Medical University of Graz

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

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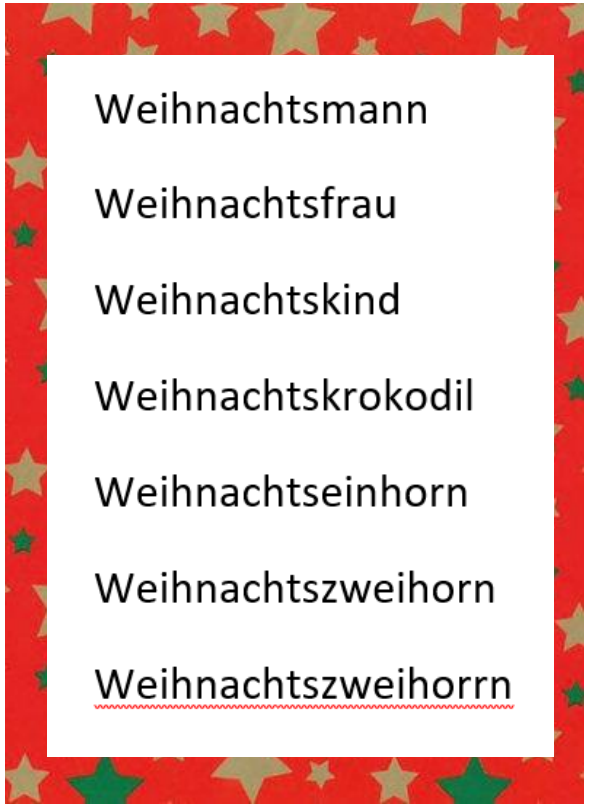
Proofing tools

- 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

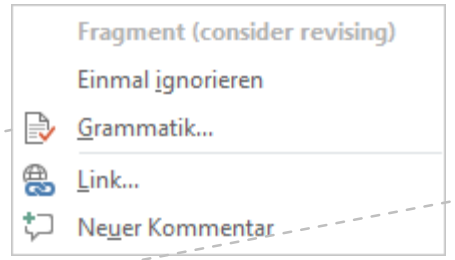
Santa Claus meet Easter Bunny.

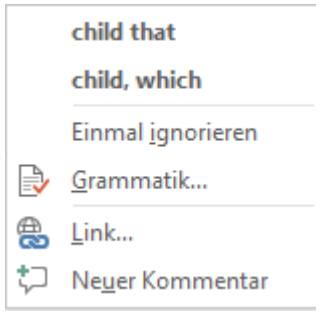
Klaus beliefs in Santa Claus.

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.



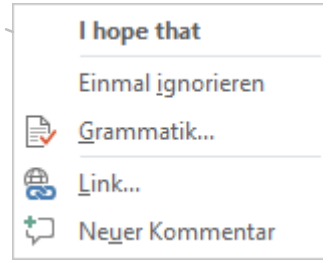


"That" or "Which"

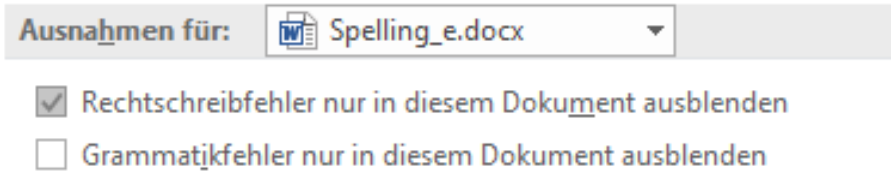
Do not use a comma before the pronoun "that".If these words are not essential to the meaning of your sentence, use "which" and separate the words with a comma.

- 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?

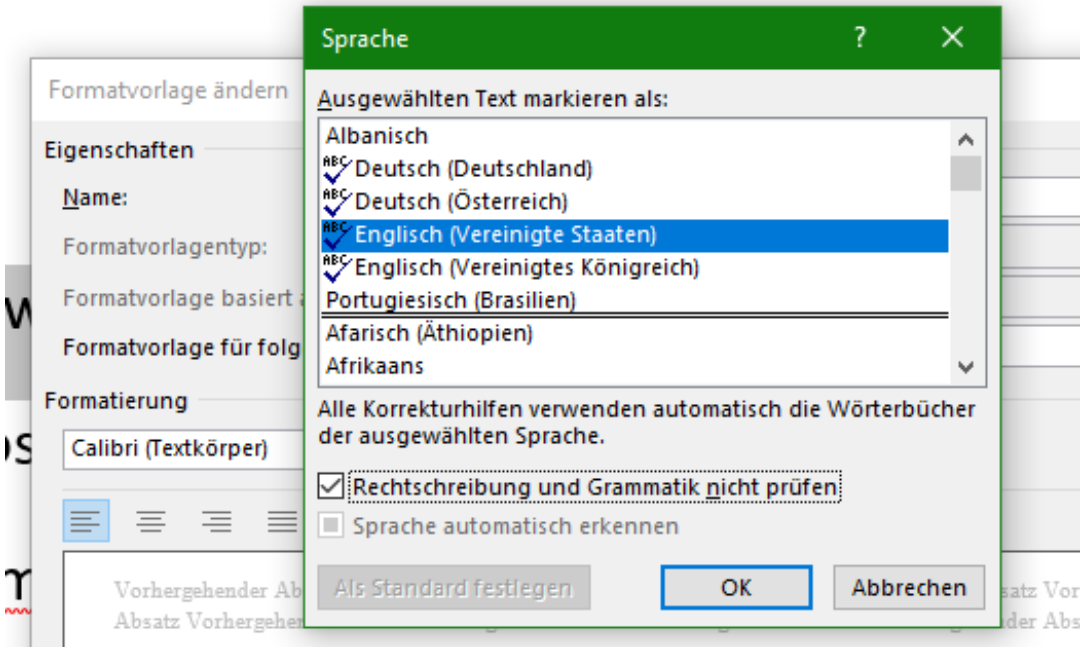
- Instead of: I read the book, that is on the counter last year.
- Consider: I read the book that is on the counter last year.
- Or consider: I read the book, which is on the counter, last year.

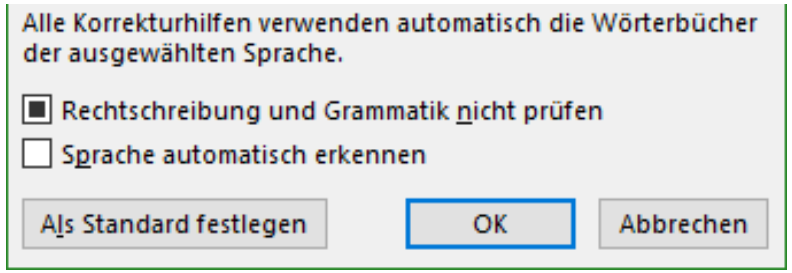


MS Word proofing pitfalls



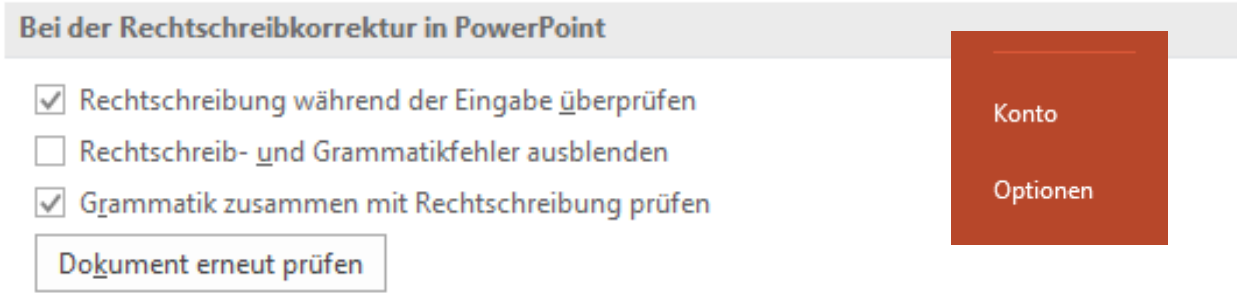
- Proofing is disabled in a document type
- Proofing is disabled for a style
- Proofing is disabled for a document
- Proofing language changes within the same document
- Proofing checkbox greyed





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

```
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 tools

2. Web as corpus

3. Parallel Corpora

4. Machine translation

The World Wide Web is Big Data

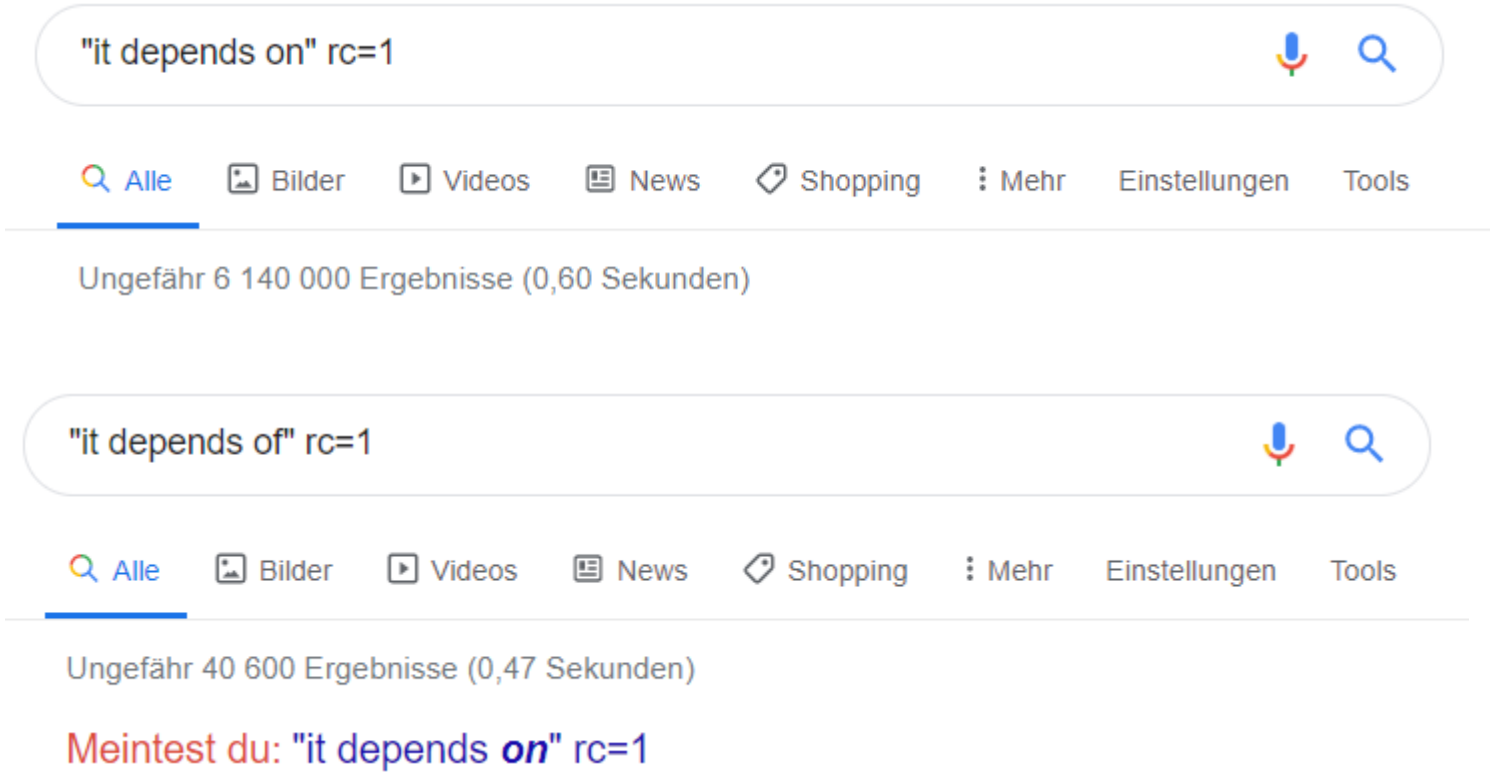
- Why not using the Web for language proofing?

https://www.google.de/

https://www.bing.com/

Majority vote

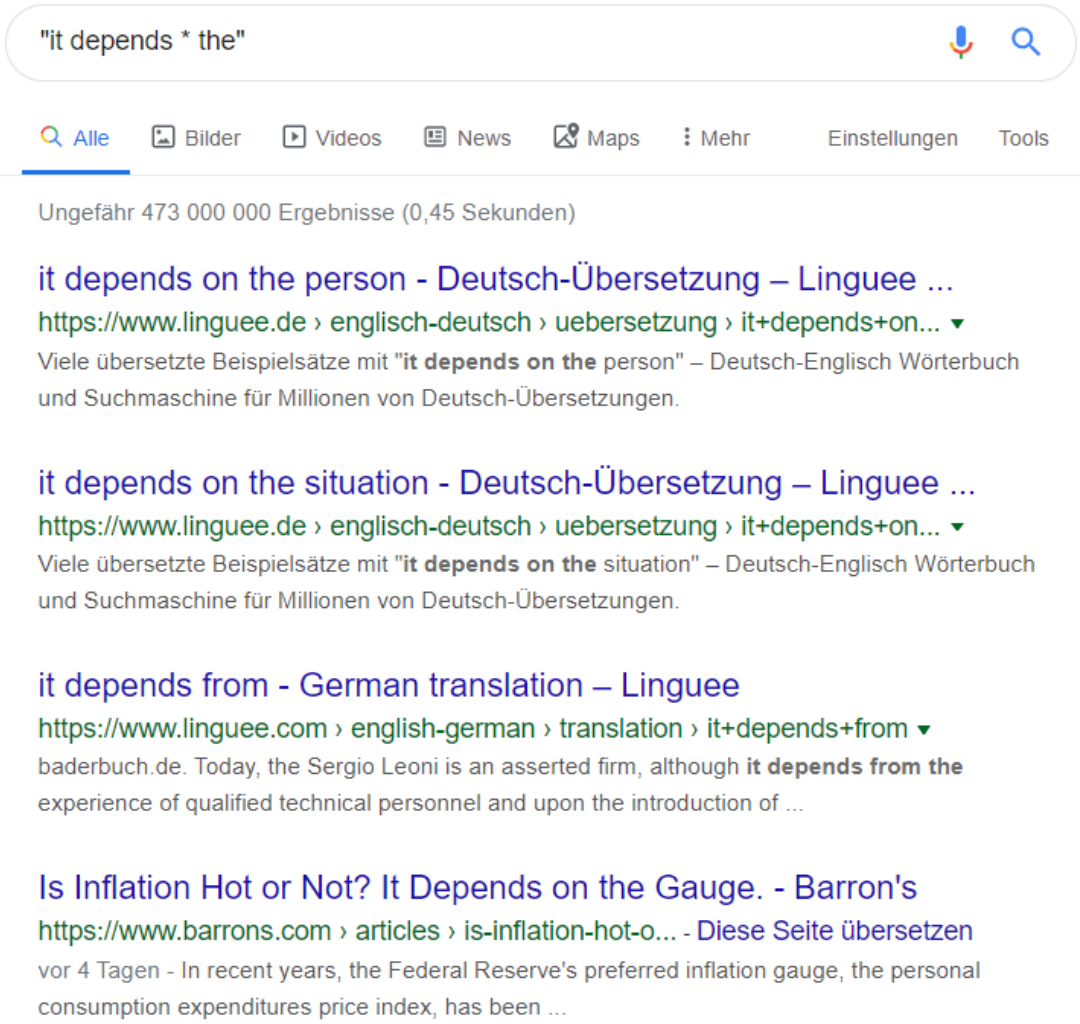
- Reasonable assumption: the crowd is right

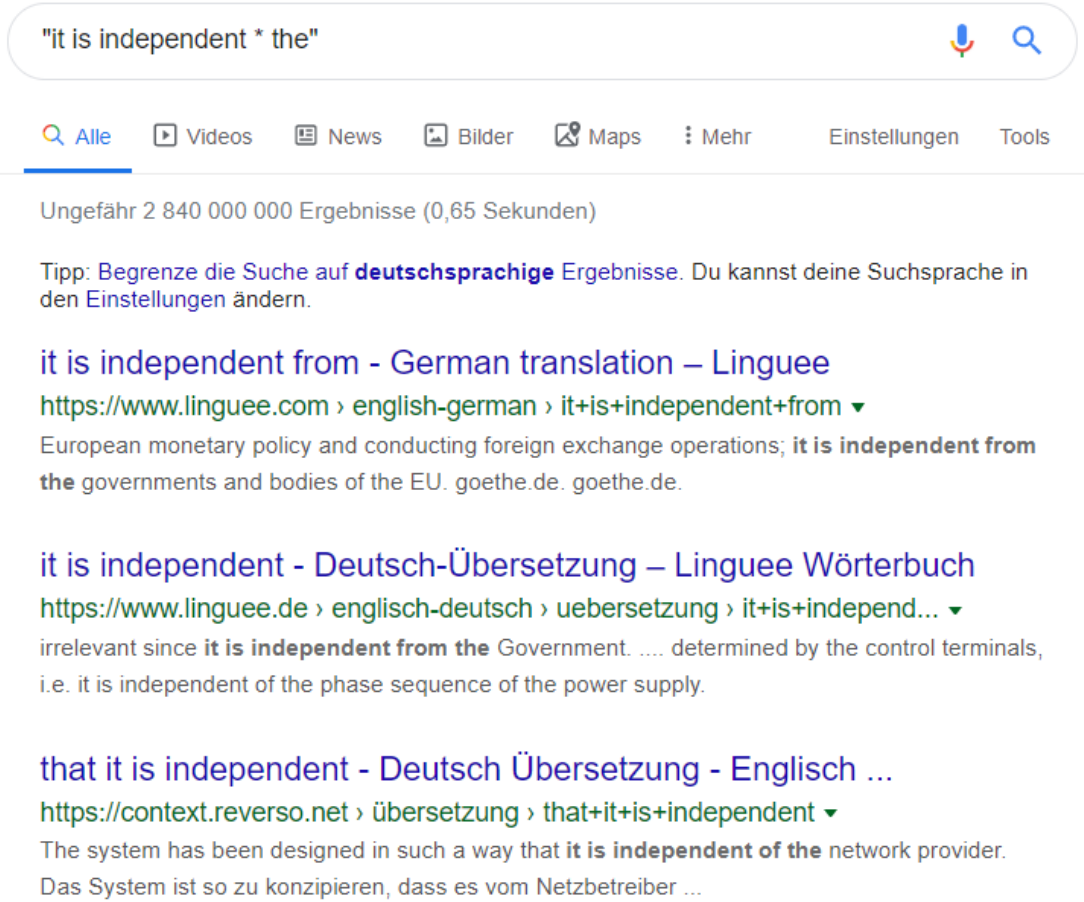


- Exact search (quoted)
- rc=1 accurate result count
- Filter by site: site:en.wikipedia.org

https://www.google.com/advanced_search

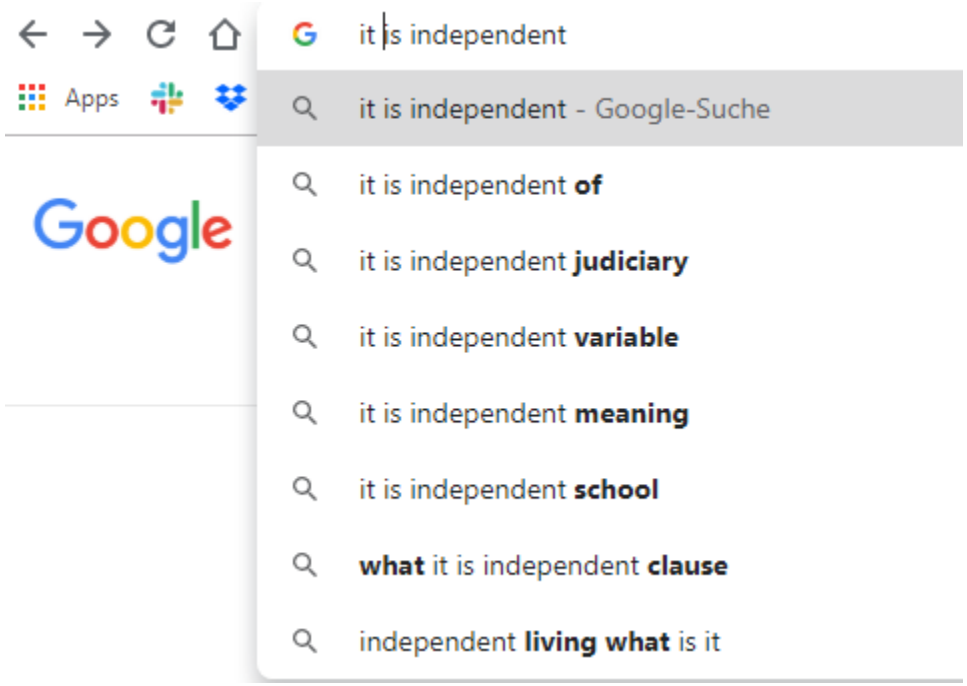
“Open” questions – using quotes and *

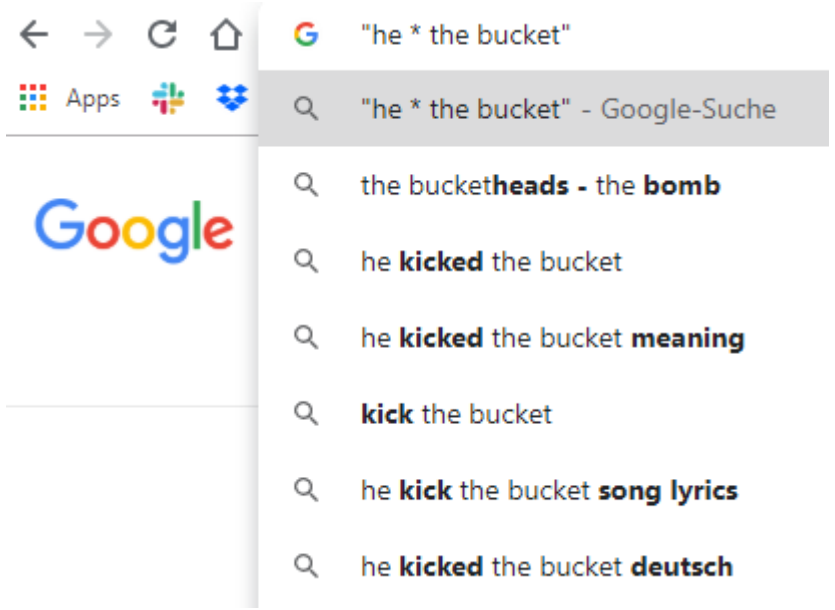




https://www.google.de/

Autocomplete





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

https://www.google.de/

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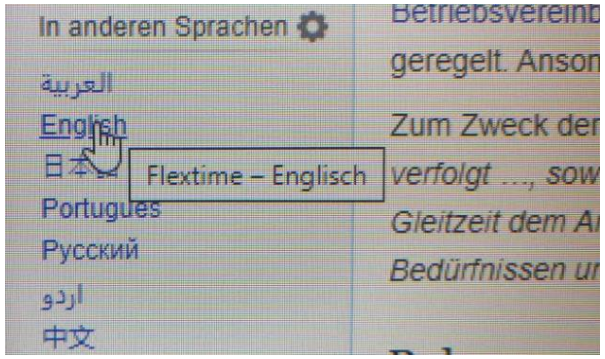
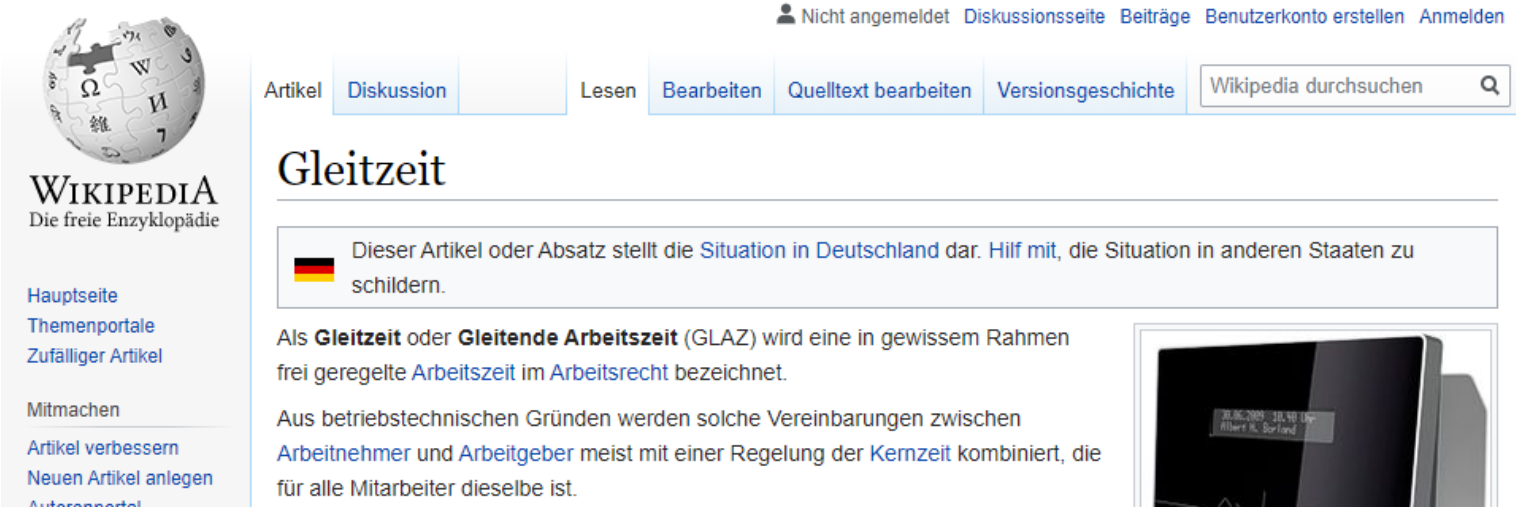
Parallel corpora

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





https://de.wikipedia.org/

Linguee

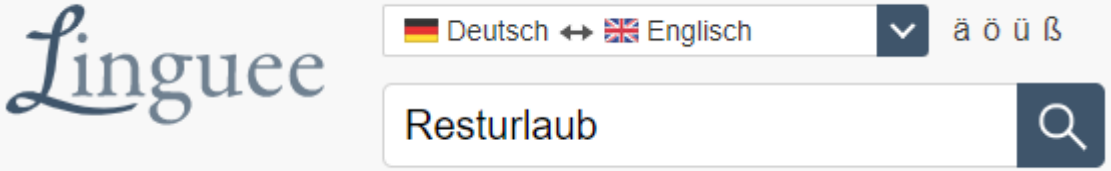
Deutsch ↔ Englisch

ä ö ü ß

Nikolausfeier

⚠ 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*

https://www.linguee.de/



[...] 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*

https://www.linguee.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.

© Vicco von Bülow alias Loriot: Advent

https://www.forum-gewerberecht.de/attachment,attachmentid-5086.html

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

https://translate.google.com

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.

DeepL

https://www.deepl.com/de/translator

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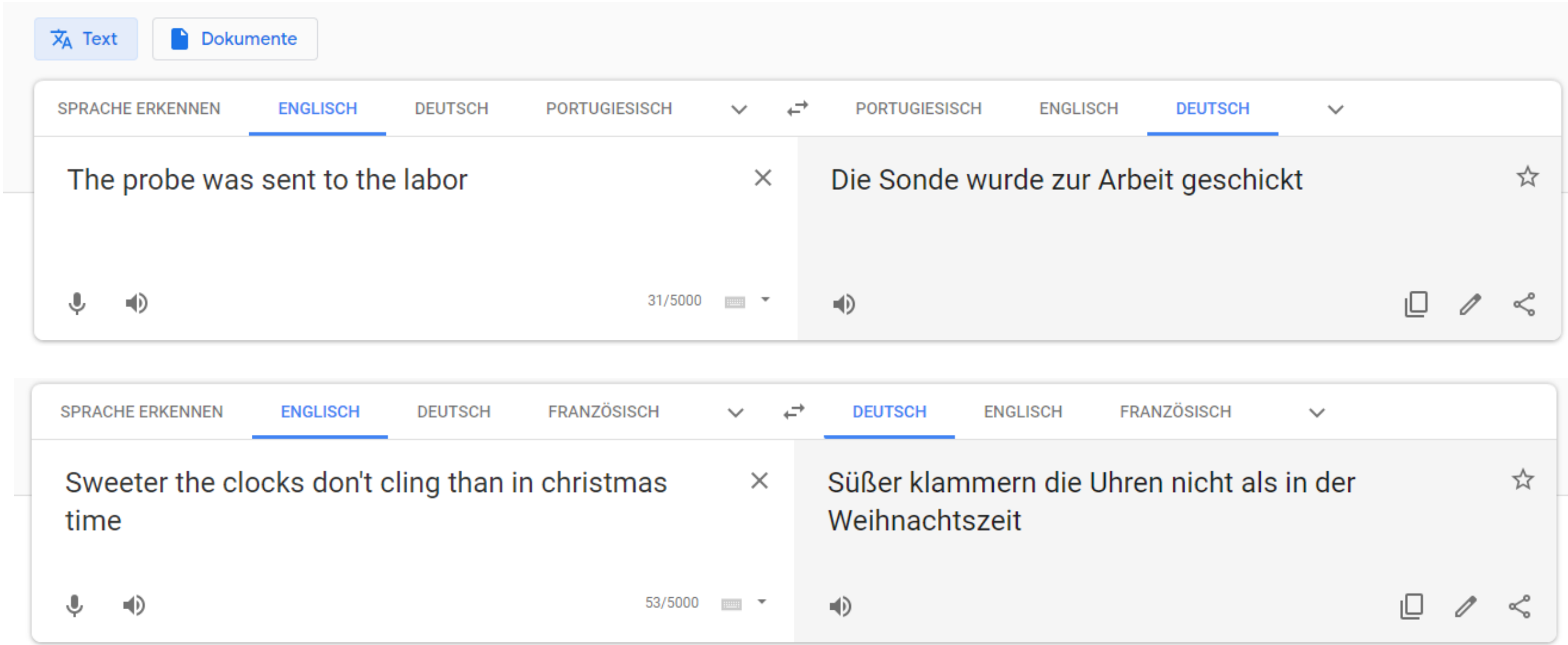
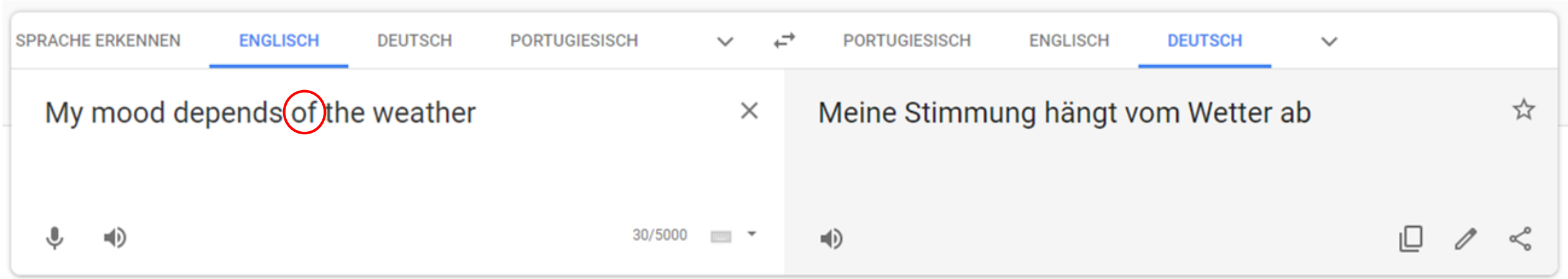
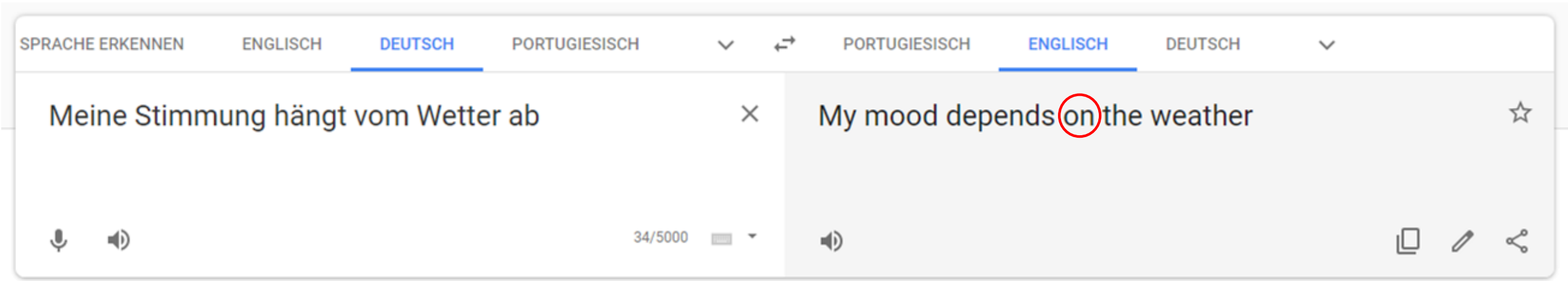
Machine translation to detect “false friends”



https://translate.google.com

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





https://translate.google.com

Machine translation

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  - To check the intelligibility of your text in the foreign language
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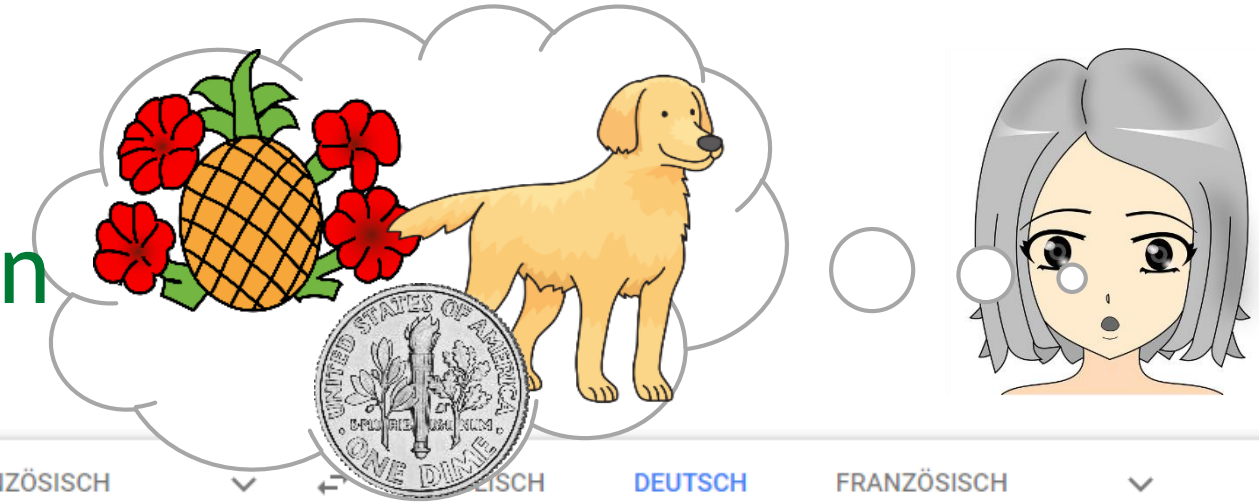
Voice input and Machine translation

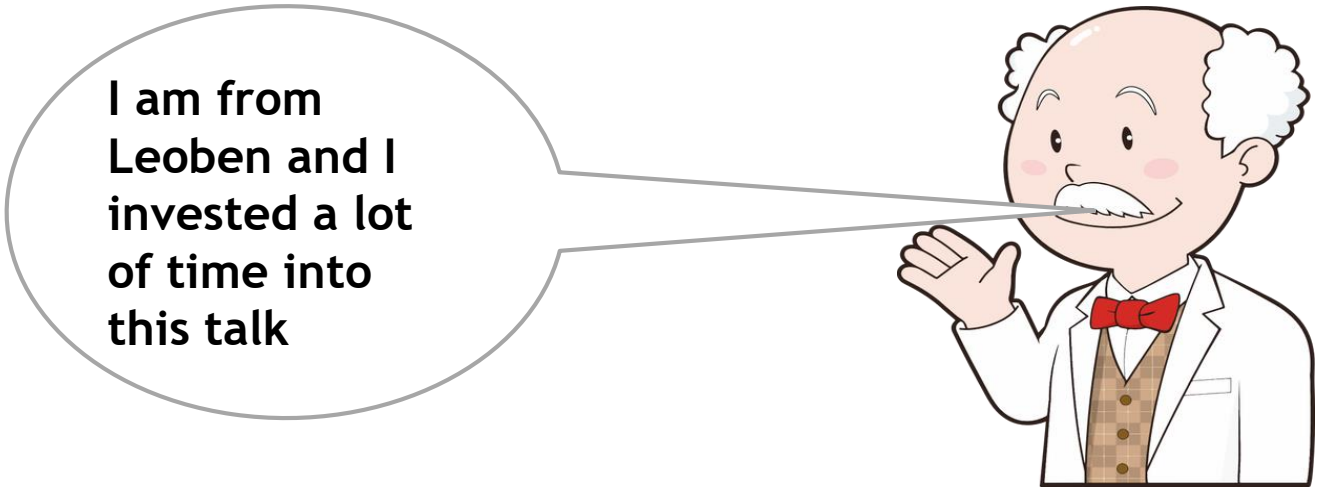


SPRACHE ERKENNEN | DEUTSCH | ENGLISCH | FRANZÖSISCH | ... | DEUTSCH | FRANZÖSISCH

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

60/5000

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



https://translate.google.com

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-e	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 li to take this opportunity to wish you a Merry Christmas and a successful 2011. ↦ ne	Wir wünschen viel Vergnügen bei der Lektüre und der Gelegenheit auch schon Frohe nachten 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 wor hours because of my explanations of to you, Mr President, in particular ↦	] r e Stimmerklärungen tun, sowie ndere Ihnen, Herr Präsident, frohe ten 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 opportu all those present in the Chamber Christmas and a Happy New ↦	te außerdem die Gelegenheit n, allen hier im Raum frohe und ein gutes Neues Jahr zu ↦ 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
⚠ You are here: christmas and a h y	Xanady » Nachrichten n und ein erfolgreiches Jahr ↦ xanady.net	⚠ You are here: Xanady » News » Merry christmas and a happy new year 2008! ↦ xanady.net
⚠ We wish our cust Happy New Ye	en Kunden, Partnern und hten und ein gutes ↦ hydrometer.de	⚠ We wish our customers, partners and staff a Happy New Year! ↦ hydrometer.de
⚠ We new year!	achten und e gutes neues Jahr! ↦ aladdinscave.de	⚠ We wish you a merry christmas and a happy new year! ↦ aladdinscave.de