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UNIT 2

Element 2 – Learning outcome 2

TRANSCRIPT: TERMINOLOGY MANAGEMENT AND IMPLEMENTATION IN TV INTERVIEW KATHARINA WIESMANN

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Hello again, in the next video Katharina Wiesmann from ZDF digital. She is a live subtitler and will provide us a deeper explanation on how terminology is managed and implemented in the specific context of TV broadcasting. I hope you will enjoy it!

Hi, I'm Katharina Wiesmann, I work for ZDF digital as a live subtitler. My main working context is News, live broadcasting, TV shows, sport events and morning shows.

When you receive a real-time intralingual subtitling work when do you start preparing the terminology?

It's at least one hour of preparation but it always depends on the subject. If it's a new subject we have to find out everything about the terminology that could appear, we've to predict challenges that could come up like unknown names or technical terms.

From your experience which are the main challenges when preparing and managing the terminology for your working context? and are there any specific areas that demand a higher terminology preparation and management?

It's difficult to know in which direction the show will develop. It happens that people change the subject and talk about something different whatever is on their mind. If it's a political talk you must know the background of people who are going to be interviewed. Terminology could change any minute, any moment and ideally you know everything about the topic, or you know at least how to write it. Always expect the unexpected.

Which information or documentation related to terminology do you receive or request from your customer?

We need information about the topic, we also have to know who's going to be interviewed, who is going to be on the show. We've to know if it's a sport event, what kind of event it's going to be, who are the athletics, who are the experts, who is the coach of the team, the whole package, we have to know everything if it's possible.

Which sources and tools do you use to prepare and manage terminology?

Some information is provided to us by the customer liked scripts and furthermore we have access to certain editorial software which can contain extra information about the show like any special terminology and if more information is needed, we use databases like Google or Channel home pages, and we create a list of new words with this information and add the list to our respeaking software.

From your experience which are the most difficult terms to manage in real-time intralingual subtitling?

We noticed that numbers are main problem of the software if you say 2015 the program writes three words "2000 and 15", and not 2015. So you have to dictate precisely what you really mean. Also names are a main problem. They can be difficult to pronounce, and they are names like Biden the US president and "beiden" which is German for "both". And they are spelled differently. Therefore you have to train the respeaking software in which case to use which term.

Once the work is finished do you update your terminology before the next work?

Normally we update the list before the work, so there will be no surprises. The program ideally already knows all the new terminology when the live show starts. If we notice during the show that there are terms that the program doesn't know yet we add them to the list. So afterwards we don't have much to do with the terminology or the list of terminology. But in our office, all the respeakers share the same list. So it's very important that the list is always updated, always filled with new material. So normally we do it before the show. If anything new comes up, we still update the list afterwards.

2   Disclaimer, acknowledgement and copyright information

Authors: UAB, ZDF

3   Additional metadata[1]

Title or file name of resource	U2_E2_LO2_LO3_Terminology management_TV_Katharina_Wiesemann_Interview_TRANSCRIPT
Version	FINAL
Description of resource	Audio transcripts for the interview terminology management in TV working context.
Keywords	Terminology, real-time intralingual subtitlers, respeakers, velotypists, verbatim, sensatim
Author/Contributor	UAB, ZDF
File type	Text
Length (pages, actual length of audio or video)	5 pages
Copyright holder	UAB, ZDF
Other related pedagogical assets	PowerPoint and other related YouTube video in the playlist
Related subject or skill area	Unit 2 Linguistic competences
Publisher	LiveTextAccess
Format	PDF file
Issued	22/03/2021
Language	English
Licence	CC BY-SA 4.0
Accessibility	PDF checked with TingTun
Certified by	ECQA: http://ecqa.org/

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[1] The scheme used is an adaptation of the format provided by the EU project 2014-1-DE01-KA203-000679