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Language resource management — Controlled human communication (CHC) — Part 4: Basic principles and methodology for stylistic guidelines (BSG)

Gestion des ressources linguistiques — Communication humaine contrôlée (CHC) — Partie 4: Principes de base et méthodologie pour les lignes directrices stylistiques

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Language resource management — Controlled human communication (CHC) —

Part 4:
Basic principles and methodology for stylistic guidelines (BSG)

Gestion des ressources linguistiques — Communication humaine contrôlée (CHC) —

Partie 4: Principes de base et méthodologie pour les lignes directrices stylistiques

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Contents

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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 37, *Language and terminology*, Subcommittee SC 4, *Language resource management*.

A list of all parts in the ISO 24620 series can be found on the ISO website.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

It can be generally understood that English has evolved into the representative international common language, i.e. lingua franca. When browsing the internet, people can find many English sites. According to an estimation made by W3Techs in 2022[6], English is used by 60,4 % of all the websites whose content language is known. ASD-STE100[3], one of the representative controlled English rule sets, has been downloaded by 71 % non-English-native-speaking countries compared with 29 % English-speaking countries[4]. This is natural considering communication methods with other countries. Currently, people generally communicate with other people in non-English speaking countries by using English via the internet, email and social media. Therefore, it is necessary to make the communication tool (i.e. English) more understandable and translatable. This document provides guidelines for non-native English speakers to write English in an easy-to-understand manner, not just native English speakers.

At the same time, almost one-third of internet sites (39,6 %) are written in languages other than English according to the W3Techs report[6]. People should use plain, concise and understandable language because so many of their counterparts are not good at English and stick to their own language. By making the language as plain as possible, these counterparts will be able to understand it, and they will be able to apply it to machine translation. As a result, people can find that they need two languages: English and their own language. In order to facilitate communication worldwide, it is necessary for people to make English and their own language plain, comprehensible and easily translatable, i.e. to make languages bi-directionally accessible.

In addition, in some countries, there is an active movement to improve the language itself so that it can be communicated in an easy-to-understand and non-misunderstood manner in order to promote communication. Typical examples are plain languages[5] and ASD-STE100[3]. Both have a long history, especially ASD-STE100[3], which was first released in 1983. In addition, plain languages have evolved into the languages of various countries, not just English. In the future, it could be helpful to have writing rules that cover both plain languages and ASD-STE100[3] across the board.

It is possible that the writing rules of this document overlap with the rules of plain languages and controlled languages (such as ASD-STE100[3]), but it also includes other detailed rules. This is to be able to address various languages in detail. The writing rules are not based solely on one language, as is the traditional practice, but instead by comparing English with a linguistically different language such as Japanese.

Writing using this document can facilitate communication around the world by writing original text that is easy for the readers to understand and by improving the quality of machine-translated output text.

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Language resource management — Controlled human communication (CHC) —

Part 4:
Basic principles and methodology for stylistic guidelines (BSG)

1 Scope

This document establishes a set of basic writing rules, called "basic principles and methodology for stylistic guidelines (BSG)", for writing in English that can be applied to other languages, facilitating communication in each language and from a language to other languages. It includes conceptual writing rules as well as specific grammar ones.

This document is designed to facilitate written communication in English for native and non-native English speakers. It allows English native and non-English native speakers to smoothly communicate through social media or email using English, or to translate into their local language. Furthermore, this document is applicable to the languages of each community. In other words, it aims to promote bi-directional communication between two particular languages.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
basic principles and methodology for stylistic guidelines
BSG
guidelines specifying common writing rules applicable to many languages

3.2
technical communication
process of defining and creating information for use to be delivered as information products for the safe, effective, and efficient use of a supported product throughout its life cycle

[SOURCE: ISO 24183:—[1]), 3.1.1, modified — Notes 1 to 3 to entry deleted.]

3.3
plain language
communication in which wording, structure and design are so clear that the intended readers can easily

— find what they need,

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1) Under preparation. Stage at the time of publication: ISO/DIS 24183:2022.

— understand what they find, and

— use that information

[SOURCE: ISO 24495-1:2023, 3.1]

3.4
controlled language
language restricting the grammar and vocabulary used, to reduce ambiguity and complexity and to help people to understand the content

3.5
keyword
word or phrase used to describe the main content (nouns and verbs) of a document in a consistent manner

3.6
part of speech
category to which a word is classified according to each syntactic function

EXAMPLE   Noun, verb, adjective.

3.7
internationalization
process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for re-design

Note 1 to entry: Internationalization takes place at the level of programme design and document development.

[SOURCE: Localization Industry Standards Association (LISA)[7]]

3.8
localization
process of taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold

Note 1 to entry: The term derives from "locale": a place where something particular happens or is done. Translation (T9n) is one of the activities in localization.

[SOURCE: Localization Industry Standards Association (LISA)[7]]

4 Principle

Since there are many common factors and rules among languages, it is possible to create a set of writing rules that is applicable to many different languages.

5 Methodology — How to apply the rules

The task of simplifying language can be divided into two groups: sentences and words. Sentences are involved in syntactic and grammatical issues, which can be applicable to all languages. On the other hand, since words (or vocabulary) heavily depend on the language of each country, it is difficult to find and apply common rules.

The BSG given in this document concentrate on simplifying language by sentences, including clauses and phrases. Any difficulties related to writing sentences can be solved by applying the 3C rules in technical writing and technical communication: clear, correct and concise:

— clearly showing the sentence structure and not making the structure complicated;

— writing in statements of fact, and distinguishing between facts and opinions;