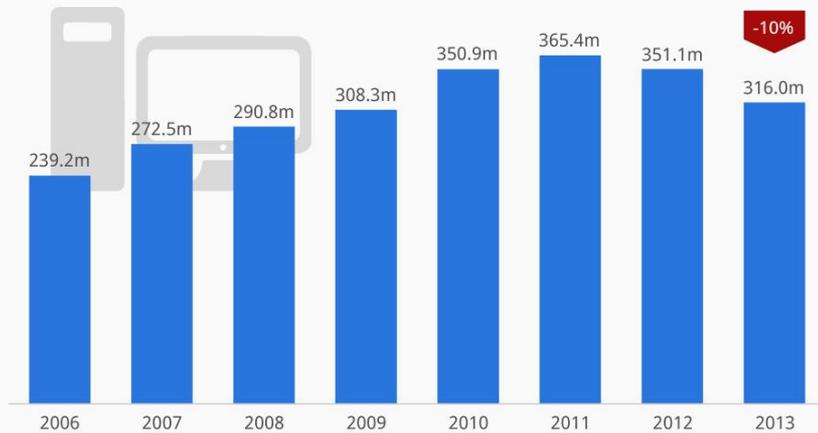
Worldwide Device Shipments by Segment (Thousands of Units)

Device Type	2013	2014	2015
Traditional PCs (Desk-Based and Notebook)	296,131	276,221	261,657
Ultramobiles, Premium	21,517	32,251	55,032
PC Market Total	317,648	308,472	316,689
Tablets	206,807	256,308	320,964
Mobile Phones	1,806,964	1,862,766	1,946,456
Other Ultramobiles (Hybrid and Clamshell)	2,981	5,381	7,645
Total	2,334,400	2,432,927	2,591,753

Source: Gartner (June 2014)

Global PC Industry Continues Downward Trend

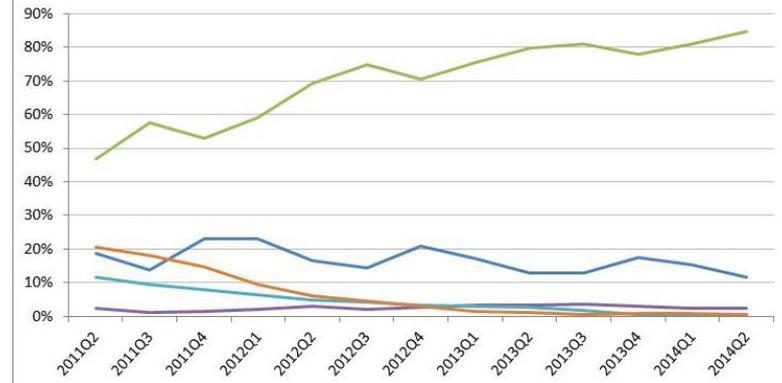
Global PC shipments from 2006 to 2013 (in million units)



@StatistaCharts Source: Gartner

statista

Worldwide Smartphone OS Market Share (Share in Unit Shipments)



Source: IDC, 2014Q2

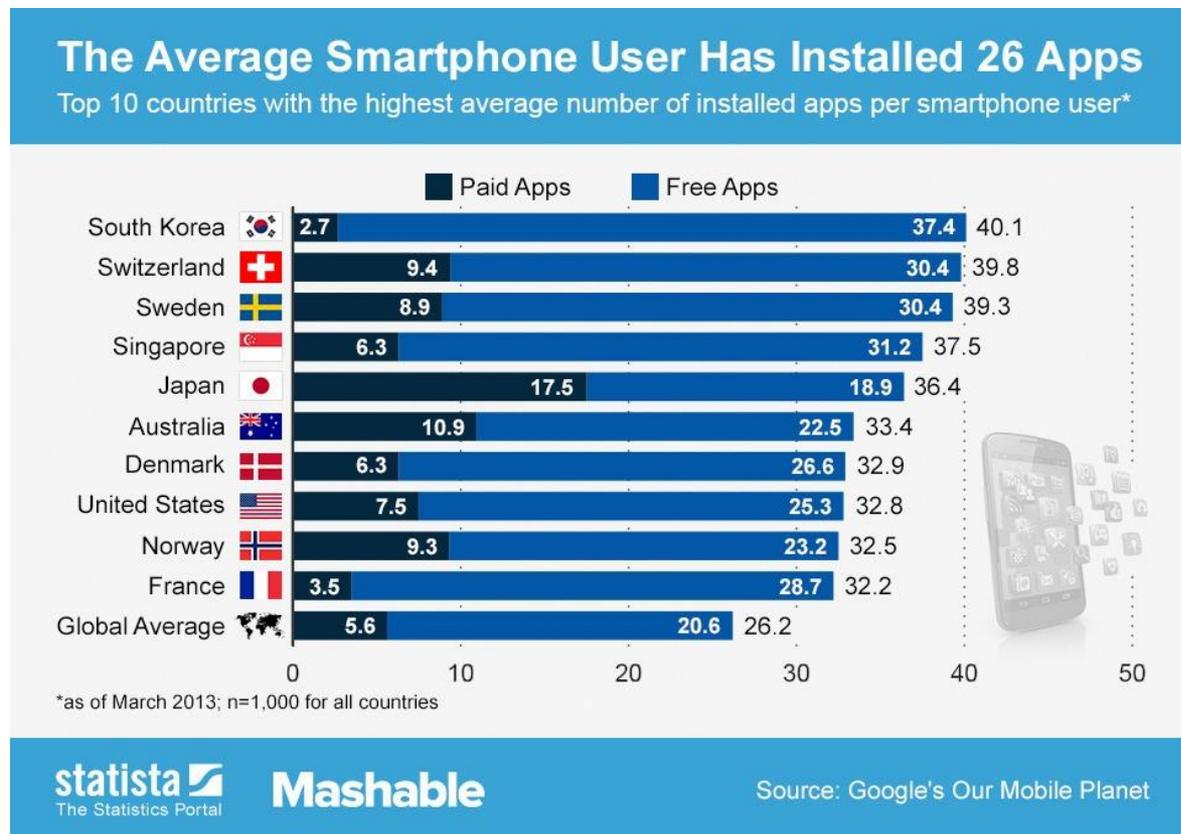
Spanish Computer Terminology and Software Localisation

- Mobile Apps
 - Localising undersupplied – world regions and local markets
 - Developing multilingual applications
 - Apps classification based on usage:
 - Communication & networking
 - Entertainment
 - Graphics
 - Reading (books, papers, etc)
 - Travel
 - Business
 - Food
 - Sports
 - Education and Science
 - Games
 - etc
- Today: 2 million apps available in Google Play and App Store.



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- Average global smart phone user downloaded **26 apps** in 2013 (source *Google's Our Mobile Planet Data*)



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- Localisation quality depends on each app and developer
 - Most are not translated (local markets, legal issues)
 - High-profile apps (*Facebook, WhattsApp*, etc) are more careful
- Multilingual localising services: *Applingua, LocTeam, Babble-on, IcanLocalize, OneSky*, etc

Spanish Computer Terminology and Software Localisation

- Localisation ‘apps’ into Spanish:
 - Abbreviated forms: GPS, MMS, RSS, etc
 - Branding as a distinctive terminology: *i* (*iOS*, *iCould*, *iPod*, etc)
 - Clippings + neoclassical compounds: *geo-*, *hyper-*
 - Different alternatives: *app* and *aplicación* (length-restriction)
 - Use of English terms: *widgets*, *tag*, *chat*, etc.
 - Hybrid forms: *taguear*, *swypear*, *rootear*, etc
- Some examples:
 - “*Políticas de privacidad para m*” (YouTube)
 - “*Notificaciones de invitaci*” (Googlet Talk)
 - “*Prese..itivas*” (Image Gallery)

Spanish Computer Terminology and Software Localisation

- **Conclusions:**

- Growing expansion of electronic devices and software applications
- Need for localisation (business-oriented model)
- Market fragmentation – multilingual applications are essential
- Terminology based on:
 - Time and Length restriction & simplification
 - brand awareness, on geographical, cultural and social conditions in each market
 - High frequency of contracting, blending and abbreviating
 - High frequency of English terms