

5 Things You Need to Know about Global-Ready Content

KIT BROWN-HOEKSTRA, STC FELLOW



Introductions

Pangaea Papers blog



@kitcomgenesis



Getting to Know You

- ▶ How many languages do you localize into?
- ▶ What is your biggest pain point with localization?
- ▶ Are you doing structured content and do you have a CMS?

Agenda

- ▶ Definition
- ▶ Plan for the Future
- ▶ Build a Solid Structure
- ▶ Manage Change
- ▶ Watch Your Language!
- ▶ Be Excellent
- ▶ Q&A

What is Global-Ready Content?

- ▶ Active
- ▶ Consistent
- ▶ Culturally neutral
- ▶ Simple
- ▶ Structured
- ▶ Well-written and well-edited

1. Plan for the Future



Content Strategy



Information Architecture & Design

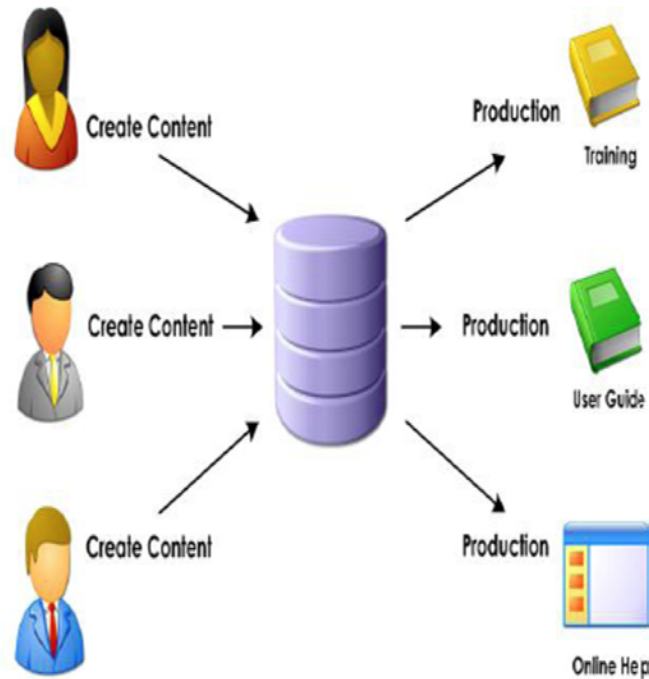


2. Build a Solid Structure

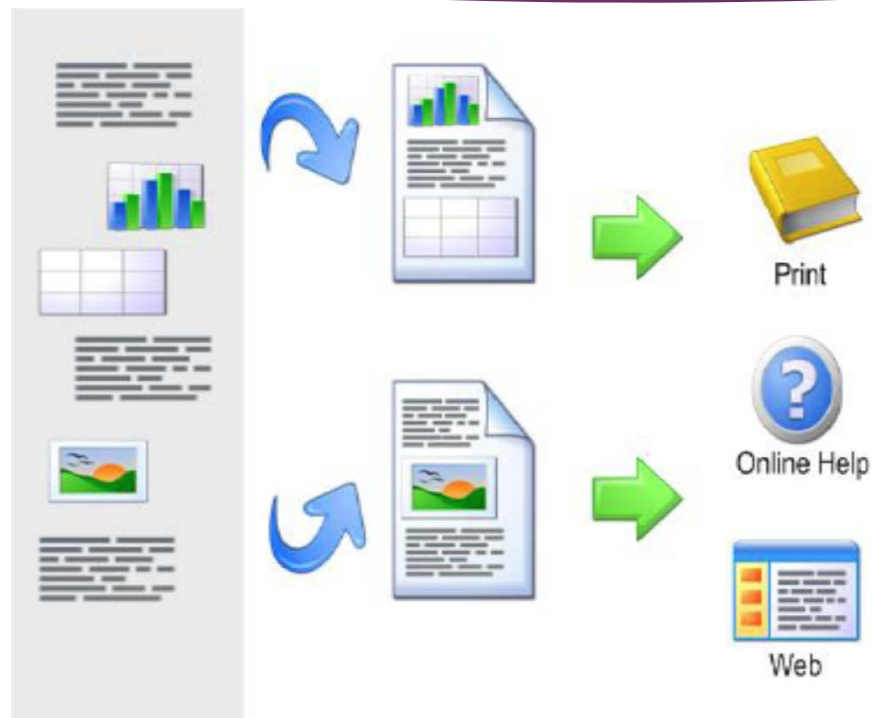


Deviant Art: ©2008-2014 mcapplbee

Workflow



Content Modeling



Structured Authoring

HOW TO SAVE FILES TO A SERVER

How to Save Files to a Server

This task guides you through saving files to a network location.

PREREQUISITE You must have access to the network location.

This task is performed if you need to save files to a server. Files can be automatically backed up.

TASK

- Select

File > Save

The Save As dialog is displayed.
- Select a server location

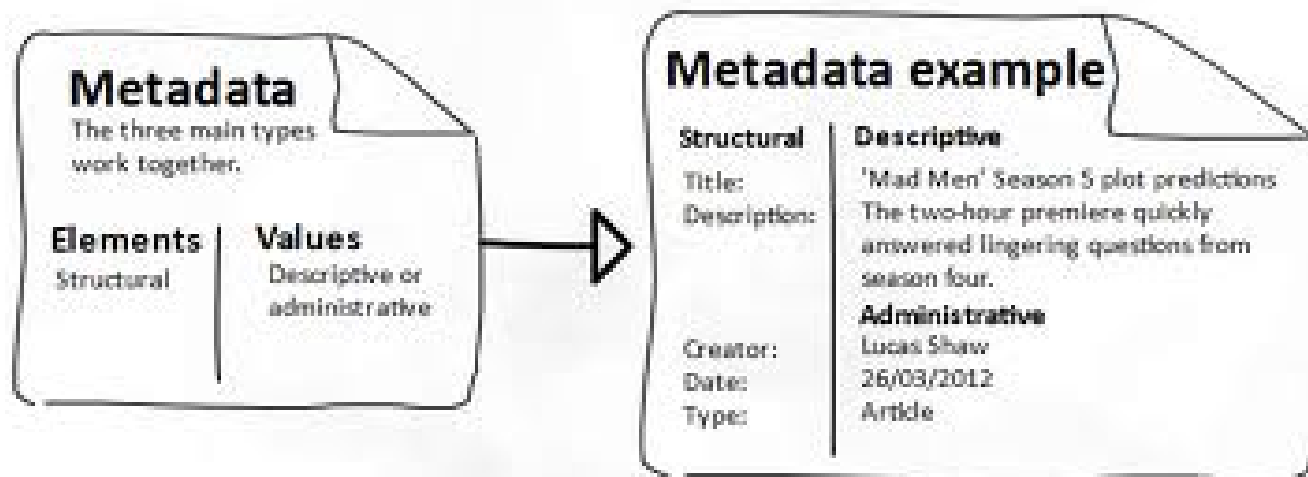
 - Click My Network Places

A list of network locations is displayed.
 - Select a network location
- Specify an extension.
- Click Save

RESULT:

The file is saved to the network location.

Good Metadata



<http://blog.braintraffic.com/2012/03/an-intro-to-metadata-and-taxonomies/>

3. Manage Change



<http://www.appreciativeinquirymanagement.com/appreciative-leadership-development/change-management/>

Rating Changes

1



2



3



4



Images: renjith krishnan / FreeDigitalPhotos.net & nixxphotography / FreeDigitalPhotos.net

4. Watch Your Language!

Let's face it:



English is a crazy language

There is no **EGG** in **EGGPLANT** nor **HAM** in **HAMBURGER**; neither **APPLE** nor **PINE** in **PINEAPPLE**. **ENGLISH MUFFINS** weren't invented in **ENGLAND**. **QUICKSAND** can work **SLOWLY**, **BOXING RINGS** are **SQUARE**, and a **GUINEAPIG** is neither from **GUINEA** nor is it a **PIG**.

And why is it that **WRITERS WRITE** but **FINGERS DON'T FING**, **GROCERS** don't **BROCE** and **HAMMERS** don't **HAM**? Doesn't it seem crazy that you can make **AMENDS** but not one **AMEND**? If **TEACHERS TAUGHT**, why didn't **PREACHERS PRAUGHT**? If a **VEGETARIAN** eats **VEGETABLES**, what does a **HUMANITARIAN** eat?

In what other language do people **RECITE** at a **PLAY** and **PLAY** at a **RECITAL**? We **SHIP BY TRUCK** but **SEND CARGO BY SHIP**. We have **NOSES** that **RUN** and **FEET** that **SMELL**. We **PARK** in a **DRIVEWAY** and **DRIVE** in a **PARKWAY**. And how can a **SLIM CHANCE** and a **FAT CHANCE** be the same, while a **WISE MAN** and a **WISE GUY** are opposites?

You have to marvel at the unique lunacy of a language in which your **HOUSE** can **BURN UP** as it **BURNS DOWN**, in which you **FILL IN** a form by **FILLING IT OUT**, and in which an **ALARM** goes **OFF** by going **ON**. And, in closing, if Father is **POP**, how come Mother's not **MOP**?

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1,041,257*

Number of English words

*As of January 1, 2017 according to the Global Language Monitor

<https://www.languagemonitor.com/top-words-of-the-year/no-of-words/>

Other Languages

Depending on whom you ask:

- ▶ French: 400,000-500,000
- ▶ Spanish: 250,000-300,000
- ▶ Chinese: 85,000-100,000

Controlled Language

MAXi
The Smarter Grammar Checker

SMART
COMMUNICATIONS, INC.

Controlled English - Instrumentation

Quaternary Pump

When **turned on**, the quaternary pump **runs through** the **initialization** procedure to **determine** the **upper dead center** of the first plunger. The first plunger moves slowly **upwards** into the **mechanical stop** of chamber and **from there** it **moves** back a **predetermined** path length. (44 words)

Simplified

Quaternary Pump

When the Quaternary Pump starts operation, the plunger moves inside the chamber. This movement lets the computer calculate and store a position called "Top Dead Center" (TDC).

(27 words)

Controlled English reduces text size by 30%.

<http://blogs.adobe.com/techcomm/files/2012/05/before-after-CE.jpg>

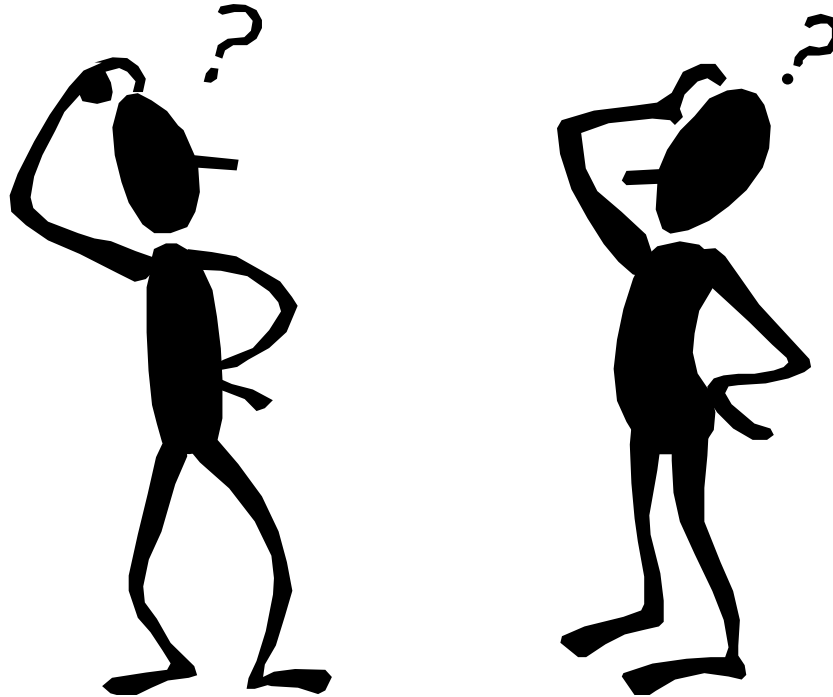
Verbs are Key



5. Be Excellent



Questions



Contact Information

Kit Brown-Hoekstra

Comgenesis, LLC

Email: kit.brown@comgenesis.com

Twitter: @kitcomgenesis