

International Conference on Terminology,
Standardization and Technology Transfer

PROCEEDINGS

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论文集



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ISO International Organization for Standardization

ISO / TC 37 ISO / TC 37 "Terminology(principles and co-ordination)"

IITF International Institute for Terminology Research

GTW Association for Terminology and Knowledge Transfer

TermNet International Network for Terminology

SLC State Language Commission of China

CSICCI China Standardization and Information-Classifying and Coding Institute

CNCNST China National Committee for Natural Scientific Terms

ECPH Encyclopedia of China Publishing House

SP Science Press, Chinese Academy of Sciences

PHCD Publishing House of the Chinese Dictionary

SC Standardization Centre of the Commission of Science, Technology and Industry
for National Defence of China

CESI Chinese Electronics Standardization Institute

MEETC / STIP Sciencetech Information Publication

SRI / CSSBC Standardization Research Institute, China State Ship Building
Cooperation

STSII Shanghai Technical Supervision Information Institute

CP The Commercial Press

ON Austrian Standards Institute

OLT / TLS Department of the Secretary of State of Canada, Official Languages and
Translation, Terminology and Linguistic Services

ATS Academy of Technological Sciences, USSR

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前 言

本论文集是 1991 年 7 月初在北京召开的“术语学、标准化与传播”国际学术会 (TSTT' 91) 部分论文的汇编, 还有些论文因收到时间较晚来不及收入。有些论文则因内容有重复或其他原因只发表摘要。对由于上述原因未能收入或不能全文发表论文的作者, 我们谨向他们致歉。

TSTT' 91 是在中国召开的首次术语学方面的国际学术会议。在筹备过程中, 国内不少单位给予会议以支持, 国际术语情报中心 (INFOTERM) 主任加林斯基先生还亲临我国指导, 国内外众多学者寄来了百余篇论文, 使会议得以顺利召开。我们深信, 本次会议将对我国术语学和标准化、对我国与世界术语学界的学术交流起促进作用, 并成为一个好的开端。

我们借此机会向本次会议的所有协办和支持单位, 向加林斯基先生以及所有向会议提供论文的单位和个人表示深切的感谢。

中国术语标准化技术委员会

PREFACE

Included in the present book is a partial collection of the treatises read at TSTT'91 held in July 1991 in Beijing, China. The editors of the book apologize to the authors of some treatises that have failed to be included because their manuscripts did not come in time and also to other authors works appear only in the form of abstracts for being identical in content with other treatises or other reasons.

TSTT'91 has been the first conference ever convened in China in this particular academic field. A large number of Chinese institutions and organizations gave their kind support to the preparation for it, Mr. Galinski, Director of INFOTERM visited China to give his personal guidance, and scholars, both Chinese and abroad, contributed nearly a hundred treatises. All these joined to make it possible for the conference to be a successful process. We are firmly convinced that achievements of this conference will promote China's terminological researches and standardization as well as her academic exchanges with the world's terminological circles and that it will set an encouraging precedent.

The editors avail themselves to this opportunity to express their thankfulness to all the institutions and organizations who were generous enough to grant their assistance and support, to Mr. Galinski and to the groups, bodies and individuals who contributed treatises.

China National Technical Committee on
Terminology for Standardization (CNTCTS)

目 录

CONTENTS

前言	(i)
PREFACE	(ii)
Terminology Standardization and the Development of Science and Technology	
陈 原	(1)
Terminology Science, Science of Science and Information Science	
<i>H. Felber</i>	(7)
International Terminology Standardization in ISO	
<i>C. Galinski W. Nedobity</i>	(19)
我国术语标准化工作的现状与规划	
易昌惠	(30)
Standardization of Terminology in Japan	
<i>Hideshiro NAKAMOTO</i>	(34)
On Normalization of Scientific and Technological Terminology in China	
黄昭厚	(42)
Chinese Terminology Present State and Problems	
林盛然	(50)
Activities in Terminology for the Quincentennial	
<i>F.M. Marin A.M. de S. Olalla C. Restoy</i>	(54)
审定蒙古语术语的一般原则	
吉木彦	(58)
Xun Zi's Terminological Views	
— Thoughts after reading "Correct Names, Book of Xun Zi"	
黄鸿森	(60)
Problems of Terminological Analysis of Concept Descriptions	
<i>G. Budin</i>	(64)
Fuzzy Linguistics and Terminology	
伍铁平	(70)
Avoiding Ambiguity in Words with Multiple Meanings	
<i>Baek Sung CHOI</i>	(75)
Cognitive Aspects in Terminology	
<i>P. Tatiana</i>	(99)
Three Worlds and Variability of Concept	
顾孟洁	(102)

试论汉语术语的科学命名	
樊 静	(108)
蒙古文构词法中用前缀的问题	
豪斯巴雅尔	(113)
外国人名译名的几项原则	
胡新荣	(117)
布拉格学派术语学工作今昔	
朱伟华 张 目	(119)
两种不同功能的符号——术语与语词	
戴中器	(124)
有关概念与术语定义的问题	
石立坚	(127)
Terminology Standardization and Standards Information	
<i>C. Galinski</i>	(130)
中国辞书编纂标准化的实践	
严庆龙	(142)
Problems of Updating a Legal Thesaurus	
<i>Rao Suneeti</i>	(146)
编纂多语种轻工标准化词典的思考	
卢煊初	(152)
邮政术语及邮政术语标准化	
张志云	(158)
On the Harmonization of Standardized Terms between China's Mainland and Taiwan	
尹 力	(161)
Information Technology Vocabulary National Standardization and International Harmonization of Concepts and Terms	
章继汀	(164)
浅谈我国食品术语标准化	
王 刘	(167)
漫谈中文科学技术术语的民族化和国际化	
周有光	(170)
Well-Formedness of Chinese Terms	
叶蜚声	(174)
统一海峡两岸之学术术语	
吴万钧	(177)
My Humble Opinion on the Terminology Work in China	
王人龙	(179)

Chinese Computer Terminology in China Mainland, HongKong and Taiwan	
Chun-yukit.....	(183)
International Coordination in Chinese-Character Terminology	
栗武宾	(191)
The Importance of Uniformity of the Academic Terms as Used in China's Mainland and Taiwan	
王渝丽	(197)
On the Characteristics of Word-Forming in Chinese Terms	
郑伯承	(201)
"通用编码字符集"的现状与技术分析	
姚世全 王之耀 刘碧松	(204)
Steps Toward a Linguistic Automation: NLP for Oriental Languages	
R.Piotrowski, et al	(211)
The Dynamics and Its Representation of Chinese-Word Structure	
黄祥喜	(213)
A Pilot Natural Language Retrieval System	
曹希平 丁克勇	(219)
The Computer and the Compilation of Science and Technology Dictionary	
荣毓敏	(224)
Syntactic Analysis Based Automatic Indexing for Korean Texts	
Key Sunchoi Young S.Han.....	(229)
Lexical Database Aimed at Applications to Machine Translation Systems and Other Natural Language Processing Systems	
王惠临	(239)
A Portuguese-Russian MT Database	
A.V.Mikhailov	(244)
On Potential Ambiguity in Chinese Terminology	
冯志伟	(252)
Development of the China National Standards for Establishing Terminology Data Bank	
金万平	(285)
词语规范化与术语标准化	
——介绍北方话基本词汇数据库 (BJC)	
刘连元 裴彦如 陈 敏	(293)
ITDBS-智能化术语数据库系统	
王子平 马东升 葛志忠	(300)
多语种计算机语言学术语库及其开发策略	
俞士汶 朱学锋	(307)

Chinese Texts Processing System	
张圣训 郑元耀 楼群	(313)
On the Standardization of the Keyboard Management Module	
吕强	(319)
应用语言学术语数据库系统设计及说明	
李竹	(325)
应用语言学术语数据库	
郭龙生	(330)
The Establishment of Termbank of Standardized Terms of Documentation and Information	
周智佑 邓蕾	(335)
Terminologies, Theories and Constraint Solving	
<i>M. Ternowski</i>	(340)
《清华中西文》多国语言文字兼容处理的操作系统	
茅于杭 罗晖	(356)
The Study on the Standardization of Information Technology Terminology	
林宁	(366)
制订《信息处理用现代汉语常用词词表》的原则与问题的讨论	
梁南元 沈旭昆	(376)
汉字属性系统的开发和汉字排序	
朱岩	(381)
Linguistic Data Base for Natural Language Processing	
<i>L.N. Beliaeva</i>	(387)
关于 ISO 6156 与 ISO 2709 两种磁带交换格式的比较与分析	
安树兰	(393)
关于字符集序性的术语标准化与对象标准化	
许寿椿	(398)
信息处理用汉字编码的标准化	
钱玉趾	(401)
《中国大百科全书》机编索引及术语数据库	
高青田野	(404)
计算机对中文术语学的冲击	
黄明成	(407)
多语种仪器仪表术语数据库的几个问题	
何再扬	(410)
Status of Translation in India — A Case of Urdu Language	
<i>Masood Ali Khan</i>	(413)
Translation Problem of English Metaphoric Terms into Russian	
<i>I.M. Serebryakova</i>	(416)

Translation as a Term-Forming Means	
全如斌	(422)
The Potential Effectiveness of Online Multilingual Thesauri and Their Relation to Universal Bibliographical Control	
A. Dewar	(426)
Chinese Terms and International Cultural Communion	
蔡宗健	(438)
术语特性的认同是术语统一的前提	
刘芸磊 朱伟华	(442)
中国化学物质命名中的汉字探讨	
王宝瑾	(445)
Understanding of Compiling Common-Used Terms of Civil Air Defence	
刘悦耕 王胜利 李克俭	(451)
A Primary Study of the Number of Chinese Characters Constituting a Scientific Term and Related Problems	
梁际翔	(458)
Experience in Working Out the Technical Terms of Civil Air Defence	
郭海林	(462)
科技术语定义浅谈	
吴 俊	(466)
略谈汉、蒙术语的意译和音译问题	
岳海珍	(469)
对术语与术语体系的几点意见	
黎 尽	(471)
关于科技术语数据库开发的建议	
郑振声	(473)
军事后勤科技与装备术语标准化	
万长珍	(478)
蒙古语术语学与语言学	
东日布	(481)
本体论与术语学有什么关系	
陶·哈斯巴根	(484)
概念体系与科技名词审定——名词审定中的框架问题	
卢慧筠	(486)
科技术语的主旨是概念内涵——谈谈几个术语修订的缘由	
冯宋明	(491)
漫谈名词审定工作	
李玉英	(494)

谈术语标准中的一些问题	
沈 同	(496)
谈科技术语的国际规范化问题	
刘志强	(497)
通用汉字的笔画排序	
曹乃木	(500)
Formation of Data Banks and Correct Selection of Systems	
郭庆麟	(501)
竹类科技常用术语标准化的必要性	
韩有钧	(502)
关于专业术语国际化的建议	
肖崇恕	(504)
金融术语标准化刍议	
肖希喆	(505)
科技名词术语中的常用蒙语构词后缀规范化初探	
拉喜吉格木德	(506)
Computer Technology as the Potential Tool for Solving Terminological Problems Multi-Language Barrier	
A.K.M. Ahsanullah	(507)
汉语语句的立体构架和计算机理解	
姚萝姑 华钟祥 余志鸿	(507)
试谈术语标准和术语标准化	
洪生伟	(508)
对中文信息处理一些术语的讨论	
郭伟坚	(509)
Compound Words of Computer Terminology in the Chinese Language: A Structural Analysis	
Chiao Wei	(511)

TERMINOLOGY, STANDARDIZATION AND THE DEVELOPMENT OF SCIENCE AND TECHNOLOGY

As is generally known, terminology came into being to meet the need arising with the advance of science and technology. And, terminological standardization contributes in turn to further development of science and technology. Such is the process through which man knows the environment or the macroscopic world and the microscopic world and reforms them, a dialectical process in line with the objective laws.

Despite the facts that 16 or 17 centuries ago in ancient China appeared a classic encyclopedic dictionary "Er Ya" which seemed even an ancient terminological data bank, that the Chinese scientists became interested in terminology and standardization and took preliminary measures for it as early as the 1930's, we must admit that terminology in its modern sense and as an independent interdisciplinary science rose as a result of the electrotechnical revolution and that "Internationale Sprachnormung in der Technik, besonders in der Elektrotechnik. Die nationale Sprachnormung und ihre Verallgemeinerung" published in 1931 by Austrian engineer Eugen Wuster (1898-1977) is generally regarded as the pioneer work in modern terminology.

A consensus holds that the term **Elektrotechnik**(electrotechnics) first appeared in 1880 among the German-speaking communities, and that the electrotechnical revolution was a great reform in the first quarter of the 20th century after a preliminary stage in the latter half of the previous century. It was marked by the replacement of electric energy for steam and electric motor for steam engine in a change that led to the significant advance in science and technology, especially the epoch-making development of the mechanical engineering and chemical industries, a change that brought about the tremendous growth of the social productive forces and consequently a drastic transformation in human social life as a whole. The first electrotechnical dictionary compiled by the lexicographer A. Schloman in 1907 included no more than 136,000 entries, but in the same dictionary's new edition published 21 years later in 1928 the total increased to 21,000. Such a contrast is sharp enough to show how powerful the impact of what we call electrotechnic revolution was.

Certain western scholars (especially some futurologists) are justifiable when they regard the electrotechnic revolution as the third revolution in human social productive forces, a revolution that, following the agricultural revolution and the mechanical revolution, gave decisive impetus to the growth of social productive forces. Thus we can better understand the famous formula "Soviet power plus nation-wide electrification equals to communism" raised in 1920 by Lenin who had a whole vision on the tremendous advance of science and technology during that period. "Soviet power" refers to the relations of production while "nation-wide electrification" refers to the productive forces. This metaphor by Lenin bears

the implication that the change in the production relations would liberate the social productive forces from all the restrictions and consequently would considerably boost these forces elevating human society into a higher level, which means a society of greater abundance. Lenin's formula failed to be realized because of the factors involved in social development were, as they always are, too complicated to be identified with the development in science and technology. As everyone knows, the progress of history always follows a spiral course. Nevertheless, when we regard Lenin's formula as a metaphor, we should have a profound understanding of what the real social significance of the electrotechnic revolution was and is.

According to W. Wiener, founder of cybernetics, the industrial revolution, including the use of the steam engine and the electric motor, was merely a revolution against "the devil's dark mill", of course this is also a metaphor. It is the information revolution which started in the 1960's that could bring about a surprising epoch-making development of science and technology. The disclosure of the mystery of electron led to the birth of information science, the application of which in turn gave another immense enlargement to the social productive forces.

The advance of science and technology means more powerful social productive forces, and the growth of the latter gives impetus to the advance of science and technology. In such a progress appear inevitably new concepts, new tools, new techniques and even new things. In order to specify these new concepts, new tools, new techniques and other new things, we have to formulate large numbers of corresponding new names, so the new terms emerge. For formulating new terms, specialists in particular disciplines have to do research work along the lines laid in taxonomy and nomenclature, in addition linguists and other scientists also have to offer their cooperation from applied linguistics, social psychology, lexicology and logic. Such is the way forming the current terminology. Wuster, in an article he wrote in 1973 when he was 75 for the magazine "**Muttersprache**" gave a similar description of such a process.

Three score of years have elapsed since Wuster published his pioneering work, during which, as pointed out earlier, science and technology experienced two revolutions. Professor G. Rondeau at Laval University, Quebec City, Canada, the world's first college to include terminology in the curriculum, was right when he affirmed that current terminology keeps pace with the development of information science.

Information techniques have considerably shortened the distances and also the time need for communication. In other words, today information techniques accelerate and intensify international exchange and global contacts in science and technology. Therefore, terminological standardization is now more urgent and more important than it was in any other historical period. Moreover, it should also be noted that, terminological standardization is in essence something that plays unprecedented multi-dimensional roles in the advance of science and technology. It is more and more clear that standardization is

increasingly important in the fields mentioned here:

- Transmission of knowledge including scientific and technological education and popularization;
- Application of the findings of scientific researches;
- Comprehension and introduction of new concepts and new devices both in science and technology;
- Development of new disciplines;
- Storage, transmission and retrievals of data;
- Compilation and publishing of data and research findings;
- Domestic and / or international academic exchanges, etc.

So far as the Third World or developing countries are concerned terminology and standardization are of particularly greater importance. The reasons referred are:

- Generally speaking, the developing countries were late in launching scientific and technological progress, therefore it is highly possible that they lack comprehensive and systematic scientific data;
- Specifically, some developing countries, despite their glorious ancient civilizations, turned into backward countries due to complicated historical and social factors, particularly as compared with the developed countries in terms of modern science;
- Any effective effort aimed at the growth of the national economy must necessarily rely on the education and research in science and technology and their application.
- There is urgent need in foreign trade and economic exchanges;
- Languages and writing systems used by these developing countries are usually unique in form or usage.

As a developing country in the Third World, China, like other developing countries, is fully aware of the importance of terminology and standardization for the growth of social economy and the advance of science and technology as well as the roles they play in these fields.

Factors which join to make terminological standardization particularly urgent in China today are:

- the need arising from the reform and open-policy as the basic policy of the People's Republic of China since the 1980's;
- the unprecedented scale of China's scientific and technological exchanges and economic transactions with other parts of the world;
- a big challenge facing China as a whole to raise the level of science, technology and culture to a new height;
- the particular difficulties posed by the Chinese writing system, non-alphabetic as it is;
- artificial barriers which caused terminological disagreement between mainland Chinese and other fellow-countrymen in Taiwan and Hongkong and the ethnic Chinese

overseas.

As a sociolinguist, I should like to cite some interesting examples to show the importance and urgency of terminology and standardization in China and the problems they are posing, basing on my own observation, experiments and researches in applied linguistics in recent years.

My first example involves a familiar word, which is a term in the science of media, though perhaps not a scientific term in the strict sense. The word is chuban. It appears in the names of two institutions affiliated with China's State Council, the first of which is Xinwen Chuban Shu (Media and Publication Administration), while the latter is Waiwen Chuban Faxing Shiyebu (Foreign Languages Publishing and Distribution Administration). Chuban in the former case covers in its meaning publishing, printing and distribution, while in the latter case it means merely the production of books, being a term on the same level with faxing which refers to distribution. Moreover, sometimes a Chinese publishing house has such a department as chubanju (which operates as a coordinator between the editorial departments and the printing part) giving chuban a still narrower sense.

When we turn to the English translations for the word chuban we find worse confusion. The Media and Publication Administration published a periodical entitled Xinwen Chuban Bao, the English for which is Press and Publishing Journal where press refers to news reporting. On the other hand, the well-known Chinese publishing house Shangwu Yinshu Guan has been known in English as The Commercial Press. In the latter case press is, following the example of Oxford University Press, equivalent to the Chinese chubanshe (publishing house). However, Press in the phrase "press conference" again refers to the news reporters. As to the word publishers incorporated in IPA (International Publishers Association) may have its Chinese equivalent chuban ren (individual publishers), chuban she (publishing house) or chubanjia (entrepreneur in the publishing industry). The usual Chinese translations in this case are chuban shang (businessman in the publishing industry) and chuban jia, in which the Chinese characters shang (businessman or merchant) and jia (entrepreneur) differ from each in social sense (nuance).

I choose the word chuban, a term or quasi-term bearing relatively obvious social nature and point to the polysomy and ambiguity it involves because I want to make it clear that the formulation of terms in the realm of social sciences or terms indicating social phenomena calls for far more complicated efforts than what are needed in formulating terms in science and technology, inasmuch as social sciences the traditional rule of following the commonly-accepted versions plays more important roles.

Now let me cite an extreme example of acronymic terms. By acronym it is meant a term or a word made up from the initial letter of each successive part indicating a thing or a concept. On the mainland the popular term for laser in jiguang (激光) which has replaced the former transliteration laisai (莱塞) or laisaiguang (莱塞光). The character ji (激) in the combination bears affinity in the meaning to the English stimulated and that is one factor

that makes jiguang readily accepted by the public. This particular example shows that coining new Chinese terms by "free translation" is the better way for introducing new terms than "transliteration" inasmuch as the former practice is psychologically more acceptable by the Chinese public and better suits Chinese usage.

However, leida(雷达), as the transliteration for radar, has survived the wordy version wuxiandian tanceqi(无线电探测器). I don't think the recently introduced overseas version leishe(镭射) or leishe(雷射) could ever replace jiguang. And incidentally, the overseas Chinese diannao(literally electric brain) for electronic computer of which the conventional Chinese is dianzi jisuanji or jisuanji(电子计算机或计算机), though somewhat unscientific, has easily gained wide circulation. I guess both versions would co-exist for a certain period of time or each would become dominant on a particular level. One could, for example, be preferred for popular colloquial usage while the other would remain as the conventional written form.

The case of the acronym AIDS represents a quite different story. When the diseases came to be known in China, the public readily accepted the overseas Chinese transliteration for it aizibing(or its variant), abandoning the earlier coined term huodexing mianyili quefa zonghezhen(获得性免疫力缺乏综合症 = acquired immune deficiency syndrome) which was a long combination as wordy as burdensome. This particular case is eloquent enough to show that transliteration is far from being always unpreferable as far as terminological standardization is concerned. Despite this fact, however, duodantou fendao chongfan dagiceng yunzai gongju(多弹头分导重返大气层运载工具 = multiple independently targeted reentry vehicle) stands as the only possible Chinese equivalent for MIRV. In contrast, NATO got, surprisingly, its shortened modern Chinese name beiyue(北约), probably because the concept had become so familiar among the general public that the shortened form was taken for granted.

I cited a series of extreme examples in order to support my own arguments on the following points:

- of what importance is terminological research to advance in science and technology as well as to the modernization of this country;
- of what significance terminological standardization is to the effective execution of China's policy of reform and openness;
- what tremendous difficulties terminological standardization in China presents and what amount of research, comparison and exploration are involved;
- how urgent the mutual support between terminology and sociolinguistics and pragmatic in this country is.

The last but not the least important question is that of the internationalization of terms. Pioneers in terminology saw the importance of it. As a matter of fact the advance of science and technology knows no national borders, and intercontacts and exchanges in the scientific and technological fields intensify the process of the internationalization of terms.