Terminology:
Applications in Interdisciplinary Communication
Overview of the Anthology

• Miscellaneous but Connected

• Diversification and Unification
Outline

• Background information: The Need for Terminology

• Structure of the Anthology

• Highlights of 3 Articles in the Anthology

• Case Study: On the Translation of 中国梦
Background

• Field Frontiers: Constantly Being Pushed Backwards
  1. Quantitative: Information Explosion
  2. Qualitative: Technological Advancement (Data Processing, Storage & Retrieval)

• Subject Border: Increasingly Permeable
  1. Interdisciplinarity Foreforunded
  2. Cross-section Interaction and Communication Highlighted
The Need for Terminology

• “The vocabulary of the subject fields in question needs to be controlled.”

• “controlled”:

• Vocabulary-development efforts to make subject-field specific terms systematic, consistent and accurate
Terminology: Applications in Interdisciplinary Communication

• WHAT IS TERMINOLOGY

• “an activity concerned with the systematization and representation of concepts or with the presentation of terminologies on the basis of established principles and methods” (ISO)
Structure of the Anthology

1. “presentation of terminologies”:
   
   — Terminology in Physical Sciences, Chemistry, Medicine

2. “systematization and representation of concepts”:

   1. Terminological Equivalence and Translation
   2. Neology and Phraseology as Terminology-in-the-making
   3. Social Science Terminology: Basic Problems and Proposed Solutions
• Descriptive terminology preferred

① Normative terminological work – and thus also the standardization of terminology – requires prior descriptive treatment, as the existing state of the language must be known;

② Thus normative work is an extension of descriptive work.
• Four Cases of Equivalence
  1. Complete conceptual equivalence
  2. Inclusion
  3. Conceptual overlapping
  4. Faux Amis
Illustration:
“中国梦” VS “China Dream/Chinese Dream”

• “American Dream” ➔ “美国梦”

“European Dream”

”China Dream/Chinese Dream” ➔ “中国梦”
Highlights of Article 2:
Neology and Phraseology
as Terminology-in-the-making

1. Conceptual Change (CC)
2. Interactional Dynamics (ID)
3. Dual Functions of language (DF)
• **WHAT IS CC**

• If inherited scientific knowledge can be said to form semantic networks whose nodes represent concepts connected by stable links, then conceptual change may be seen as weakening certain links, rearranging nodes in the network, or requiring the addition or deletion of some links and nodes. However, conceptual changes rarely occur in isolation, and important ones involve restructuring and replacing whole conceptual networks.
• WHAT IS ID: An Illustration
• The adoption of neologism “boojum” in physics
• “boojum”:
  • “softly and suddenly vanish away”
• The Hunting of Snark by L., Carroll
• WHAT IS DF

• Language shapes even as it articulates thought.

• Language is also seen as agents that constantly condition individual behavior by virtue of social interaction in historically, geographically and culturally defined settings.
Highlights of Article 3:
Social Science Terminology:
Basic Problems and Proposed Solutions

- The problem: Polysemy, Synonymy, Skepticism

- Proposed solution: Nomenclator – an onomantic reference tool

Uses and abuses of terms: Vulgarization (polysemy)

**Vulgarization:** Misappropriation of social science terms for political purposes

The proliferation of meanings for the words that have acquired special meanings in the social sciences is due not only to scholarly work, but is compounded by the journalists, politicians and other writers in ordinary languages. They add new meanings to them, often poorly defined and loaded with affective, usually pejorative connotations (p. 198).
• He calls his new doctrine the “Chinese dream” evoking its American equivalent.

• Countries, like people, should dream. But what exactly is Mr Xi’s vision? It seems to include some American-style aspiration, which is welcome, but also a troubling whiff of nationalism and of repackaged authoritarianism.
The “American Dream”

• Coined by James Truslow Adams (October 18, 1878 – May 18, 1949), an American writer and historian

• *The Epic of America*, 1931.

• American Dream is "that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement. It is a difficult dream for the European upper classes to interpret adequately, and too many of us ourselves have grown weary and mistrustful of it. It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by others for what they are, regardless of the fortuitous circumstances of birth or position."
The Declaration of Independence and the American Dream

• “The Declaration of Independence...[is the] declaratory charter of our rights, and of the rights of man.” — Thomas Jefferson, 1819

• “We hold these Truths to be self-evident that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness.”

• "one of the best-known sentences in the English language”

• containing "the most potent and consequential words in American history”
美国梦•欧洲梦•中国梦
——探讨世纪之交的人生巨变
北京大学 乐黛云

• 美国梦 代表着最大化的个人自由、最先进的物质进步和最丰富尤其是最平等的成功机会。

• 从哲学角度看，美国梦的精神原则是自由主义、个人主义、平民主义、实用主义、竞争主义和征服主义。
European Dream

• 2nd World War

• *The European Dream: How Europe's Vision of the Future Is Quietly Eclipsing the American Dream*, by Jeremy Rifkin
European Dream

• For Europeans, freedom is not found in autonomy, but in embeddedness. To be free is to have access to a myriad of interdependent relationships with others.

• The new European Dream focuses more on sustainable development, quality of life and interdependence.

• The European Dream is focused not on amassing wealth, but rather on elevating the human spirit. It seeks to expand human empathy — not territory.
Changing Attitude to the Dreams

• But just a decade after the United States emerged victorious from the Cold War, our nation has been gradually pulling away from the rest of the planet. Recently, the American government has begun acting like a gross caricature of the American Dream — the lone "cowboy" who acts unilaterally, impulsively, and violently.

• As our planet shrinks and intercontinental communication and commerce is as easy as the click of a computer mouse, the American Dream feels more and more self-absorbed and perhaps outmoded.

( A United Europe in the 21st Century: Eclipsing the American Dream? By Rick Steves)
• Some say, that the American Dream has become the pursuit of *material prosperity* - that people work more hours to get bigger cars, fancier homes, the fruits of prosperity for their families - but have less time to enjoy their prosperity.

• Others say that the American Dream *is beyond the grasp of the working poor* who must work two jobs to insure their family’s survival.

   Stefan Auer
The *Great Gatsby* as the parable of the European dream

• Defying all odds, Gatsby devoted his entire life to amass tremendous wealth and influence in order to reclaim the love of his life: Daisy. As so often happens with heartfelt passions, Gatsby fell in love with a fantasy – the woman Daisy had become was very different from what he imagined her to be.

• The project of European unity suffered a similar fate. European elites became so infatuated with the vision of "an ever closer union", that they chose to disregard real-life obstacles to their plan. Particularly over the last twenty years, the EU morphed from a pragmatic project, which pursued ambitious goals of international cooperation in small, carefully calibrated steps, to a hubristic project.
• The European dream is in dire need of a reality check
• What happened to the European dream?
• How does it shed light on the translation of 中国梦?
中国传统文化中的中国梦

• 老子： “小国寡民，使有什佰之器而不用，使人重死而不远徙。虽有舟舆，无所乘之；虽有甲兵，无所陈之。使民复结绳而用之。甘其食，美其服，安其居，乐其俗，邻国相望，鸡狗之声相闻，民至老死，不相往来”。

• 孔子： “大道之行也，天下为公。选贤与能，讲信修睦，故人不独亲其亲，不独子其子，使老有所终，壮有所用，幼有所长，矜寡孤独废疾者，皆有所养。男有分，女有归。货，恶其弃于地也，不必藏于己；力，恶其不出于身也，不必为己。是故，谋闭而不兴，盗窃乱贼而不作，故外户而不闭，是谓大同”
中国梦的内涵

- 现代化的梦（强盛富饶）
- 中国精神（和谐向上）
THANKS