

IT'S THE PACKAGING THAT COUNTS

Optimising language in publications
and presentations

Stefan Schulz @ IMI Vollversammlung
Christmas 2019



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

Childs, that beliefs in
santa Klaus

Hopefully and not
without reason we can
count on Santa Claus'
obligation to stand a
trial in court for having
inflicted acts of animal
cruelty on reindeers

You're invited for a
Christmas snake

And when the bunny went to
rest, the little deer closed
her eyes, hunted them down
straight from the front the
spouse

**1. Proofing
tools**

**2. Web as
corpus**

**3. Parallel
Corpora**



**4. Machine
translation**

**1. Proofing
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4. Machine
translation

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

Weihnachtsmann

Weihnachtsfrau

Weihnachtskind

Weihnachtskrokodil

Weihnachtseinhorn

Weihnachtszweihorn

Weihnachtszweihorn

Proofing and explaining

Santa Claus meet Easter Bunny.

Klaus beliefs 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.

Fragment (consider revising)

Einmal ignorieren

 Grammatik...

 Link...

 Neuer Kommentar

child that

child, which

Einmal ignorieren

 Grammatik...

 Link...

 Neuer Kommentar

"That" or "Which"

Do not use a comma before the pronoun "that". If these words are not essential to the meaning of your sentence, use "which" and separate the words with a comma.

- Instead of: Did you learn the dance, that is from Guatemala?
- Consider: Did you learn the dance, which is from Guatemala?
- Or consider: Did you learn the dance that is from Guatemala?
- Instead of: I read the book, that is on the counter last year.
- Consider: I read the book that is on the counter last year.
- Or consider: I read the book, which is on the counter, last year.

December

Alle ignorieren

Hinzufügen zum Wörterbuch

 Link...

 Neuer Kommentar

I hope that

Einmal ignorieren

 Grammatik...

 Link...

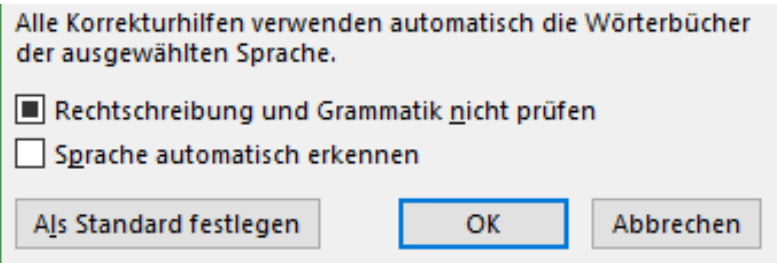
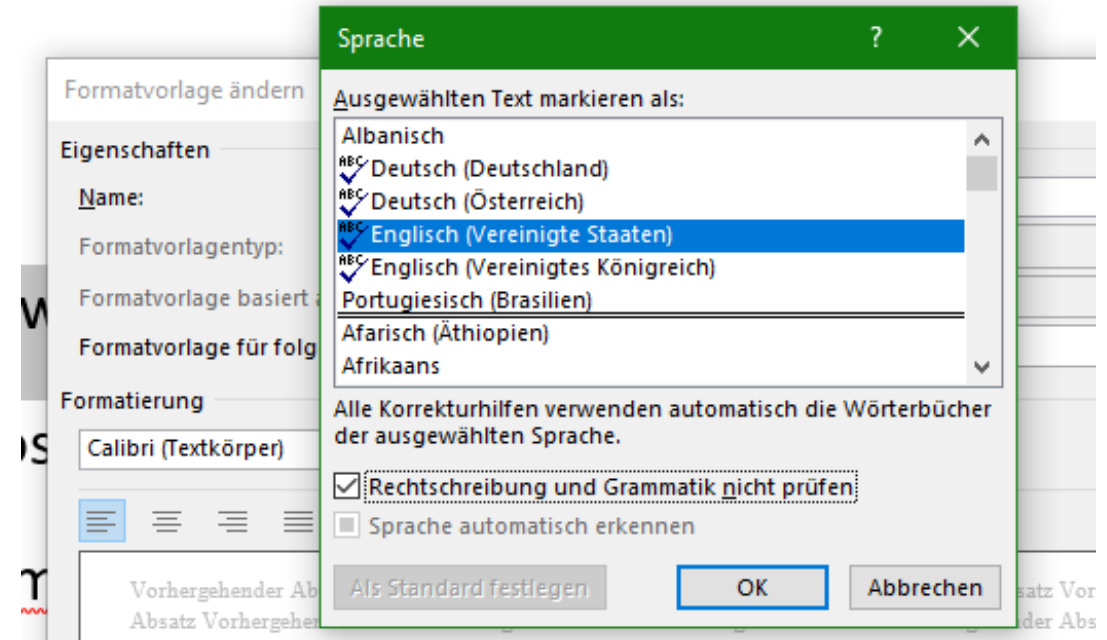
 Neuer Kommentar

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

Ausnahmen für:  Spelling_e.docx

- ☒ Rechtschreibfehler nur in diesem Dokument ausblenden
- ☐ Grammatikfehler nur in diesem Dokument ausblenden



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

Bei der Rechtschreibkorrektur in PowerPoint

- ☒ Rechtschreibung während der Eingabe überprüfen
- ☐ Rechtschreib- und Grammatikfehler ausblenden
- ☒ Grammatik zusammen mit Rechtschreibung prüfen

Dokument erneut prüfen

Konto

Optionen

Mein Wunschzettel

<u>W</u> arme <u>S</u> ocken	Santa Claus CD
<u>S</u> chlitt <u>s</u> chu <u>e</u>	<u>S</u> chne <u>e</u> ketten
Selfie Stick	<u>M</u> arillenlikör
<u>O</u> hrwärm <u>e</u> r	<u>W</u> ünschelrute
Ninja Turtles Cookbook	<u>T</u> igerbaby
<u>M</u> ondkalender	Monopoly
<u>E</u> ismaschine	Triathlon Fitbit

Solution: setting proofing language and enable proofing with a mouse click

► Windows

```
Private 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 word document.  
    ' Proofing settings have to be selected globally  
    LANG = msoLanguageIDEnglishUK  
    'LANG = msoLanguageIDGermanAustria  
    ' Sets Language for whole document and all document styles  
    Selection.WholeStory  
    Selection.LanguageID = LANG  
    Selection.NoProofing = False  
    ActiveDocument.AttachedTemplate.LanguageID = LANG  
    ActiveDocument.AttachedTemplate.NoProofing = False  
    For Each s In ActiveDocument.Styles  
        On Error Resume Next  
        s.LanguageID = LANG  
    Next  
End Sub
```

► Powerpoint

```
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  
    For Each sld In ActivePresentation.Slides  
        ' Loop through all the slides of the active presentation  
        For Each shp In sld.Shapes  
            ' Loop through each shape on each slide  
            If shp.HasTextFrame Then shp.TextFrame.TextRange.LanguageID = LANG  
            ' If shape is a text box etc  
            If shp.HasTable Then ' if shape is a table  
                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
```

1. Proofing
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3. Parallel
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translation



The World Wide Web is Big Data

- ▶ Why not using the Web for language proofing?



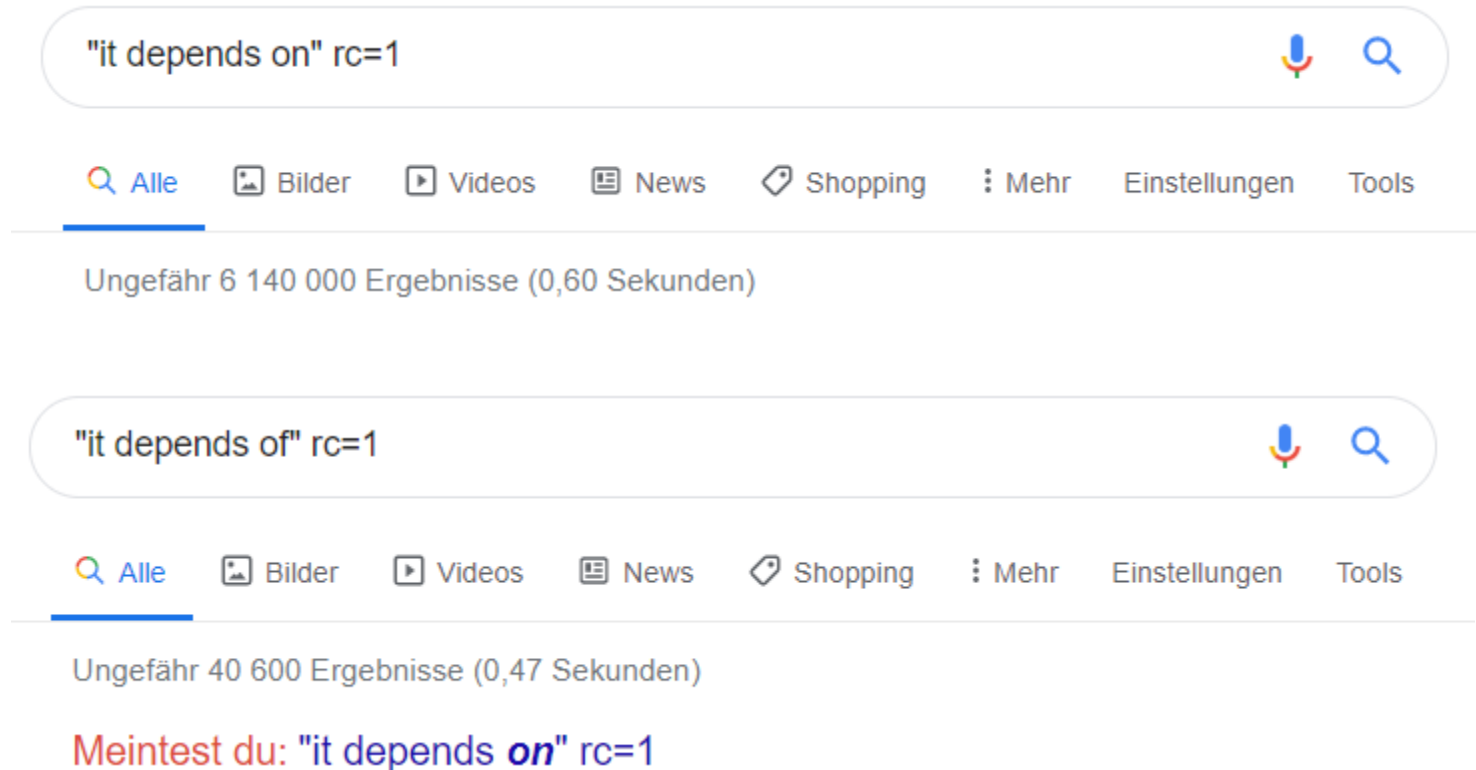
<https://www.google.de/>



<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

“Open” questions - using quotes and *

"it depends * the"



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Ungefähr 473 000 000 Ergebnisse (0,45 Sekunden)

[it depends on the person - Deutsch-Übersetzung – Linguee ...](#)

<https://www.linguee.de> › [englisch-deutsch](#) › [uebersetzung](#) › [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](#) › [uebersetzung](#) › [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...](#) - [Diese Seite übersetzen](#)

vor 4 Tagen - In recent years, the Federal Reserve's preferred inflation gauge, the personal consumption expenditures price index, has been ...

"it is independent * the"



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Ungefähr 2 840 000 000 Ergebnisse (0,65 Sekunden)

Tipp: Begrenze die Suche auf **deutschsprachige** Ergebnisse. Du kannst deine Suchsprache in den [Einstellungen](#) ändern.

[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.de> › [englisch-deutsch](#) › [uebersetzung](#) › [it+is+independ...](#) ▼

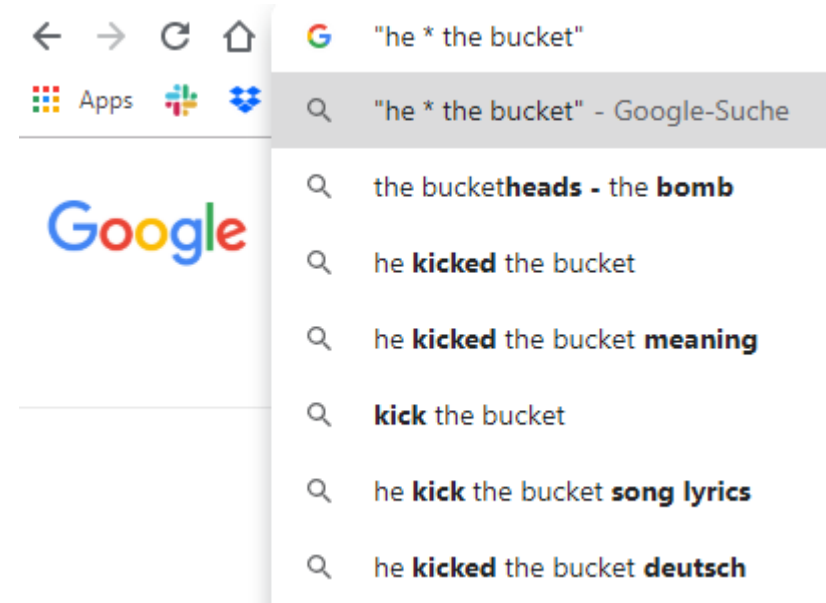
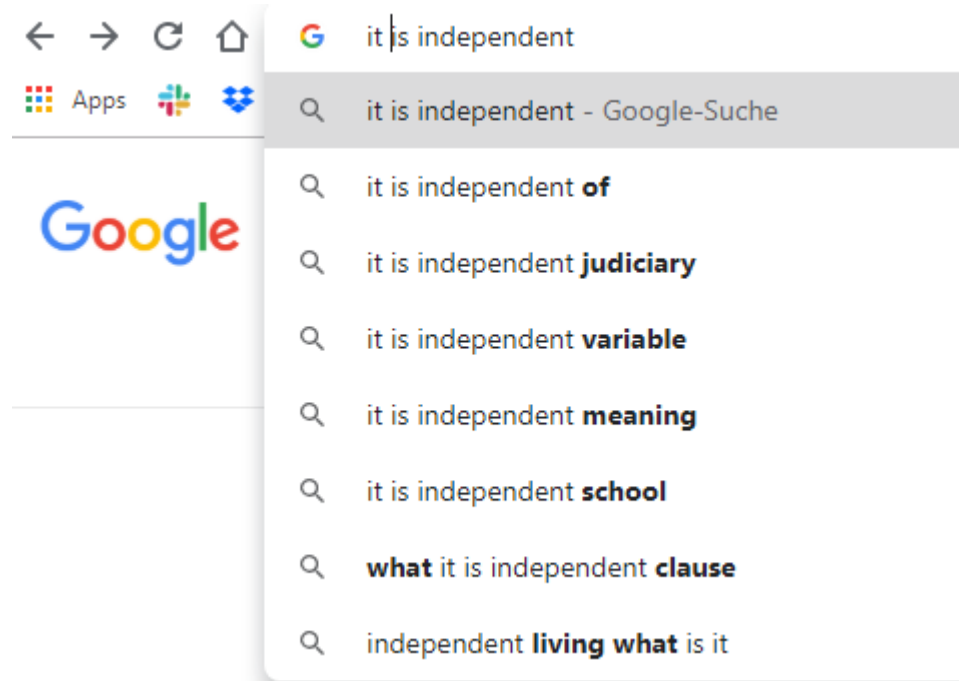
irrelevant since it is independent from the Government. determined by the control terminals, i.e. it is independent of the phase sequence of the power supply.

[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 ...

Autocomplete



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

1. Proofing
tools

2. Web as
corpus

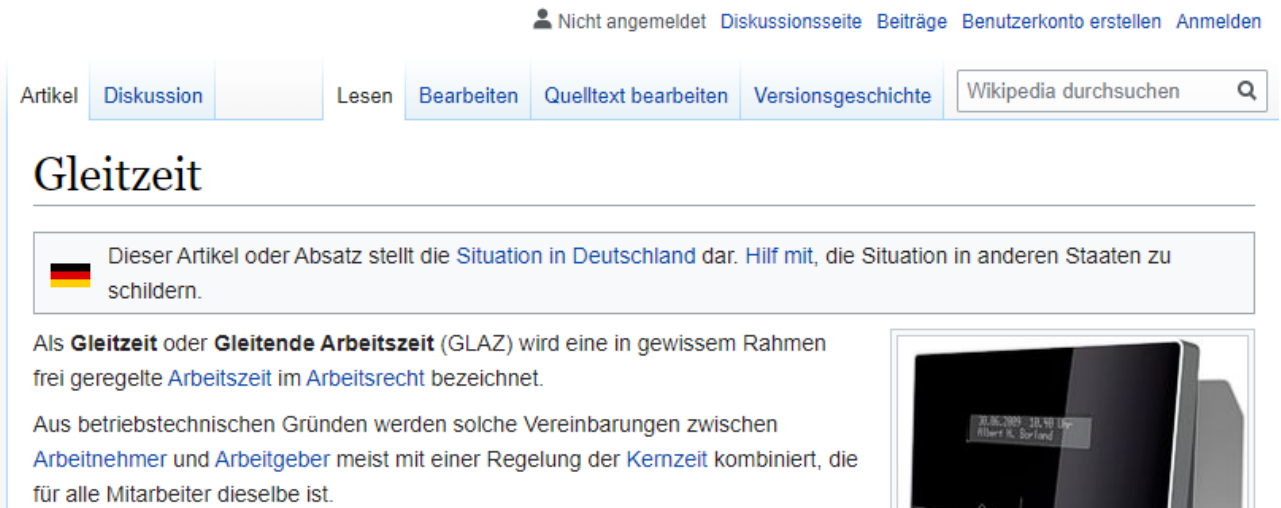
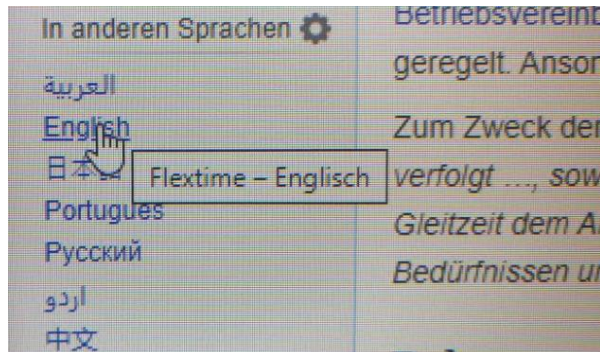
3. Parallel
Corpora



4. Machine
translation

Parallel corpora

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



⚠ Das Kindergartenteam hatte die Nikolausfeier liebevoll vorbereitet und stimmungsvoll die Halle dekoriert.

↳ [dsnairobi.de](#)

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

↳ [dsnairobi.de](#)

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

↳ [swatchgroup.com](#)

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

↳ [swatchgroup.com](#)

⚠ Die Kinder können außerdem an der vom Europäischen Parlament veranstalteten Nikolausfeier teilnehmen.

↳ [edps.europa.eu:80](#)

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

↳ [edps.europa.eu:80](#)

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

↳ [protec24.com](#)

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

↳ [protec24.com](#)

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

↳ [meta-five.eu](#)

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

↳ [meta-five.eu](#)

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

↳ [fireshow.biz](#)

⚠ The masks are suitable for: carnivals, Santa Claus festivities, Halloween party, and as a decoration at various actions.

↳ [fireshow.biz](#)

[...] gestellten Bauvorhaben CCH-Erweiterung, Personalaufwendungen (Resturlaub, Überstunden, Altersteilzeit, Abfindungen und Leistungsprämien), [...]

↳ cch.de

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

↳ cch.de

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

↳ essanelle-hair-group.de

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

↳ essanelle-hair-group.de

⚠ [...] Fertigungskapazitäten an den erheblich gesunkenen Bauelementebedarf der Kunden anzupassen: unter anderem Abbau von Resturlaub und Arbeitszeitguthaben sowie Kurzarbeit.

↳ epcos.de

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

↳ epcos.com

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

↳ fraport.de

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

↳ fraport.com

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

↳ hoenle.de

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

↳ hoenle.de

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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

Machine translation ... getting better but still unreliable

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.

Google Übersetzer

The night is blue, the stars are flashing,
Snowflakes gently sinking down.

On Edeltännlein's green treetop
a small white tip piles up.

And there, from afar, breaks
through the dark pine a bright light.

In the forester's lodge kneels by candlelight
the forester in the study.

In this beautiful night
she killed the forester.

He was taking care of her
at the home for a long time.

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

And when the bunny went to rest,
the little deer closed her eyes,

hunted them down straight from the front the
spouse about Kimm and Korn.



Machine translation

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Machine translation to detect “false friends”

The image displays two screenshots of the Google Translate web interface, illustrating false friends between English and German. The top screenshot shows the translation of "The probe was sent to the labor" from English to German, resulting in "Die Sonde wurde zur Arbeit geschickt". The bottom screenshot shows the translation of "Sweeter the clocks don't cling than in christmas time" from English to German, resulting in "Süßer klammern die Uhren nicht als in der Weihnachtszeit".

Top Screenshot:

- Buttons: Text, Dokumente
- Language selection: SPRACHE ERKENNEN, ENGLISCH, DEUTSCH, PORTUGIESISCH, PORTUGIESISCH, ENGLISCH, DEUTSCH
- Input text: The probe was sent to the labor
- Output text: Die Sonde wurde zur Arbeit geschickt
- Character count: 31/5000

Bottom Screenshot:

- Language selection: SPRACHE ERKENNEN, ENGLISCH, DEUTSCH, FRANZÖSISCH, DEUTSCH, ENGLISCH, FRANZÖSISCH
- Input text: Sweeter the clocks don't cling than in christmas time
- Output text: Süßer klammern die Uhren nicht als in der Weihnachtszeit
- Character count: 53/5000

Forward- and back translation to detect minor grammar and style issues

The image shows two screenshots of the Google Translate interface, demonstrating forward and back translation. In the first screenshot, the source language is English and the target is German. The English input is "My mood depends of the weather", with the word "of" circled in red. The German output is "Meine Stimmung hängt vom Wetter ab". In the second screenshot, the source language is German and the target is English. The German input is "Meine Stimmung hängt vom Wetter ab". The English output is "My mood depends on the weather", with the word "on" circled in red. Both screenshots show the language selection tabs at the top and the character count at the bottom of the input field.

Forward Translation (English to German):

SPRACHE ERKENNEN **ENGLISH** DEUTSCH PORTUGIESISCH

My mood depends of the weather

Meine Stimmung hängt vom Wetter ab

Back Translation (German to English):

SPRACHE ERKENNEN ENGLISH **DEUTSCH** PORTUGIESISCH

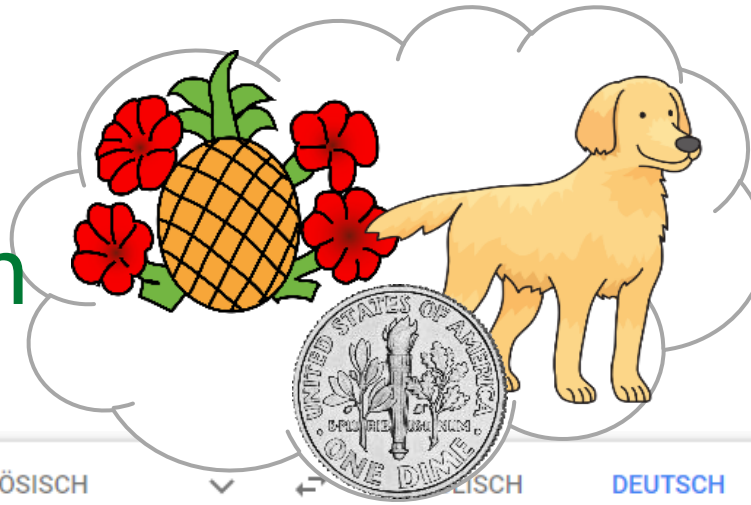
Meine Stimmung hängt vom Wetter ab

My mood depends on the weather

Machine translation

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- ▶ Use it to translate **into** your native language
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 - ▶ To check your pronunciation

Voice input and Machine translation



SPRACHE ERKENNEN DEUTSCH **ENGLISCH** FRANZÖSISCH ↕ ↕ ENGLISCH **DEUTSCH** FRANZÖSISCH ↕

I am from leolulu and I invested a lot of dime into this dog

Ich komme aus Leolulu und habe viel Geld in diesen Hund investiert

60/5000

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.

[amice-eu.org](#)

Ich wünsche allen Lesern frohe Weihnachten und ein gutes Neues Jahr und danke allen AMICE-Mitgliedern für ihre Unterstützung im ersten Jahr.

[amice-eu.org](#)

I wish all our readers Merry Christmas and Happy New Year and thank all our members for their support during AMICE's first year.

[amice-eu.org](#)

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

[nemetschek.com](#)

Wir wünschen viel Vergnügen bei der Lektüre und der Gelegenheit auch schon Frohe Weihnachten und ein erfolgreiches Jahr 2011.

[nemetschek.com](#)

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

[nemetschek.com](#)

⚠ [...] interpreters, to all those who work longer hours because of my explanations of vote, and to you, Mr President, in particular.

[europarl.europa.eu](#)

⚠ [...] meine Stimmerklärungen tun, sowie andere Ihnen, Herr Präsident, frohe Weihnachten und ein glückliches neues Jahr.

[europarl.europa.eu](#)

⚠ [...] interpreters, to all those who work longer hours because of my explanations of vote, and to you, Mr President, in particular.

[europarl.europa.eu](#)

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

[europarl.europa.eu](#)

Ich würde außerdem die Gelegenheit nehmen, allen hier im Raum frohe Weihnachten und ein gutes Neues Jahr zu wünschen.

[europarl.europa.eu](#)

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

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⚠ You are here: [Xanady » Nachrichten](#) » Merry christmas and a happy new year 2008!

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[xanady.net](#)

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

[hydrometer.de](#)

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

[hydrometer.de](#)

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

[hydrometer.de](#)

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

[aladdinscave.de](#)

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

[aladdinscave.de](#)

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