IT’S THE PACKAGING THAT COUNTS
Optimising language in publications and presentations

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Motivation for this talk

- For 25 years dealing with English as a language of science
- In many roles:
  - Reader
  - Author, co-author
  - Mentor, supervisor
  - Presenter
  - Audience
  - Reviewer
- Conclusion: consequences of insufficient command of English
  - Misunderstanding important messages
  - Wasting time (understanding, explaining, correcting)
  - Overestimating poor content (due to excellent “packaging”)
  - Underestimating good content (due to bad “packaging”)

Purpose of this talk

- **In scope**
  - Which errors should be addressed?
    - Spelling and grammar errors (harmless but ugly)
    - Style errors (tedious, slows down reading)
    - Lexical and Semantic errors (misunderstandings, confusion)
  - Tools available at your fingertips

- **Out of scope**
  - Scientific writing in general
  - Presentation skills
1. Proofing tools
2. Web as corpus
3. Parallel Corpora
4. Machine translation
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Proofing tools

- For English and German, the in-built proofing tools of Microsoft Office do a good job for
  - Spelling correction
  - Grammar correction
  - Style correction (only English)
- Grammar and style corrections come with explanations
- There is no reason not to use them (even in your native language)
- “I only use LaTeX” – use Word proofing on the source text, on a pdf dump, or use a LaTeX to Word / RTF converter
Proofing and explaining

Santa Claus meet Easter Bunny.

Klaus believes in Santa Claus.

The child, that hates Santa Claus won't get presents.

Hopefully, Santa Claus will be prosecuted for animal cruelty on reindeers.

In december I go shopping christmas-presents.
MS Word proofing pitfalls

- Proofing is disabled in a document type
- Proofing is disabled for a style
- Proofing is disabled for a document
- Proofing language changes within the same document
- Proofing checkbox greyed
PowerPoint proofing pitfalls

- Proofing is disabled in a document
- You set new proofing language but it jumps back to old one
- Certain elements are not sensitive to new language settings
- Very common with new presentations resulting from merging old ones
Solution: setting proofing language and enable proofing with a mouse click

Windows

```vba
Private Sub SetProofingLanguage()
    ' choose from https://docs.microsoft.com/en-us/dotnet/api/microsoft.office.core.msolanguageid
    ' Sets the proofing language for a complete powerpoint presentation.
    ' Proofing settings have to be selected globally
    LANG = msoLanguageIDEnglishUK
    'LANG = msoLanguageIDGermanAustria
    ' Sets Language for whole document and all document styles
    Selection.WholeStory.LanguageID = LANG
    Selection.NoProofing = False
    ActiveDocument.AttachedTemplate.LanguageID = LANG
    ActiveDocument.AttachedTemplate.NoProofing = False
    For Each s In ActiveDocument.Styles
        s.LanguageID = LANG
    Next
    End Sub
```

Powerpoint

```vba
Sub SetProofingLanguage()
    ' choose from https://docs.microsoft.com/en-us/dotnet/api/microsoft.office.core.msolanguageid?view=office-pia
    ' Sets the proofing language for a complete powerpoint presentation.
    ' Proofing settings have to be selected globally
    LANG = msoLanguageIDEnglishUK
    'LANG = msoLanguageIDGermanAustria
    ' Loop through all the slides of the active presentation
    For Each sld In ActivePresentation.Slides
        ' Loop through each shape on each slide
        For Each shp In sld.Shapes
            If shp.HasTextFrame Then shp.TextFrame.TextRange.LanguageID = LANG
            If shp.HasTable Then ' if shape is a table etc
                Set oTbl = shp.Table
                For lRow = 1 To oTbl.Rows.Count
                    For lCol = 1 To oTbl.Columns.Count
                        With oTbl.Cell(lRow, lCol).Shape.TextFrame.TextRange
                            .LanguageID = LANG
                        End With
                    Next
                Next
            End If
        Next
    Next
    End Sub
```
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The World Wide Web is Big Data

Why not using the Web for language proofing?

https://www.google.de/

https://www.bing.com/
Majority vote

Reasonable assumption: the crowd is right

• Exact search (quoted)
• rc=1 accurate result count
• Filter by site: site:en.wikipedia.org

https://www.google.com/advanced_search
“Open” questions - using quotes and *

- *it depends * the

- *it is independent * the

it depends on the person - Deutsch-Übersetzung – Linguee
https://www.linguee.de › englisch-deutsch › übersetzung › it+depends+on...
Viele übersetzte Beispielsätze mit "it depends on the person" – Deutsch-Englisch Wörterbuch und Suchmaschine für Millionen von Deutsch-Übersetzungen.

it depends on the situation - Deutsch-Übersetzung – Linguee
https://www.linguee.de › englisch-deutsch › übersetzung › it+depends+on...
Viele übersetzte Beispielsätze mit "it depends on the situation" – Deutsch-Englisch Wörterbuch und Suchmaschine für Millionen von Deutsch-Übersetzungen.

it depends from - German translation – Linguee
https://www.linguee.com › english-german › translation › it+depends+from
baderbuch.de. Today, the Sergio Leoni is an asserted firm, although it depends from the experience of qualified technical personnel and upon the introduction of ...

Is Inflation Hot or Not? It Depends on the Gauge. - Barron's
https://www.barrons.com › articles › is-inflation-hot-o...

it is independent from - German translation – Linguee
https://www.linguee.com › english-german › it+is+independent+from
European monetary policy and conducting foreign exchange operations. It is independent from the governments and bodies of the EU. goethe.de. goethe.de.

it is independent - Deutsch-Übersetzung – Linguee Wörterbuch
https://www.linguee.com › englisch-deutsch › übersetzung › it+is+independent...
irrelevant since it is independent from the Government. ... determined by the control terminals, i.e. it is independent of the phase sequence of the power supply.

that it is independent - Deutsch Übersetzung - Englisch ...
https://context.reverso.net › übersetzung › that+it+is+independent
The system has been designed in such a way that it is independent of the network provider. Das System ist so zu konzipieren, dass es vom Netzbetreiber ...

https://www.google.de/
Autocomplete

• Displays the most frequent following words
• Also works with *

https://www.google.de/
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Parallel corpora

- Samples from human translations
- Shows word and term correspondences in their context
- Closely related corpora: same topic but no translation

https://de.wikipedia.org/
Das Kindergartenteam hatte die Niklausfeier liebevoll vorbereitet und stimmungsvoll die Halle dekoriert.

Zum Jahresschluss und zur Niklausfeier luden Breguet, Blancpain, Omega und Swatch Kunden und Journalisten an die Place [...]

Die Kinder können außerdem an der vom Europäischen Parlament veranstalteten Niklausfeier teilnehmen. [...]

[...] hatten unsere Aktion kurzerhand in ihre alljährliche Niklausfeier mit eingebaut und somit eine Stimmung erzeugt, die uns [...]

[...] Meilensteine innerhalb eines Projektes, aber auch allgemeine Feiertage wie z. B. ein Osterbrunch oder eine Niklausfeier.

Die Masken sind für Fasching-, Niklausfeier, Halloweenpartys und als Dekoration zu verschiedenen Veranstaltungen geeignet.

The Kindergarten team had prepared lovingly for the St. Nicholas Celebration, and had decorated the hall appropriately!

Finally, to close the year and to celebrate Saint Nicholas' Day, Breguet, Blancpain, Omega and Swatch greeted customers [...]

They have also the opportunity to participate in the European Parliament's St Nicholas' party.

[...] kindergarten had unhesitatingly made our action part of the yearly Christmas party, creating an atmosphere that moved all of us.

[...] award, milestones within a project, as well as of course general celebrations such as an Easter brunch or a Christmas party.

The masks are suitable for: carnivals, Santa Claus festivities, Halloween party, and as a decoration at various actions.
[...] gestellten Bauvorhaben CCH-Erweiterung, Personalaufwendungen (Resturlaub, Überstunden, Altersteilzeit, Abfindungen und Leistungsprämien), [...]  

Die personalrückstellungen decken die üblichen Verpflichtungen gegenüber Mitarbeitern (resturlaub, ausstehende Vergütungen, abfindungen usw.) ab.  


Auf diesem Langzeitkonto werden geleistete Überstunden, Resturlaub und sonstige Zeitguthaben auf Wunsch der Beschäftigten gutgeschrieben.  

[...] gegenüber Arbeitnehmern aus Tantiemen und Prämien, Weihnachtsgeld, ausstehendem Resturlaub und Gleitzzeitigüberhänge erfasst.  

[...] which was completed in 2007; personnel expenses (previous year's vacation, overtime, partial retirement, termination benefits [...]

staff provisions cover the usual obligations to employees (remaining leave days, outstanding remunerations, compensations etc.).

Thus, EPCOS is implementing a series of personnel measures in order to adjust production capacity to the significant drop in customers' demand for components.

The hours of overtime worked, residual vacation time, and other time credits are credited to this account at the request of employees.

[...] employees arising from profit-sharing bonuses and other bonuses, Christmas bonus, holidays not taken, and flexi-time surpluses.
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Machine translation

- Don’t use it to translate **from** your native language
  - Your proficiency in the target language won’t increase
  - You may be unaware of stupid translation errors, especially with complex sentences

- Use it to translate **into** your native language
  - To check the intelligibility of your text in the foreign language
  - If the translation engine misunderstands, readers misunderstand it, too

- You might even use voice input when preparing an oral presentation
  - To check your pronunciation
Es blaut die Nacht, die Sternlein blinken, Schneeflöcklein leis' herniedersinken.

Auf Edeltännleins grünem Wipfel, häuft sich ein kleiner weißer Zipfel.

Und dort vom Fenster her durchbricht den dunklen Tann ein warmes Licht.

Im Forsthaus kniet bei Kerzenschimmer die Försterin im Herrenzimmer.

In dieser wunderschönen Nacht hat sie den Förster umgebracht.

Er war ihr bei des Heimes Pflege seit langer Zeit schon sehr im Wege.

So kam sie mit sich überein: am Niklasabend muss es sein.

Und als das Rehlein ging zur Ruh', das Häslein tat die Äuglein zu, erlegte sie direkt von vorn den Gatten über Kimm' und Korn.

The night is blue, the little stars are flashing, the snowflakes are falling down.

There is a small white tip piled up on Noble Danlin's green top.

And there from the window a warm light breaks through the dark fir.

The forester in the men's room kneels by candlelight in the forest house.

She killed the forester on this beautiful night.

He had been in her way of caring for her home for a long time.

So she agreed with herself: it must be on Niklasabend.

And when the deer went to rest, the little rabbit closed his eyes, and shot them from the front over the man's eyes and corn.

© Vicco von Bülow alias Loriot: Advent

https://www.forum-gewerberecht.de/attachment,attachmentid-5086.html
https://translate.google.com
https://www.deepl.com/de/translator
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<table>
<thead>
<tr>
<th>English</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>The probe was sent to the labor</td>
<td>Die Sonde wurde zur Arbeit geschickt</td>
</tr>
<tr>
<td>Sweeter the clocks don't cling than in</td>
<td>Süßer klammern die Uhren nicht als in der</td>
</tr>
<tr>
<td>Christmas time</td>
<td>Weihnachtszeit</td>
</tr>
</tbody>
</table>
Forward- and back translation to detect minor grammar and style issues

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<tbody>
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<td>Meine Stimmung hängt vom Wetter ab</td>
</tr>
<tr>
<td><img src="https://translate.google.com" alt="Image" /></td>
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I am from Leoben and I invested a lot of time into this talk.
I wish all our readers Merry Christmas and Happy New Year and thank all our members for their support during AMICE's first year.

We hope you enjoy this issue and we would like to take this opportunity to wish you a Merry Christmas and a successful 2011.

I would also like to take the opportunity to wish all those present in the Chamber a Merry Christmas and a Happy New Year.

We wish our customers, partners and staff a Happy New Year!

You are here: Xanady News Merry Christmas and a happy new year 2008!

We wish you a merry christmas and a happy new year!