Creating Publications for Worldwide Readers: Best Practices and Processes

Shenouda Associates Inc.

www.easescommunication.com

Advanced Language Translation Inc.

www.advancedlanguage.com

Agenda

8-8:30 a.m.	Registration, welcome, introductions, overview
8:30-10 a.m.	Matters of Style in Technical and Business Publications – Judy Shenouda
10-10:15 a.m.	Break
10:15-11:45 a.m.	Translation of Your Technical and Business Publications – Scott Bass
11:45-12 p.m.	Q and A

Matters of Style in Technical and Business Publications

Objectives

- Become familiar with matters of style.
- Recognize matters of style in the publications you write and review.
- Comment constructively on matters of style in the publications you review.
- Reflect on ways to apply what you have learned to your specific business goals.

Become familiar with matters of style

- What is style?
- Who and what determine the correct style?
- What are the components that make up style?

When it comes to matters of style, remember ...

- The writer has responsibility for giving attention to matters of style.
- Reviewers should recognize when matters of style add to or detract from quality and value.
- Adherence to standards enables readers to use the contents to meet specific objectives.
- Readers and users determine a publication's value.
- Standards apply to word choice, treatment of numbers, punctuation, capitalization, and more.
- There are three magic words: consistency, consistency, and consistency.

Resources are available

Commercial style guides

- The Associated Press Stylebook and Libel Manual
- The Chicago Manual of Style
- The Desktop Style Guide (James Felici)
- Gregg Reference Manual, The Bias-Free Word Finder or Guidelines for Bias-Free Writing (AAUP)
- Microsoft Manual of Style for Technical Publications (Microsoft Corporation)
- The Hammermill Guide to Desktop Publishing in Business (Bruce McKenzie)
- The Illustrated Handbook of Desktop Publishing and Typesetting (Michael Kleper)

Resources are available contin'd

Commercial style guides

- The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice (Robin Williams)
- Science and Technical Writing, A Manual of Style (Philip Rubens, general editor)
- Guidelines for Writing English-Language Technical Documentation for an International Audience (INTECOM)

Dictionaries

- Encarta World English Dictionary (English usage worldwide)
- Webster's Collegiate Dictionary, New World Dictionary, or Third New International Dictionary

Resources are available contin'd

Internet resources

- Free Online Dictionary of Computers
  http://foldoc.doc.ic.ac.uk/foldoc/index.html
- Webopedia
  http://webopedia.com/
- NameProtect
  http://www.nameprotect.com

Customized resources

Customize matters of style

Within organizations, have a standard for correctness in matters of style.

Take a look at one example ...

Roll up your sleeves

You have received a publication for review. Using the checklist as a guide, mark up this excerpt.

Consider how you would provide feedback to the writer.

General writing tips

Keep your writing:

- Free of bias. Present a fair treatment of the subject. Aim for balance.
- Gender neutral. If she and he are used, alternate between the two, or recast sentences in the plural.
- Consistent in tone, the feeling that the language expresses. It may be formal or informal, authoritative or probing, supporting or critical, and more.
- Free of jargon, unless the audience members understand the specialized terminology. When specific terms are used, make the meaning clear.

General writing tips contin'd

Keep your writing:

- Free of litigation issues, with necessary disclaimers. If the information has the potential to cause harm, use the appropriate disclaimers.
- Sensitive to the needs of worldwide audiences if readers are outside the U.S. Avoid references to holidays, historic events, popular entertainers, and so forth.
- Clear, consistent, and free of unnecessary repetition
- Others ...

English has variations

British	U.S.	International
Americanise	Americanize	Americanize
anticlockwise	counterclockwise	counterclockwise
appendices	appendixes	appendixes
dialogue	dialog	dialogue (conversation dialog (dialog box)
pavement	sidewalk	sidewalk
queue (v) (n)	line up (v) lineup (n)	line up (v) lineup (n)

English has variations contin'd

British	U.S.	International
grey	gray	gray
handbag	purse	handbag
instil	instill	instill
full stop	period	both
pretence	pretense	pretense
drawing pin	thumb tack	thumb tack

Different strokes ...

currency	dates	time	units of measure
telephone numbers	punctuation	symbols	colors
humor	addresses	gestures	terminology
page size	alphabet	text expansion	

Roll up your sleeves again

Consider the readability and usability of the Quick Start Guide

- What decisions did the writer make?
- What recommendation did the reviewer possibly make?
- How easy was the translator's job?
- Do you think the end user is happy with the purchase?

Best practices

- Requirements
- Audience analysis
- Standard work processes
- Project management
- Others

Actions

- What actions can you take to apply what you learned about matters of style to publications you are writing or reviewing?
- What actions can you take to enhance the effectiveness of the business publications in your work setting?