

A STUDY OF THE STRATEGIES USED BY COMPANIES CREATING A
DISTINCTIVE BRAND IMAGE THROUGH THE USE OF STRATEGIC
TERMINOLOGY IN PRODUCT AND SERVICE NAMING FOR DIFFERENTIATION
AND IMAGE BUILDING



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YEDİTEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
ISTANBUL, 2023

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PLAGIARISM PAGE

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Nuri Tolga Seçilmiş

Date: 01.02.2023

ABSTRACT

The use of strategic terminology in product and service naming is crucial for creating a distinctive brand image that sets companies apart from competitors. While brand naming is often prioritized, the importance of consistent terminology for product features and names is often overlooked. This study examines the strategies used by successful companies to develop a comprehensive approach to branding that includes a unique and consistent terminology for the brand, product, and product features.

Drawing on a literature review and case studies from a variety of industries, including technology, fashion, and food and beverage, this thesis provides evidence that companies use different terminologies for the same products of Technologies. The literature review reveals that the development of strategic terminology requires a deep understanding of the target audience, as well as the brand's values and personality.

The thesis includes semi structured in-depth interviews with executives from Microsoft, Facebook, Sony, and Sisecam to explore the strategy of terminology management, the terminology creation process, and the internationalization and localization steps taken by these companies. The interviews highlight the importance of understanding the target audience and considering the internationalization and localization of terminology.

This study also provides evidence that companies show extensive care in naming their technologies, products, and services, and keep it in line with their brand image. The process of creating unique product terminology starts with the research and development stage, and the stakeholders involved in this process vary from in every company where marketing, localization, content teams, engineering, and research and development teams can be involved in the process.

Overall, this thesis contributes to the existing body of knowledge on branding by highlighting the importance of a comprehensive approach to branding that includes a unique and consistent terminology for the brand, product, and product features. The interviews with industry executives provide valuable insights and practical recommendations for companies seeking to develop a distinctive brand identity through the use of strategic product and service terminology.

Keywords: terminology, strategic terminology, marketing terminology, consistency, branding, brand management, product terminology, product naming, brand terminology, brand names, product names, service terminology, product terminology, marketing, brand image, corporate content, brand terminology, internationalization, localization, image building, microsoft, facebook, meta, sony, şişecam

ÖZET

Ürün ve hizmetlerin isimlendirmede stratejik terminolojinin kullanımı, şirketleri rakiplerinden ayıran ayırt edici bir marka imajı yaratmak için giderek önem kazanmaktadır. Marka için yaratıcı bir adlandırma için genellikle ciddi bir çaba harcanırken, ürün veya hizmet terminolojisi ve isimlendirilmesi için tutarlı terminolojinin önemi genellikle göz ardı edildiği gözlemlenmektedir. Bu çalışma, sektöründe başarılı şirketlerin marka, ürün ve ürün özellikleri için benzersiz ve tutarlı terminoloji içeren kapsamlı bir marka yaklaşımı geliştirmek için kullandıkları stratejileri incelemektedir.

Teknoloji, moda, yiyecek ve içecek dahil olmak üzere çeşitli sektörlerden bir literatür taramasına ve örnek ürün ve hizmet incelemelerine dayanan bu tez, şirketlerin aynı teknoloji ürünleri için farklı terminolojiler kullandıklarına dair kanıtlar sunmaktadır. Literatür taraması, stratejik terminoloji geliştirmenin hedef kitle, markanın değerleri ve kişiliği hakkında derin bir anlayış gerektirdiğini ortaya koymaktadır.

Bu tezde Microsoft, Facebook, Sony ve Şişecam yöneticileriyle terminoloji yönetimi stratejisini, terminoloji oluşturma sürecini ve bu şirketlerin attığı uluslararasılaştırma ve yerelleştirme adımlarını keşfetmek için yarı yapılandırılmış derinlemesine görüşmeleri içermektedir. Röportajlar, hedef kitleyi anlayanın ve terminolojinin, uluslararasılaştırma ve yerelleştirme aşamalarını dikkate almanın önemini vurgulamaktadır.

Bu çalışma aynı zamanda şirketlerin teknolojilerini, ürünlerini ve hizmetlerini isimlendirirken bu isimlerin marka imajı ile paralel olması konusunda büyük özen

gösterdiğine dair kanıtlar sunmaktadır. Bu görüşmelerden alınan bilgiler dahilinde özgün ürün terminolojisi oluşturma sürecinin araştırma geliştirme aşamasıyla başladığı anlaşılmaktadır ve bu sürece dahil olan paydaşlar şirketten şirkete değiştiği de gözlemlenmiştir. Bu sürece pazarlama, yerelleştirme, içerik ekipleri, mühendislik ve araştırma ve geliştirme ekipleri sürece dahil olabilmektedir.

Genel olarak bu tez, marka, ürün ve ürün özellikleri için benzersiz ve tutarlı terminoloji içeren kapsamlı bir markalaştırma yaklaşımının önemini vurgulayarak marka bilinci oluşturma konusundaki bilgi birikimine katkıda bulunmayı hedeflemektedir. Sektör yöneticileriyle yapılan röportajlar, stratejik ürün ve hizmet terminolojisini kullanarak ayırt edici bir marka kimliği geliştirmek isteyen şirketler için değerli bilgiler ve pratik öneriler sunmayı amaçlamaktadır.

Anahtar kelimeler: marka isimlendirme, terminoloji, pazarlama terminolojisi, tutarlılık, marka yaratma, marka yönetimi, ürün terminolojisi, marka terminolojisi, markalaşma, hizmet terminolojisi, ürün isimlendirme, terminoloji ile farklılaşma, yerelleştirme, uluslararasılaştırma, globalleşme, ihracat, pazarlama, kültürel pazarlama, microsoft, facebook, meta, sony, şişecam

PREFACE

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1. INTRODUCTION

Maybe the boldest comment on terminology is made by Sauberer (2011) “There is no knowledge without terminology.” At first glance, the statement looks a bit exaggerated but the bigger the organizations get the more terminology needs arises. Terminology is one of the most typically used buzzwords. The significant numerous studies dedicated to terminology demonstrates that this subject has gained a great deal of attention and value in research and development, but one of the most essential functions of terminology can be consistent and sustainable communication for your brand and products.

Language is a fundamental tool for human communication, and the words we use are an integral part of this tool. The quality of the language we use has a direct impact on the quality of the messages we convey. When we communicate, the object, concept, or term we are using must be understood by the receiver in order to avoid misunderstandings and ensure clear communication. This is particularly important in technical, marketing, medical, sports, and other fields where consistent language is crucial for consistent communication.

In a digitally globalized world, the reach of our communication has expanded significantly. The internet allows us to connect with people in every corner of the globe in just seconds. This rapid advancement in connectivity has led to a transformation in the way we communicate, from dial-up internet to fiber optics, from simple websites to cloud-based applications, and from text-based social communication to social media. Despite these changes, the primary tool we use to communicate remains the same: language and the words we use.

As our connections become increasingly global, it is important to have the ability to communicate in the local language of our target audience. Creating unique terminology can help to create brand awareness and differentiate a company from its competitors. Unique terminology can also aid in customer understanding of a product or service and highlight its unique features. Consistent and unique terminology is important for branding and brand perception, as it can have a significant impact on how people view an organization. The terms used in product descriptions can shape the tone and image of a brand.

In addition to improving brand perception, unique terminology can also provide competitive advantages and improve search engine optimization. By introducing terms that are not used by competitors, a company can differentiate itself in its industry. Unique terminology can also help to improve a company's search engine ranking by incorporating relevant and specific terms into product and service descriptions. Overall, the use of unique terminology can be an asset in the product and service communication process.

Consistent terminology is important for of several reasons, especially when it comes to brand image and perception. First and foremost, consistent terminology helps to establish trust with customers and clients. When a company uses the same language and terminology consistently, it conveys a sense of professionalism and expertise. Customers and clients are more likely to trust a company that demonstrates a clear understanding of its products, services, and industry through the use of consistent terminology. In addition to building trust, consistent terminology is also important for maintaining brand continuity and cohesiveness. Customers and clients should be able to recognize and identify a brand through the language and terminology it uses. If a company uses inconsistent terminology,

it can be confusing and frustrating for customers, as they may not be able to easily understand what is being communicated. This can lead to a negative perception of the brand and damage the relationship with customers and clients.

Furthermore, consistent terminology is essential for effective communication within an organization. All employees need to use the same language and terminology when discussing products, services, and company policies. This ensures that everyone is on the same page and can communicate effectively with one another. It also helps to prevent misunderstandings and confusion within the company.

In conclusion, consistent terminology is important for brand image and perception because it helps to establish trust with customers and clients, maintains brand continuity and cohesiveness, and facilitates effective communication within an organization. By using consistent terminology, a company can effectively convey its message and build a positive reputation in the industry.

Creating consistent and unique terminology is a way to create brand awareness and differentiate in competition. By developing unique terminology, you can help customers understand your product or service, and what makes it special. It is one of the most important parts of your product and service communication process. As well as your direct messages to your target audience there is a direct correlation between the product and service terminology used in your product and services and how customers perceive your organization.

The product terminology is part of the perception of your brand. The terms you use in your product descriptions can have a big impact on how people see your brand. The right terminology can create the right tone of voice you are trying to achieve. The unique

terminology that is being used in the product or service can create two valuable benefits. The differentiation is possible by adding a unique term or terms that are not being used by the competition. This will help you to have a competitive advantage in your industry. The second way is to use your unique product terminology as an opportunity to improve search engine optimization.

This comes to a point that a sender must send a consistent message to multiple receivers and consistency is a key factor when we are trying to send a message. Schmitz (2003) explains that terminology is a key factor in technical communication. In order to create a healthy message, the sender and the receiver must have a common terminology. According to Schmitz consistency can be obtained by a terminology work which is defined in “Concept, Object and Term” for a constant and sustainable terminology. As an example, we can think of word “Table”. As an object table can be material or immaterial. As an example of material word, table is furniture, which can be wooden or metal. Immaterial example of table is matrix of data in rows and columns. Table concept is independent from languages. International Organization for Standardization (2000) defines concept as “Unit of knowledge created by a unique combination of characteristics”, so concept sense is more cultural, sectorial, and fractional than language itself. For this reason, term is the naming of a concept for a specific subject or field. When we iterate one more level dinner table and chess table are different terms for different concepts. Also, there are many table forms in science and mathematics studies such as HTML table, (W3Schools, 1999-2013) minimalist table, multiplication table, floating table, and nested table (Oracle Corporation, 2002). In any communication well-managed and organized terminology will obtain efficiency and accuracy. Terminology management is being used in many areas: localization, research and

development, production, governmental communication, advertisement, commercial and education. It can be said that whenever someone wants to communicate in any field or sector, well-maintained terminology work will give you an efficient communication. Terminology for Large Organizations (TerminOrg, 2012), a “consortium of terminologists and other communications professionals who promote terminology management as an essential communications strategy in large organizations” explain the benefits of well-managed terminology in headings in their periodical publish: efficient production cycle, increasing the quality of documents, improving brand awareness, protecting intellectual property, preserving know-how.

Brand image and brand perception happens inside the mind of the consumer. The attitude and the manner of the integrated marketing and brand strategy is the main agent that drives this image. In every strategy and every channel when a message reaches your target audience that can be your consumer or your potential consumer, your message mostly goes with video, music and words. There are 5 senses in human beings: sight, hearing, taste, touch, and smell. Human communication is multisensory, involving visual, tactile, and sound cues (National Institutes of Health - USA, 2013). Senses are the first touch points that lead to message perception. Although touch, smell and taste are being used as a message receiver the mainstream channels address sight and hearing.

Bearing these in mind, it is important to note that for the companies to convey their messages, they should make use of centralized terminology, which in turn enables them produce effectively and efficiently, as well as providing the chance to distribute multilingual content. These also help them draw more and more people into their global websites and let them introduce their products more easily - all of which also help to sustain

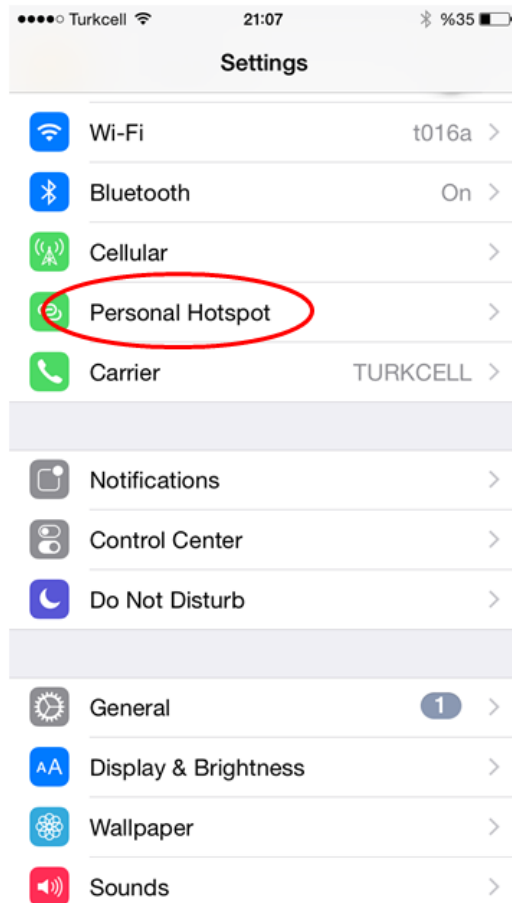
a loyal customer experience, eventually enabling them to ensure stability and growth in their businesses. (SDL, n. d.)

Some figures below are good examples of companies using terminology to differentiate themselves from other brands. Examples are taken from Apple iOS 7 and Google Android KitKat mobile operating systems. Brands are using different terminologies for the same concepts. In figure 1 “Battery Usage” and “Power Management” are defining the same function, which is in fact exactly the same concept. We see the same term differentiation in figure 2: “Personal hotspot” in iOS is used as “Portable hotspot” in Android. In figure 3 we see that iOS prefers the term “Private browsing mode”, which is “incognito” for Android. Figure 4 can be evaluated as the most significant term that has been differentiated for iOS and Android. Dialing a number is a key function for a phone and dialing screen is the tool. Even if you are not using your smartphone as an advanced user dialing a phone number is the most commonly used function, which is differentiated in iOS and Android mobile operating systems. The terms “Keypad” and “Dialpad” are one of the best examples to see the differentiation in terminology.

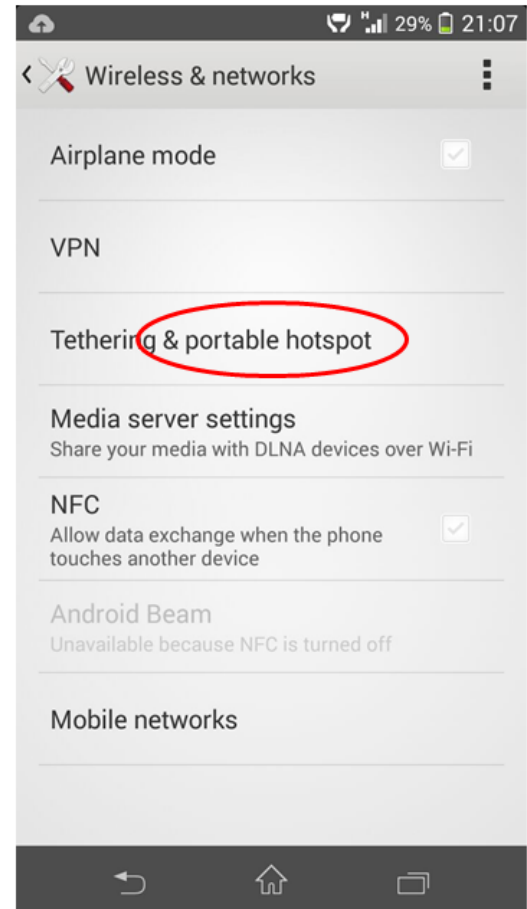
Figure 1*Battery Usage and Power Management***Battery Usage****Power management**

Figure 2

“Personal hotspot” in iOS is used as “Portable hotspot” in Android



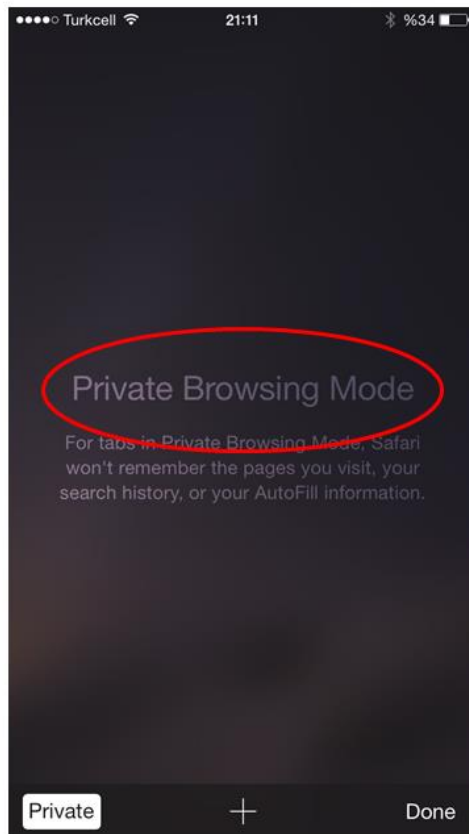
Personal hotspot



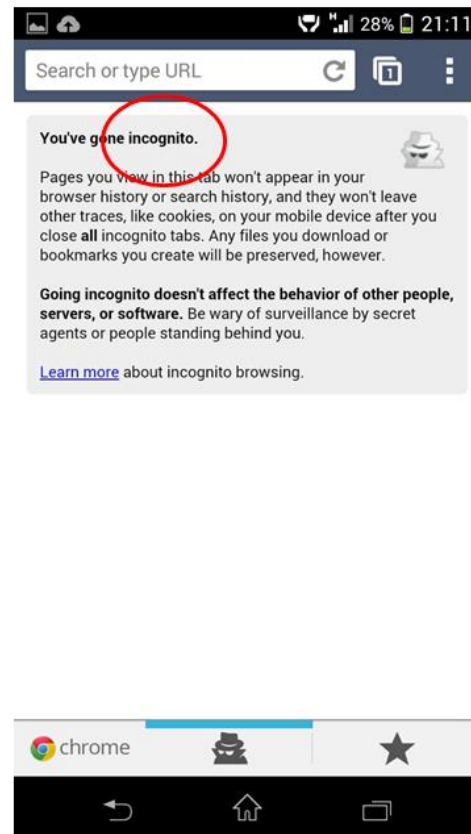
portable hotspot

Figure 3

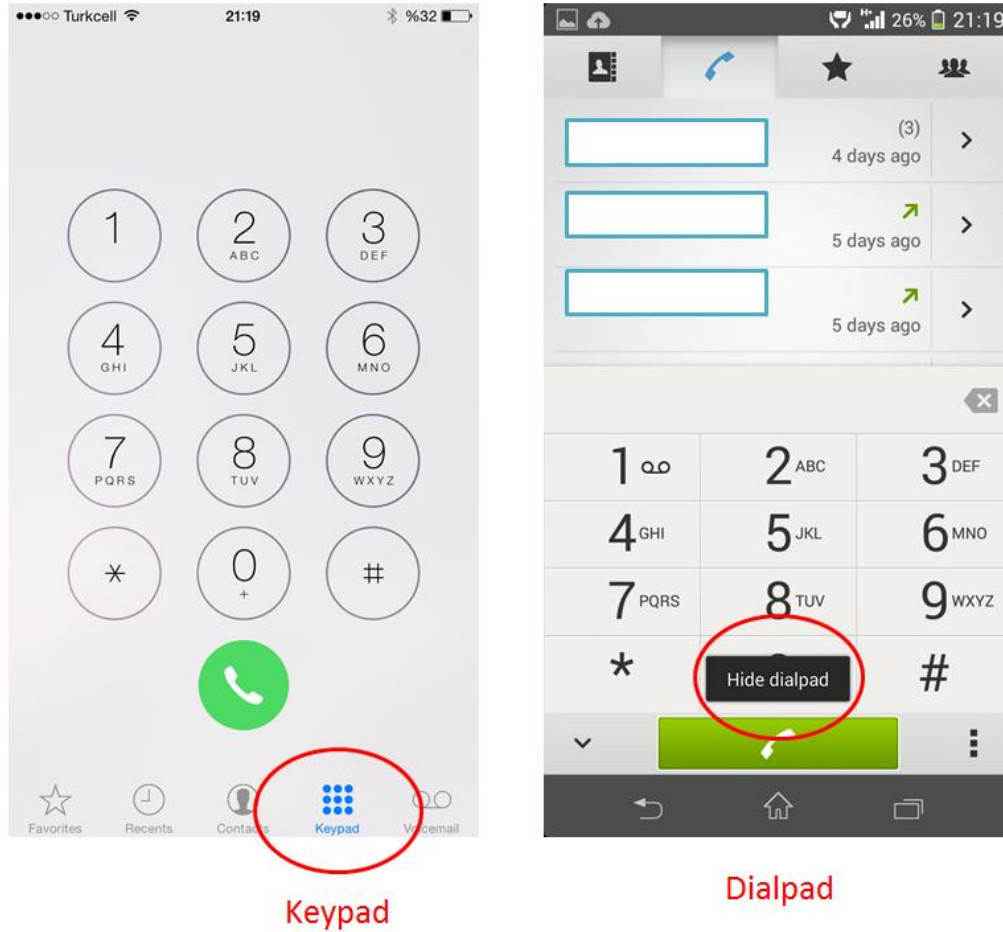
“Private browsing mode” and “incognito”



Private Browsing



incognito

Figure 4*“Keypad” and “Dialpad”*

Another clear example of term differentiation can be seen in camera and photography sector. The term used for image stabilization, which is defined as the technique, where “by actively removing the apparent motion of an object induced by vibration, tracking errors, and differential refraction in the atmosphere” image quality is improved (Teare and Restaino, 2006).

So in the list below you may see that most of the brands are using different terms to express the same function and concept to differentiate their product and terminology.

Table 1

The terms used for image stabilization.

Term	Brand
Vibration Reduction (VR)	Nikon
Image Stabilization (IS)	Canon
Optical SteadyShot	Sony Cyber-Shot
MegaOIS	Panasonic and Leica
Super Steady Shot (SSS)	Sony
Optical Stabilization (OS)	Sigma
Vibration Compensation (VC)	Tamron
Shake Reduction (SR)	Pentax

Another example of term differentiation can be pulled from automotive sector. As Kunibe and Tamai (1997) define, “an automatic engine stop-start system automatically stops an engine to reduce the fuel consumption whenever a predetermined condition is fulfilled and automatically starts the engine whenever another predetermined condition is fulfilled. This system is particularly arranged to detect gearshift lever position of an automatic transmission to determine various automatic stop/start conditions so that an engine in a car with an automatic transmission can be automatically stopped/started.”

In the table below you may see how automotive brands use the term explained above differently.

Table 2

The terms used for stop-start system.

Term	Brand
Start and stop	Citroen
idle stop	Honda
Smart stop	Toyota
Auto start stop	BMW
Intelligent stop and go	KIA
i-stop	Mazda
start/stop	Volkswagen

It is common for companies to use different terminology to refer to the same product or service in order to appeal to different audiences or to create the desired brand image. For example, a company that sells a line of high-end luxury cars might refer to their vehicles as "premium automobiles," while a company that sells a line of budget-friendly cars might refer to their vehicles as "economy vehicles." Both companies are selling cars, but the different terminology they use helps to create different perceptions of the products in the minds of consumers.

For IT based industries, Apple refers to its online store for downloading mobile apps as the "App Store" while Google refers to its similar store as "Google Play". Google refers to its feature that allows users to search the internet using voice commands as "Google Voice Search" while Apple refers to a similar feature as "Siri". Microsoft refers to its line of office productivity software as "Office" while Google refers to its similar suite of products as "G Suite". Sony refers to its line of high-definition television sets as "Bravia" while LG refers to its similar line of products as "OLED TVs". Microsoft refers to its

feature that allows users to switch between open windows or programs as "Taskbar" while Apple refers to a similar feature as "Dock". Intel refers to its feature that allows users to securely log in to their devices using facial recognition as "Intel Authenticate," while Microsoft refers to a similar feature as "Windows Hello." Microsoft refers to its feature that allows users to automatically schedule and send emails as "Outlook Rules" while Google refers to a similar feature as "Gmail Filters". Apple refers to its feature that allows users to make phone calls over the internet as "FaceTime" while Google refers to a similar feature as "Google Duo". Microsoft refers to its feature that allows users to access their documents and files from any device as "OneDrive" while Google refers to a similar feature as "Google Drive". Cisco refers to its feature that allows users to connect to and control their home devices remotely as "Smart Home" while Samsung refers to a similar feature as "SmartThings". Intel refers to its feature that allows users to optimize the performance of their computers for specific tasks as "Intel Performance Maximizer" while AMD refers to a similar feature as "AMD Ryzen Master". Amazon refers to its subscription-based streaming service for movies and TV shows as "Prime Video" while Netflix refers to its similar service as "streaming". Microsoft refers to its feature that allows users to collaborate on documents in real-time as "Office 365" while Google refers to a similar feature as "Google Docs". Apple refers to its feature that allows users to find their lost or stolen devices as "Find My iPhone" while Google refers to a similar feature as "Find My Device".

For automotive industry; Toyota refers to its feature that automatically adjusts the speed of a vehicle based on the speed of surrounding traffic as "Dynamic Radar Cruise Control" while Honda refers to a similar feature as "Adaptive Cruise Control". Subaru refers to a similar feature as "EyeSight". Ford refers to its feature that allows drivers to start

their vehicle remotely as "Remote Start" while Chevrolet refers to a similar feature as "Remote Vehicle Start". Tesla refers to its feature that allows drivers to charge their electric vehicles at home as "Tesla Wall Charger" while Nissan refers to a similar feature as "Nissan EV Home Charger". Toyota refers to its feature that helps drivers maintain their lane and stay within their lane lines as "Lane Departure Alert" while Mercedes-Benz refers to a similar feature as "Lane Keeping Assist". BMW refers to its feature that allows drivers to adjust the firmness of their vehicle's suspension as "Adaptive M Suspension" while Audi refers to a similar feature as "Adaptive Suspension". Ford refers to its feature that allows drivers to automatically park their vehicle in a parking spot as "Active Park Assist" while Lexus refers to a similar feature as "Intelligent Parking Assist". Tesla refers to its feature that allows drivers to summon their vehicle to a location using their smartphone as "Tesla Summon" while BMW refers to a similar feature as "Remote Control Parking". Toyota refers to its feature that helps drivers see around corners and through blind spots as "Blind Spot Monitor" while Audi refers to a similar feature as "Audi Side Assist". BMW refers to its feature that allows drivers to adjust the firmness of their vehicle's steering as "Adaptive M Steering" while Mercedes-Benz refers to a similar feature as "Dynamic Steering".

In the glass industry, Guardian Industries refers to their laminated glass products as "SafeLite" while Pilkington calls their tempered glass products "Toughened Glass". AGC Glass Europe refers to their insulated glass products as "Thermal Glass" while Saint-Gobain Glass India Group refers to their float glass products as "Planilux". "Şişecam Tinted Float Glass" uses the terminology as the trademark of the body tinted float glass range of Şişecam Flat Glass.

For the textile and fashion industries, it is common for fashion brands to use proprietary names or branding for their products, which may be different from the standard terminology used in the industry. This can help to create a unique brand identity and differentiate a product from those of competitors. Here are a few examples of proprietary names or branding used by different fashion brands to describe similar products. Nike refers to their cushioned soles as "Air" while Adidas calls their cushioned soles "Boost". Converse uses the term "All Star" to describe their classic canvas sneakers while Dr. Martens calls their air-cushioned soles "AirWair".

These are just a few examples, and there are many other fashion brands that use proprietary names or branding for their products. In some cases, these names may be used to describe a specific technology or feature of the product, while in other cases they may be used to describe the product itself.

Under Armour refers to their moisture-wicking fabric as "HeatGear" while Puma calls their moisture-wicking fabric "DryCell". The North Face uses the term "Thermoball" to describe their synthetic insulation Patagonia calls their synthetic insulation "Thermal Pro". Gore-Tex is a brand of waterproof and breathable fabric that is used in a variety of outdoor and athletic products. Many companies use Gore-Tex fabric in their products and may refer to it by this name. Nike uses the term "Dri-FIT" to describe their moisture-wicking fabric, which is designed to help keep the skin dry and comfortable by drawing sweat away from the body. Under Armour's "HeatGear" fabric is designed to wick moisture and keep the skin cool and dry in hot weather. "Coolmax" is a brand of moisture-wicking fabric that is designed to help keep the skin cool and dry by drawing sweat away from the body. Many companies use Coolmax fabric in their products and may refer to it by this

name. "Thinsulate" is a brand of synthetic insulation used in clothing and other products to help keep the body warm in cold weather. Many companies use Thinsulate insulation in their products and may refer to it by this name. Nike refers to its feature that tracks and stores data on users' workouts as "Nike Training Club," while Under Armour refers to a similar feature as "UA Record."



2. CONCEPTUAL FRAMEWORK

Today, every company that has established or wishes to establish its place in the global market knows that it takes more than just coming up with a nice logo or creating a catchy phrase. They know what they need to serve their customers' needs and start doing so with an effective communication. The use of a proper language; a proper translation for international consumers, making this language consistent, making sure that it has its own tone of voice, making use of necessary tools to follow up with the process; creating a unique, customized and again, a consistent terminology is required to achieve success, form a trust and integrity.

Three interviews have been carried out with managers from Microsoft, Facebook and Sony to see how these successful businesses approach to content management, to the use of terminology and to learn what methods they use for these. These interviews prove the proposed importance of clear and defined communication; and help us better understand the need for localization with a proper and consistent terminology.

Due to the nature of each company, even though the general perspective of the questions is similar, they are asked different questions, which gain their shape throughout the interview process. It is important to note that certain information are not provided by the managers because of their confidentiality; but it also important to note that this has not affected the study in any way.

2.1 What is Terminology?

In a standard published by the International Organization for Standardization (ISO), “terminology” is defined as 1) “A set of designations belonging to one special language.” and as 2) “Terminology science. Science studying the structure, formation, development, usage and management of terminologies in various subject fields” (Sauberer, 2011).

Terminology refers to a set of terms in a specific area such as networking terminology or medical terminology. It is concerned with collection, description, processing and presentation of terms belonging to specialized areas of usage of one or more languages (Ceusters, 2001). It supports content creation, term definition, translation, and other various forms of information management. It also refers to a professional discipline related to studying and managing terms. In this sense, it differs from lexicology; which studies words and creates dictionaries. Terminology, as a discipline, studies and defines concepts and terms in specific domains. The similarities between these two disciplines can cause confusion; so a better explanation and pointing the differences can bring a clear understanding for both.

As stated, lexicology studies the words in general, it defines words, and creates general-purpose dictionaries. Lexicographical work identifies different meanings of the words, and presents them alphabetically. While synonyms of words are distributed throughout the dictionary, polysemes (multiple meanings) and homonyms are grouped together. This can be called a word-based working method, whereas in terminology, the working method is concept-based. It consists of information about domain-specific

concepts and the terms that designate them. These concepts are linked to objects or ideas relevant to that domain. The terms form a field of specialist knowledge such as “gastronomy”, rather than “food and drink” and so they offer a conceptual organization of terms. It is presented with a system of classification, along with an alphabetical index. Therefore, while a lexicographical dictionary consists of various senses of a headword in a general language, terminology is organized by concept rather than headword and represents domain-specific knowledge such as “agriculture” or “metallurgy”. If a term has more than one meaning, it is presented in its own domain (Melby, 2012).

Again, it is important to note that a proper terminology deals with the relationship between concepts rather than with the objects they represent. Also, terminological resources do not always have to consist of words; symbols, codes or even drawings can be a part of it, especially when we are talking about multimedia systems (Rashidova, 2001).

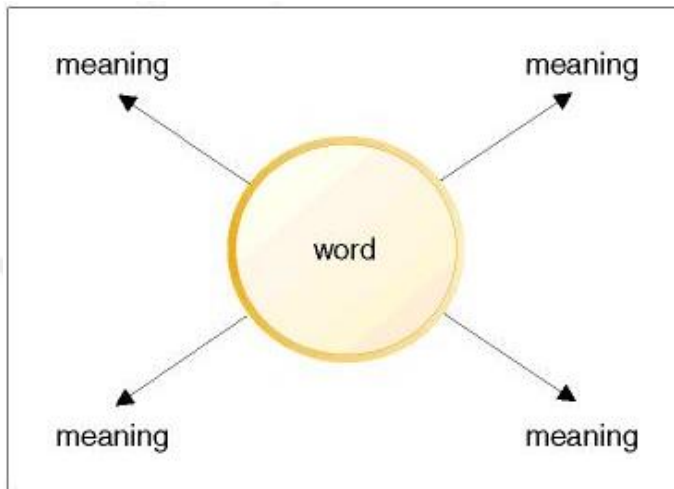
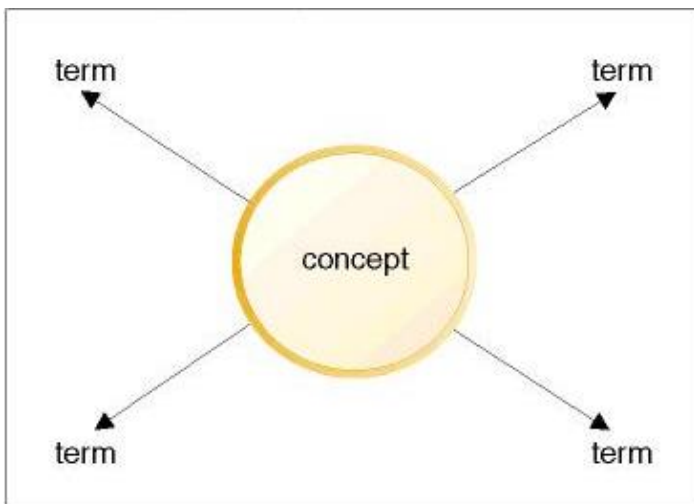
It is obvious that companies need to convey a clear image of what they offer, therefore, the consistent use of a unified language generates a great part of this effort to build a strong, persistent and clear image. This of course requires expertise in market, language and culture and the necessity for terminology management.

2.1.1 Terminology

Terminology is important for any organization for shared understanding and sustainable concept unity. Also it is important for creating the ability of two or more different locales, departments or branches to exchange appropriate information

accurately. To emphasize this point of view, one can take a look at National Committee on Vital and Health Statistics' take on the matter: "If information in multiple locations is to be searched, shared, and synthesized when needed, we will need...common vocabularies for personal, clinical and public health information" (Warren&Hartley, 2012; Hartley, 2012).

One of the leading companies that give importance to and make use of terminology management is IBM, and they offer systematic solutions for terminology problems that might occur. They suggest creating a strong terminology database, which contains synonyms, homonyms, new terms, and cross references and which should be accessible by all of the employees in the company. Similar to what is explained above in the "What is Terminology" chapter, they suggest forming two different entries, both of which are "lexicological" and "terminological" entries. The first one focuses on words and their meanings such as in a conventional dictionary, while the latter focuses on concepts and therefore terms. Below are the diagrams that better illustrate the formation. (IBM, 2015).

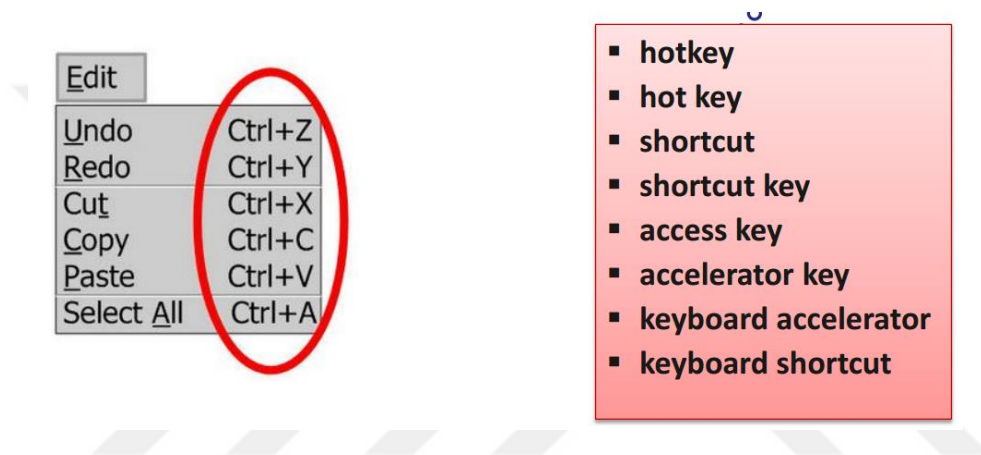
Figure. 5.*Lexicological Entry***Figure 6.***Terminological Entry*

We may see a good example of terminology inconsistency from customer point of view in the figure 7. The concept of the term is a function: It enables you to give a

command to a computer from your keyboard with a key combination. In the example same term is used in a variety of inconsistencies, which points to the same concept. So this is called a creating a synonym and variants for one concept and in one language.

Figure 7.

Terminology Inconsistency



2.1.2 Localization

Localization is the process of modifying a product to certain language, which is basically done by translation. However, it requires more work than that. Localization necessities to include the culture of target region, as well as its customs, values and technical characteristics (GALA, 2014). Hereby, with localization, companies prepare and publish content for global markets, which has now become a fundamental requirement for any business. The process of globalization is also associated with localization; in this process, when launching a product globally, companies integrate localization along with business management procedures and prepare and launch their products internationally. As one can clearly see, the difference between globalization and

localization is that the former represents a growth towards international markets, whereas the latter focuses specifically on a particular one. The final goal of localization is to adapt the product; make it seem like it has been prepared and developed exactly for that local market, enabling the company to effectively communicate with its customers (Smartling, n. d.).

There are numerous ways to identify the characteristics or values of a culture. According to sociologists, cultural experts, along with localization experts, these characteristics include the amount of context used in any given information, target culture's comfort with risk or ambiguity (meaning that whether the culture is fine with knowing or not knowing the detailed process), perception of gender roles and authority, and so on. Since every culture is unique, their expectations differ and while some cultures call for specific and distinctive messages, others can work with rather implicit messages with symbols or metaphors. For example, Japan absolutely avoids risks, have a more masculine form of authority with a hierarchal society, which makes the country more open to implicit messages; whereas Sweden has a lower avoidance of risks, balanced authority in terms of femininity or masculinity and a very individual society and they expect 'to the point' messages (Smartling, n. d.). The localization process of a product for these two countries would obviously be very different from each other as their cultures; customs and values are very distinct.

All these differences regarding the cultures and expectations point to the importance of customer satisfaction and in the case of localization, familiarity is a key element to achieve it. In our age, one of the most important forms of localization is website localization. According to localization market research firm Common Sense

Advisory, 52% of online consumers buy products from the websites, which serve in their native language. Moreover, 85% of online consumers would not consider buying without first examining it in their native language (Translations.com, 2002). This shows that companies must “reach” to their customers with a proper localization process, which requires pinpointing the cultural necessities, along with use of technology to suit today’s customer’s needs.

2.1.3 Content management

Consistent data storage and information delivery are essential for businesses. To manage a content which includes images, forms, web content, videos, formal correspondences, and so on can be daunting and time consuming – if not managed properly. Content management refers to creating, managing and storing information. In a content management system, information about these files (digital assets) and even files themselves are available to be reached (Grant, 2000). To obtain the maximum benefit, companies need to actively manage and make use of the system. It is crucial for companies’ brand integrity (since a user can publish a company content and a with a content management system that limits available information this can be avoided), for their customer satisfaction (since it allows faster and reliable response to their needs), for their employees (since it makes it a lot easier to spot and access content), and for their partners or suppliers as well.

With an efficiently built content management system, information can be re-used and can be integrated with other applications, allowing a more automated working

system, some of the steps of which used to be done manually. This naturally results in cost and time reduction, quality, performance, customer service and brand improvement. If a company uses incompatible information systems within the same organization, its value and effectiveness drop significantly because then the process becomes business-specific and unable to support any other business, leaving the company with a silo effect (Zhu et al., 2010). To get rid of the silo effect, maximizing the re-use and sharing of content with a centralized content management is necessary.

It is especially important for today's customer to be offered service online, and contents published on websites are often done in an inconsistent manner, overwhelming the user and causing dissatisfaction. The content should be presented using a pre-determined template and other standard displays to protect uniformity and maintain consistency (Hannon Hill Corporation, 2010). Efficiently maintained online information increases customer satisfaction and common vision.

2.1.4 Consistency in communication

Brand consistency is one of the most important features in a successful business. To achieve this, companies must focus on a clear, understandable communication that is only possible with consistency. When companies create content, the original message can be interpreted differently, which cause confusion and can damage the brand, making it seem unreliable. Thus, the ability to reuse approved content and translations provides the consistency needed in order to form a healthy communication.

All the materials related to company literature that are published in a foreign language should be handled with a meticulous attention to ensure consistency and accuracy regarding the style and context. These materials introduce the company to its customers and suppliers and partners (Sternkopf, 2004). Therefore, to form a trust, which is largely based on consistency and expectation, using a consistent language is important because it increases the company's trustworthiness (Morgan and Hunt, 1994).

Presenting itself properly to outside world is not the only problem to be overcome, even within the same organization; lack of consistency in communication can cause misunderstandings, such as between departments. This obviously calls for some of the works to be re-done, resulting in loss of time and productivity. All in all, inconsistency affects the company's efficiency in many ways.

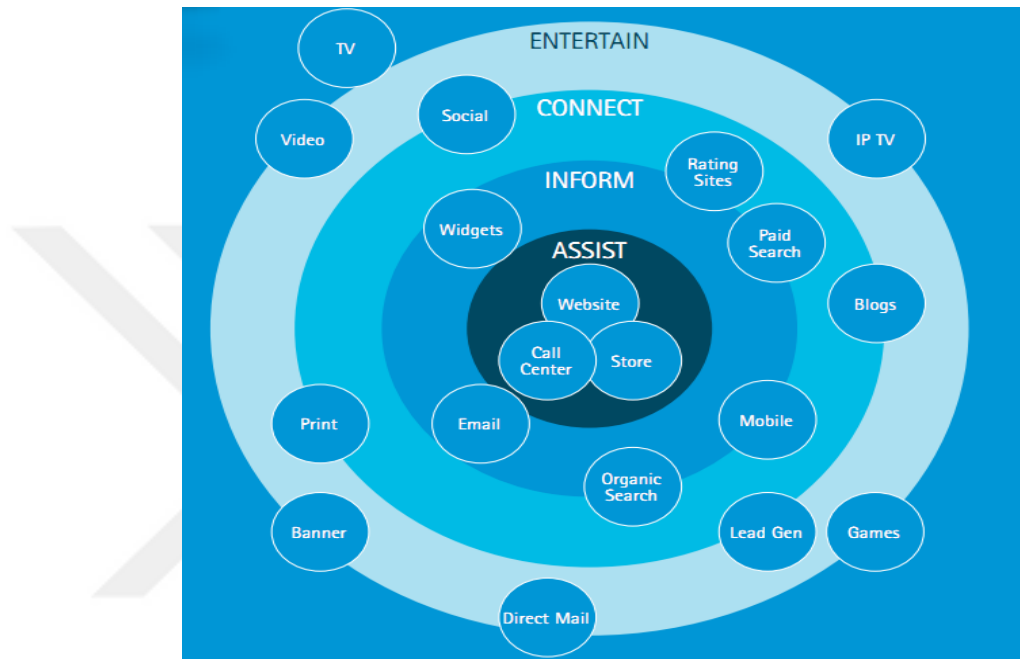
2.2 Marketing communication

After digital revolution in the last decades, we are witnessing a fast change in the environment of marketing communication. Marketing sources are changing their mass strategies to targeted and staggered marketing strategies. New media and technology create more channels every day and this challenging segmentation forcing marketers to shape their strategies accordingly. In this fast changing and moving unstable environment, integrated marketing communication became a must to preserve a consistent message and prevent message conflicts that can harm company and brand image. Today, although we can apply different strategies and budgets to different channels, we cannot separate traditional marketing and new marketing messages. A

standalone web or traditional marketing can't transmit the desired messages to targeted groups. To create a complete consistent communication of a product or service it is important to plan, coordinate and integrate all marketing strategies for all channels. This also applies to any communication audit or analyzes to identify the perception of the message that marketing team is delivering to target groups.

This takes us to the matter of integrated marketing communication (IMC), which basically plans how to convey the message in the most effective way to target groups. Percy (2008) states that IMC can briefly be defined as the planning and implementation of all forms of promotional and advertising-like messaging chosen for a brand, service, or company in order to achieve a shared set of communication goals. It is believed that planning and the capacity to communicate a consistent message are essential components of IMC.

In today's complex marketplace, which is full of information, and which is shown in the figure below, we have now long passed the phase where it used to be just traditional marketing, capturing the consumers' attractions. Today, it requires substantial amount of effort to attract the customers who, with the help of the technology, use digital devices and many different channels and thus expect the companies to deliver to their exact needs.

Figure 8*Today's complex marketplace*

This shows us that the companies really need to take a moment to re-think their strategies and come up with a fully developed and planned strategy, which ultimately builds a strong dialogue with the customers. It is an inevitable fact that today, consumers know exactly what they want the companies to offer, which necessitates them to form strong marketing communications to keep the consumers as loyal as possible.

In this sense, Keller (2009) suggests a model, the brand resonance pyramid, which is expected to help the companies to create intense loyalty relationships and establish a desired awareness and image in the minds of consumers. Keller emphasizes that integrating marketing communications consists of combining different marketing

approaches, and the resonance pyramid covers the part, which refers to the relationship between the customer and the brand and which highlights the importance of the psychological bond that customers have with the brand.

Pelsmacker (2004) sets forth a table that contains the elements, which encourages the companies to alter their marketing approaches into a more integrated form:



Table 3.*Changes in the marketplace – drivers of integrated communications*

Drivers of integrated communications
Loss of faith in mass media advertising
Media cost inflation
Need for more impact
Need for more cost-effectiveness and efficiency
Media fragmentation
Audience fragmentation
Increased reliance on highly targeted communication methods
Low levels of brand differentiation
Increased reliance on highly targeted communication methods
Increased need for greater levels of accountability
Technological evolution and revolution
Greater level of audience communications literacy
Overlapping audiences
More complex decision-making units
Need to build more customer loyalty
Move towards relationship marketing
Globalization of marketing strategies

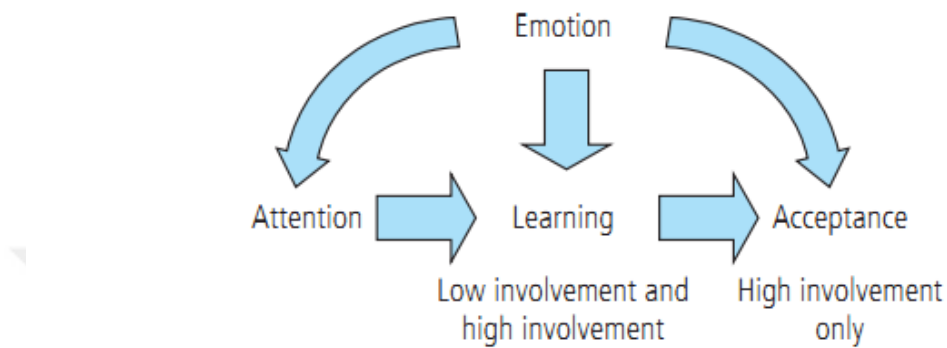
The elements in this table clearly demonstrate the need for an integrated marketing communications (IMC). However, it is a difficult task to find and make use of the options since they are diverse and abundant. The best way to overcome these

overwhelming alternatives is to understand these communication options and specify the ones that the brand can optimally make use of. It is important to understand, establish, develop and apply the necessary marketing communication tools.

It is also important to note that when using different integrated communication tools, overall consistency is highly significant. For example, when a look used on a promotion campaign is the same with the brand's advertising, it will be a lot easier to convey the message and create a uniformity thus making the communication more effective. Practicing a proper IMC would help at this point. In fact, market's complexity is in direct proportion to the necessity of an IMC program. Percy (2008) suggests a six-step paradigm that helps achieving the desired target audience action:

Exposure → Processing → Communication Effect → Target Audience Action

IMC makes sure that all of these variables contribute to the whole process. Furthermore, as Percy continues, the Processing element consists of four different responses as shown in the figure below:

Figure 9*Processing responses*

With these said, even though IMC is suggested as a suitable marketing paradigm, the fact that it solely focuses on the outgoing messages even though it uses several integrated messages from different sources (see the figure below), the concept of integrated communication sees the consumer as an object rather than a subject.

Figure 10*Five sources of messages*

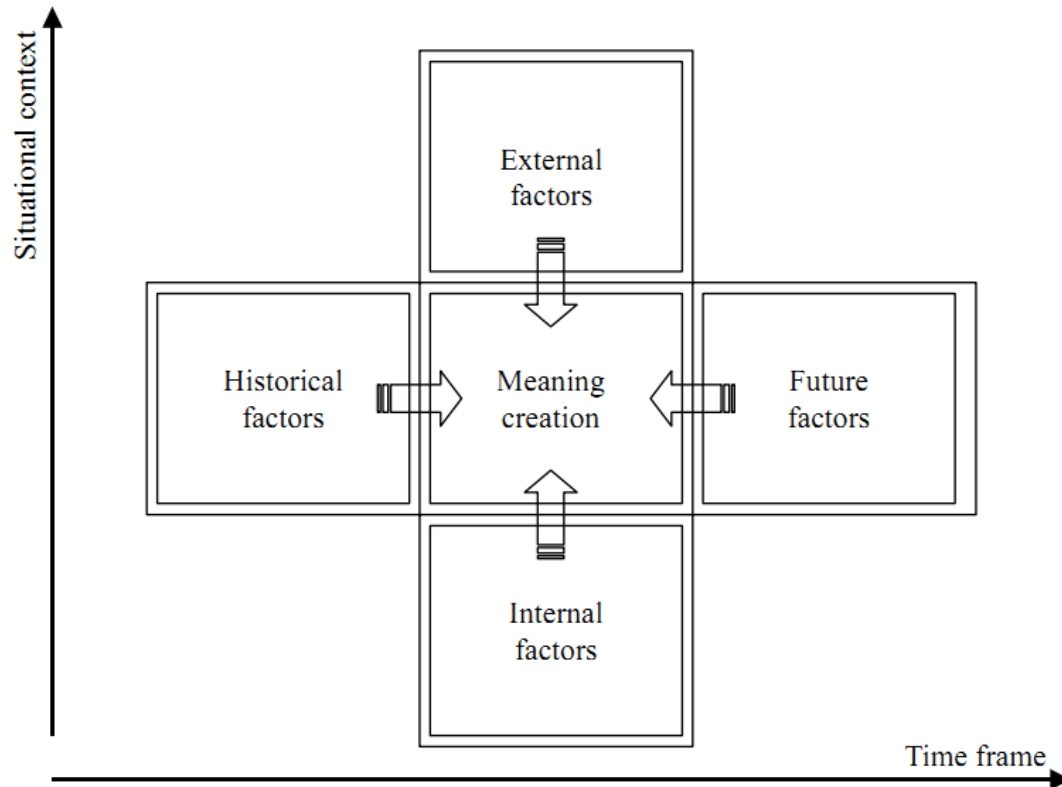
In order to overcome the problem of outgoing messages, Finne and Grönroos (2009) suggest a different focus, the meaning, which connects the marketing communication with relationship marketing. “Meaning” is a concept that has been used in various disciplines, which creates different interpretations of the term. However, meaning in terms of “meaning creation in a relationship” is the focal point here and it is important to realize which elements are parts of this meaning creation.

As Finne and Grönroos (2009) state, analysis of an advertisement's impact is impossible without considering the context. While some of the messages that a company communicates may relate to one or more of the meaning-creating variables, others may not be integrated with any other component and instead be taken at face value. The four components each have a different effect on how the consumer creates meaning in various circumstances. Thus, it is important to understand how various components interact with each other. When a customer creates meaning in the context of a relationship, like in the case of an advertisement and various other elements, this becomes a case of relationship communication. Thus, both time and situational elements must be taken into account at the same time when determining whether communication efforts are seen in a relationship context or not.

They go on to suggest The Relationship Communication Model, which as they state, proposes a broader view compared to traditional IMC view (see figure 4). It helps analyzing the meaning creation from communication messages.

Figure 11

The relationship communication model with time and situational dimensions



They suggest that focusing only on outgoing integrated messages is definitely not enough and different types of messages must be included in the process, other than including only the sources of communication messages. They emphasize that four different factors, two being about time and two situational, (historical and future; internal and external, respectively) and that these factors should be considered for the sake of truly integrated messages that in fact correspond to customers' point of view. Thus, the process then becomes a different one not solely focusing on outgoing messages.

Surely, applying this model does not only mean including messages associated with relationship.

2.2.1 Language and perception

Wilbur Schramm (1955) developed the basic communication system, which simply consists of a sender, a message and a receiver, as shown in the figure below:

Sender $\Rightarrow$ Message $\Rightarrow$ Receiver

Of course this is the simplest and basic approach; it should be noted that in communication, there is more to it than just sending a message. Before explaining the communication process, it's important to point out the basic forms of communication, verbal and non-verbal.

Communicating our message verbally to the receiver, the sharing of information between the individuals using speech is verbal communication. Non-verbal, on the other hand, is the communication where the message is sent not through verbal codes (words), but rather through variety of ways such as gestures, eye contact, use of voice (paralanguage) or use of appearance.

It is clear that the process of communication starts with a sender, or a source, which could be a person or an organization. The source creates or encodes a message in words (verbal communication), or symbols and signs (non-verbal) for the receiver. The process continues with the sender's encoding the message, putting it into symbolic form.

The encoded message is transmitted through a channel, which can be direct such as person-to-person or telephone, or indirect such as advertising (Rugimbana & Nwankwo, 2003). Then comes the decoding phase, where the receiver transforms the message coming from the sender.

Since encoding and decoding are both mental processes (Hanstén, 2009), a common knowledge and thinking between the sender and the receiver is of great importance. This enables the message to be received accurately. Whether or not the message was understood can be determined via feedback. By receiving feedback, the sender is able to determine whether or not there is possible disconnects between the intended and interpreted message (Rugimbana & Nwankwo 2003). So the basic communication process shown in the figure above turns into this:

sender $\Rightarrow$ encoding $\Rightarrow$ message $\Rightarrow$ decoding $\Rightarrow$ receiver $\Rightarrow$ response $\Rightarrow$ feedback $\Rightarrow$ sender

These provide a foundation for communication process. Therefore, when a company introduces its product, it is extremely important for it to convey its message clearly so that the customers (the receiver) can decode the message properly. So it should be noted that communication is one of the key factors for marketing.

It can also be added that in communication, the way in which the message is sent is worth to mention. The subtle word changes made by companies can alter the customers' perception. A basic example is to use "we" instead of "you and me" or "you and us". Although this kind of communication is expected to build closeness between the brand and the customer, it has both positive and negative effects, depending on the

customer's expectation and perception of the product (Sela, Wheeler & Sarial-Abi, 2011). This shows us the importance of common language as a tool in communication.

2.2.2 Noise in terms of language

During the communication process, when an encoded message is transmitted through a channel, it might face some distractions, which can interfere with its reception. This is called noise. These distractions can occur because of many factors. Noise can take many forms, including distractions from pictures on the wall or objects in the room. It can be the inclusion of irrelevant material or an unsystematic approach to the topic in written forms of communication. Noise includes different perceptions of the message, language barriers, interruptions, emotions, and attitudes. Communication elements are the sender, the message, the medium, the receiver, and the feedback. If there is any noise in these elements, complete clarity of meaning and understanding does not occur. This results in a barrier to communication. Removing these barriers is one of the easiest ways to improve communication (Lunenburg, 2010).

Generally speaking, noise can be divided into three main categories: internal, external and semantic. External noise is closely related to environmental factors such as sounds, smells, sights that cause distraction. Internal noise can stem from illness and tiredness, or even one's thoughts - daydreaming in many cases – these can interfere with the process.

According to Darnish and Ramu (2018), principal barriers to communication are categorized in ten different types. These are listed below:

1. Noise
2. Physical barriers
3. Mental attitude
4. Poor feedback
5. Poor listening skills
6. Selection of inappropriate medium or language
7. Body language (non-verbal communication)
8. Excessive talking
9. Prejudice
10. Distractions

Any impedance that occurs between the communicators, i.e., the message sender and the receiver is referred to as noise. In written forms of correspondence, the noise may be the consideration of unimportant information or an unorganized approach to the subject. Other people's intrusions, a ringing phone, or external commotion, such as activity outside a building or people conversing nearby, are a few examples of different sorts of noise (Darnish & Ramu, 2018).

The primary types of noise in communication include physical, physiological, cultural, and semantic noise. Semantic noise is important in written communication and you should choose your terminology and words very carefully. It results from complex, technical, autochthonous, or grammatical communication errors. This type of noise occurs as a result of the message's different meanings between the sender and receiver.

Here are five types of noise in communication: physical noise, physiological noise, cultural noise, semantic noise, and semantic noise. Semantic noise is important in written communication and you should choose your terminology and words very carefully.

Semantic noise is a communication barrier caused by misunderstandings about the meaning of words. It occurs when there is a misunderstanding about what certain words mean within the context they're used in a message; this can occur because one person has never heard them before or because they've never been explained clearly (e.g., digital). It results from complex, technical, autochthonous, or grammatical communication errors. For example, suppose I say "I'm not feeling well today." You might decide that you want to know more information about my health (e.g., "Are you sick?"). But what if I meant that I was tired? This misunderstanding between us could lead to an argument or confusion over our roles as friends or colleagues if we do not understand each other correctly.

In written communication, semantic noise is a communication barrier caused by misunderstandings about the meaning of words. It results from complex, technical, autochthonous, or grammatical communication errors. Semantic noise occurred as a result of the message's different meanings between the sender and receiver.

The five types of noise are physical noise, physiological noise, cultural noise, and semantic noise. Physical noise refers to any kind of interference that is not directly related to language but affects it nonetheless. Examples include poor recording quality or poor sound quality in general. Physiological noise includes factors such as fatigue and stress that interfere with the sender's ability to send coherent messages. Cultural noise refers to any kind of misunderstanding resulting from cultural differences between the sender and receiver. This can occur because of differences in culture or language background, or because one party assumes something that isn't true about another party's culture or language background.

Semantic noise occurs when the sender and the receiver do not share a common knowledge or terminology on the given subject; so the receiver does not understand or clearly understand the sender. In this type of noise, reactions arouse because of discriminatory remarks, red flag words, and controversial symbols.

Companies generally encounter with semantic noise in terms of their language use. In order to avoid this, companies must employ clear, comprehensible message that will appeal directly to the customers. One of the key factors to avoid confusion is to use a unified terminology. For example, a customer might get lost in so many terminological versions of a “shortcut”; it has also been called, shortcut key, hot key, access key, keyboard shortcut etc. Companies generally have different definitions for each term such as mentioned above, but from the customer's point of view, this could be quite challenging. When a concept is addressed with different terms, it loses its meaning, causing confusion and creating noise. Therefore, the customer does not receive the

message. Simple and clear use of terminology helps companies transmit their messages, helps customers understand the message and reduces noise.

According to Abuarqoub (2019), language or semantic barriers result when many words have multiple meanings and a sender and a receiver attempt to communicate in a language they do not fully grasp. The message might not get to its intended recipient or destination because of flaws or other barriers in the communication system. Language barriers can lead to miscommunications that result in conflict, irritation, offense, and the loss of time, effort, and money. These barriers break down the communication process by preventing the flow of information between the sender and the receiver. In situations like this, the sender should be attentive in terms of word choices and the language he/she uses to the recipient in order to avoid misunderstanding and convey the intended message. When the sender doesn't use simple and clear words, there is a possibility for the receiver to misinterpret the message.

For instance, depending on how it is used, the adjective "yellow" might have various meanings. Yellow is the main color and also represents freshness, beauty, disease, and decay. When we use it as "Yellow cow" it becomes, "holy cow" for Jews. It also means "caution" when it is used in the context of a "Yellow traffic light". While the "Yellow race" means "Mongolians", the "Yellow emperor" means the "Emperor of China". As a result, the receiver can interpret the words' meaning in a way that he/she sees fit, based on his/her imagination, knowledge, and background. That's why it is crucial that the receiver interprets the message according to the same meaning that the sender meant. The gap between the meaning as intended by the sender and that as

understood by the receiver should be demolished by simple, direct, and understandable word choices.

With these said, it is important to note that today, it is usual that companies encounter with noise in terms of cultural communication. Communication among people who share similar or even the same culture is often difficult enough. Therefore, it is even a more challenging task to overcome the boundaries that stem from different cultures. Cross-cultural or intercultural communication occurs when at least one's culture differs from another's in some aspects such as religion, language, values, social norms etc. In this kind of communication, it is a must to be aware of these differences. Since the impact of culture is strongly influenced by language, the receiver might be unable to understand or misunderstand the message due to the differences in communication practices and traditions, therefore it is important that the companies understand the importance of cultural values in communication and in this context, advertising. (Tian & Borges, 2011) Determining the cultural differences should form the basis of companies' strategies (Tian & Borges, 2011). Cultural experts and sociologists have determined numerous dimensions to measure culture and cultural values. Some of these are "the amount of context that is used to communicate information, comfort with risk or uncertainty, perception of authority, take on traditional gender roles, time orientation and technological development." (Smartling, n.d.). This way, they will avoid noise in terms of culture and consequently avoid failing in international markets.

2.2.3 Brand management

Over the years, branding has become a strategic tool for businesses. Especially after 1980s, brand name has gradually taken place of buildings and lands, which used to be important for showing companies' values. Even though everyone has an idea of what a brand is, defining the meaning of brand is not that simple. When we look at brand through a customer-oriented point of view, we can say that the additional cash flow created by the brand, which is actually the result of the customer's willingness to buy that particular brand rather than its competitors, or his willingness to pay more as a result of the beliefs and loyalty that are created by the brand through marketing over the years is one of the definitions of branding (Kapferer, 2008). Accordingly, it can be defined as, "a brand is a set of mental associations, held by the consumer, which add to the perceived value of a product or service" (Keller, 1998).

Of course, there is much more to it than this simple definition. The real deal behind a successful brand is the idea it bears; a desirable one. For example, almost everyone associates Volvo with manufacturing the safest car in the market, and this is an idea created by the company. The more this idea is acknowledged, the more powerful the brand becomes. Consequently, it is the values that are being sold, rather than products themselves. So coming up with a strong idea is one of the most important aspects of creating a brand (Kapferer, 2008).

Brand management emerged in 1931 when P&G decided to hire its own brand assistants who were to only advertise and do other marketing tasks. Again, another separate group was only responsible for sales activities. So over the years, companies

began to build their strategies mostly on establishing brands (Xavier, n. d.). On another note, it is important to realize that following the dynamics and the rapid changes in the market is essential in order to establish and sustain the brand. In addition, semiotic dimension of brands is contributing in terms of its success; it helps built awareness, associations, and customer loyalty. So it can be said that brand management and brand semiotics go hand in hand. In the end, brand logo or brand name supersedes product features and these are symbolically represented with audio, visual projects and signs (Oswald, 2007).

2.2.3.1 Role of language in brand management

Even though companies spend lots of time and money on their brand language in the source language, it is equally important for them to place the same emphasis on target language as well. Otherwise, the message conveyed in source language can be misinterpreted if the necessary attention is not given to target language, degrading the brand's value. In order to achieve a centralized branding strategy, companies must first need to identify the specific needs of target culture and accordingly target language, and must decide how the brand is to be represented in that particular language. By cooperating and making contacts with the local markets, companies can better identify those needs and build a strategy. Style guides, sample translations and feedbacks from the local markets can be of great help in this regard (TransPerfect, 2007).

The Coca-Cola Company is a great example for this case. Even though the themes it adopts are generally consistent throughout the regions that it serves, some specific

adaptations are also carried out to meet the culture's expectations. For example, the company turned their slogan "side of life" into "sete CocaCola de viaÑă" ("Coca-Cola thirst of life") for Romanian language (Andreea, 2007), which hints the company's success globally. This kind of use of language definitely helps us understand the importance of local-specific approach and highlights the brand identity.

2.2.3.2 Role of language in corporate workflows

To achieve success in global marketplace, companies must realize that along with technology, customers have also evolved. Therefore, they should seek customer's needs and wishes and deliver their service accordingly. The key to success in today's customer-driven world is to form a contextual understanding of their global customers (SDL, The New Global Customer Experience Management Mandate). This requires a specific attention to the use of language, so that there will be a consistent communication with customers all around the world.

Here, the importance of a consistent and agreed terminology becomes clear. Effectively managed terminology forms a unified language and voice, serves customers better in terms of comprehension, reduces confusion, and raises the overall quality of the company. It also allows a company to market itself way more effectively.

2.2.3.2.1 Controlled language

Although it is clear that controlled language is used to eliminate confusion and create consistency and that generally known simplified or technical languages are

Caterpillar Technical English, IBM's Easy English; there is not a specific or generally accepted definition for it. This matter is discussed by Tobias Kuhn¹ (2013), and to illuminate his opinion, he presents two different definitions of controlled language by Kittredge (2003) and Fuchs and Schwitter (1995).

As Kittredge (2003) mentions, a controlled language (CL) is a constrained variation of a natural language that has been created with a specific goal in mind, most frequently the creation of technical documentation for non-native speakers of the document language. A typical CL adds the terminology required in a technical domain while using a well-defined subset of a language's grammar and lexicon.

According to Fuchs and Schwitter (1995), controlled natural language is a subset of natural language that can be processed properly and effectively by a computer while being expressive enough to be used naturally by non-specialists.

Kuhn discusses that although both definitions agree upon the fact that a controlled language is restrictive, yet based on a certain natural language and is generally a constructed language, the former definition emphasizes the comprehensibility of technical languages and the latter focuses on languages that can be processed by computers. Kuhn proposes a longer definition to avoid different or lacking definitions and suggests that in order to call a language a controlled language; it must have all of the four properties he presents, which are:

1. It is based solely on one single language called “base language”.

¹ Chair of Sociology, in particular of Modeling and Simulation, ETH Zurich, and Institute of Computational Linguistics, University of Zurich

2. It is more constrained in terms of vocabulary, syntax, and/or semantics than its base language, however this is not always the only difference between them.
3. It retains the majority of the base language's natural qualities, allowing speakers of the base language to intuitively and accurately grasp texts written in the controlled natural language, at least to a significant extent.
4. It is a created language, meaning that its definitions are deliberate and explicit and not the result of an implicit or organic process (even though it is based on a natural language that is the product of an implicit and natural process).

With this approach, he suggests that a controlled language is basically a constructed language which is more restrictive in terms of its syntax, lexicon etc. than the language it is based on.

Controlled languages simply enable non-English or non-native English users to comprehend documents easily and to improve the translation process of technical documentations (Crabbe). It is now extremely important for companies to build a strong communication with their target audience, and using a controlled language basically becomes a requirement. Companies form style guides which put together a collection of linguistic rules along with terminology, which covers the product names, units, abbreviations etc. and their terminology is managed in a term base, which is used by all employees and suppliers. All these form the basis of corporate language, which is an indispensable element for corporate identity.

2.2.3.2.2 *Style guides*

A style guide is simply a set of rules, regarding grammar, syntax and stylistic conventions to be used throughout the whole content. As the name implies, they serve as a guide showing how to implement for example currencies, unit differences (metric/imperial system), punctuation, capitalization etc. to target language. They immensely help managing a proper and consistent content.

Instead of setting a certain rule for right or wrong, style guides offer a resource for translators based on the target's needs and preferences. They present a linguistic coherence thus providing a healthy and correct communication (Washbourne, 2012).

2.2.3.3 *Terminology management*

Today clear, consistent and efficient communication is a necessity. It is not possible to create a brand or image with complex and mixed messages. Every company has its own terminology along with their product or services. All messages that come from source with branding messages also come with the brand terminology. Every brand has its own product or service with its own terminology. So we can say that brand terminology is a very strong feature that supports the brand.

Using consistent terminology is the key. The incorrect or inconsistent use of terminology may result in inefficiency, lack of quality and safety. By generating a proper and consistent terms for the same concepts, terminology management enables companies

to raise their quality, avoid misunderstandings and confusions that waste time and money (Thomas, 2005).

Terminology management helps saving time by organizing development, writing, editing, review, and translation processes. With a proper and approved terminology, editors, reviewers, and translators can use automated tools to insert and verify terminology. It also helps sharing knowledge; a well-designed, constantly updated term base makes communication inside and outside the organization much easier. Furthermore, it helps newly hired or transferred employees to get accustomed to any unfamiliar domain with ease. It also helps the organizations to use the same terms within and across the same documents; it enables them to function with a unified voice. With project-specific term bases, team members can avoid coining multiple terms for the same concept, which otherwise can cause confusion for users or postponement for terminology harmonization (Muegge, 2007).

Because it enhances technology transfer and enables the exchange of relevant information, terminology should be and is widely supported worldwide. Although this is the fact, we lack ideally formatted publicly available terminology resources. On this matter, it is important to quote from Pointer Project Report in Europe:

“Despite the importance of terminology, there is a general lack of accurate, up-to-date, structured, easily (re)usable terminological resources and literature and, even more importantly, of readily accessible information and distribution channels. This is true of all applications of terminology and especially of its two primary markets: language industry products and linguistic services, particularly translation. Few existing resources are reliable, and even fewer are available on-line, while those that are disseminated by

electronic means are dependent on a given system and hence not easily portable. In addition, the maintenance of existing terminologies, especially in innovative and hence fast-moving areas, is an acute problem. The lack of resources causes problems both in terms of synchrony (absence of required resources at a given moment) and in terms of diachrony (difficulty of following neological development). The situation is particularly acute with respect to lesser-used languages such as Greek, Italian and the Eastern European languages (in such cases, English is often used as a "relay language"). However, the problem also affects innovative and, in some cases, even mainstream areas in major languages such as Spanish and French, and, to a lesser extent, even English. The deficiency even applies in those areas in which dictionary production is commercially profitable (or at least performed on a commercial basis) although this accounts only for a small minority of terminology work.” (Rashidova, 2001).

Communication problems generally occur not because of insufficient language skills but rather due to lack of terminology knowledge (Gorjanc, n. d.). For a successful terminology management, specialized computer tools are of great importance. These tools allow users to prepare and analyze language resources, to store and manage the data. Learning about these resources and tools starts with compiling a specialized corpus, which consist of corpus linguistics such as analyzing a specific field, obtaining texts that are in accordance with the corpus and processing the text into a corpus form. To analyze the corpus data, there must be some familiarization with certain tools, i.e., WordSmith Tools, Monoconc and Paraconc, Sketch Engine, etc. These tools enable users to compile word lists, perform coherent analyses, and identify keywords. Then come the creation of

terminological data and managing it, using tools such as SDL Trados MultiTerm (Gorjanc, n. d.).

To put it more clearly, terminology management starts with terminology research, meaning that companies need to identify words that are important enough to authorize their consistent use in documents. When the terms are decided upon and entered in the term base, they should determine if any additional information is necessary. This can be called the entry creation part of the process. Entering additional information is debatable; some companies choose not to create more than two-dozen categories. That being said, entering a definition – although time consuming and even expensive, is very important. The definition helps members choose correct terms among many options in the termbase, and allows new employees to familiarize themselves with the concepts. After that, an evaluation of the accuracy of the definitions and approving each entry is necessary. The reviewer should eliminate the repeated terms for different concepts; decide which terms are desirable and which are not. For an effective terminology management, a strategy should be decided on and the importance of timing should not be ignored thus terminology development should begin as early as possible. Also during the project, the experts on certain subject matters should be allocated accordingly (Muegge, 2010).

An example of DAF Trucks (PACCAR Inc) suits here as the company was in struggle with authoring and translation management process. The dealers and subsidiaries of the company did not have easy access to sales support information; therefore they lost a significant amount of time in searching for it or creating product information, causing them to lose time where they could be talking to potential buyers. This process without a doubt time consuming and inefficient and the dealers were always unsure whether the

information they offered was up-to-date and correct. On top of that, they lacked consistent information, which undermines the brand consistency. They simply needed to create a single source. They eventually worked this out (with the SDL Trisoft implementation) and were able to access accurate and consistent information just in time (SDL, DAF Case Study, 2012).

It can also be suggested that, to maintain a proper terminology management, use of glossaries should be viewed as an investment that ensures the consistent use of terminology. To be able to access the untranslated content and keeping it consistent with translated ones is crucial; and it helps content authors greatly (TransPerfect, 2007), since the glossaries not only contain terminology in source terminology and target translations, but also definitions, contexts and reviews (with dates). In terms improving quality, glossaries play a crucial role along with Translation Memory and style guides.

The importance of terminology management is loud and clear; and an unmanaged terminology results in delays, misunderstandings, and content multiplication, loss of time and money and frustration.

2.2.3.4 Importance of terminology in branding

The customer's path to the product starts through language. Language becomes a strategic tool when it's combined with branding and brand protection. In this sense, terminology functions as a transmitter of information between the brand and the customer. Without exact terms and clearly defined concepts, a healthy communication is impossible.

The corporate brand is the key element in establishing the value of the business. In this day and age, we have long passed the phase where the brand only stands for company logo. Creating a feeling of positive customer experience and service is extremely important. It now takes to create efficient management of corporate language and a terminology to develop and maintain a brand. Clear and exact terminology ensures brand consistency. If the management of language, subsequently terminology fails, the results can be quite harmful for the corporate brand. Inconsistent descriptions can cause delays in completing the product, product recalls or withdrawals or even legal issues. But the most harmful result without a question would be dissatisfied customers. Customer's satisfaction comes not only from his experience with product quality, but also from product information. A uniform, customer-oriented use of terminology is immensely important in creating and protecting the brand.

When creating a terminology, it is a must to use standard naming conventions, to set up consistent parameters and maintain that consistency throughout the process. Holly Royer suggests that companies use five-level hierarchy for a leveled structure in product definition called Product String, shown below:

Product ⇒ Category ⇒ Subcategory ⇒ Article ⇒ Stock keeping unit

According to Royer (2007), these levels can be explained in detail as follows:

The Product level is often linked to the trademark classification numbers and is as broad as possible. We can give the example of TM class 25. Using the TM classifications

makes it simple to track trademark rights globally and to analyze which TM classifications have been licensed for a given piece of intellectual property (IP).

The second level, Category, divides the Product into its logical components in a little more detailed manner. T-shirts, sweatshirts, and loungewear are examples of possible category definitions for clothing.

Subcategory, the third level, further clarifies the definition of the product. The Subcategory is frequently used to separate off size and gender for a product string for clothing. For instance, there could be subcategories for men's, women's, infants, and junior t-shirts under the category of t-shirts.

Before specifying the actual SKU, the Article level is the final descriptive level. Details like the style, approach, or materials are specified at this level. Possible Article meanings in the context of clothing can include cut-and-sew, embroidered, or screen-printed.

The most specific level is the SKU. Each product is given a distinct number and description, as well as other specific details like the date it was approved, the date it was first used, or the particular manufacturer. All of this data can be tracked, recorded, and assigned.

Using consistent names for all of these levels develops communication and makes sure that everybody is on the same page. Keeping the process simple and developing the terminology as the business requires is also of great importance.

Consequently, branding is all about conveying the brand message vividly, creating customer loyalty and establishing a communication with the customer, and that is possible through the use of language, therefore terminology.

Terminology is especially important in branding when a company has multiple brand categories because it helps to clearly differentiate and communicate the unique characteristics and value of each category to consumers. Consistent and clearly defined terminology for each brand category ensures that customers can easily identify and understand the different products or services offered by the company. This can also prevent confusion and mistrust among customers, who may be disappointed if they purchase a product that does not meet their expectations.

Having a clear terminology strategy for each brand category also allows companies to target different segments of the market and reach their desired audience more effectively. For example, using industry-specific jargon in one brand category while using more general terms in another can help to better communicate the value of each category to the appropriate audience. Additionally, having a consistent terminology across all brand categories can also help to strengthen the overall company brand and build trust with customers. This consistency can also make it easier for the company to launch new products or services under existing brand categories, as customers will already be familiar with the terminology and messaging associated with the brand.

In conclusion, terminology is important in branding when a company has multiple brand categories because it helps to differentiate, communicate and target the audience effectively, and also helps to maintain consistency and trust across the brand. It is crucial for companies to invest time and resources in developing and maintaining a clear terminology strategy for each brand category to ensure that it effectively communicates their unique message and value proposition to the target audience.

3. RESEARCH

3.1 Research Topic and Problem

Examining the use of unique terminology in product and service names as a branding and internationalization strategy in multinational companies.

The problem of the study is that in a highly competitive business environment, companies often strive to differentiate themselves from their competitors in order to stand out and attract customers. One way they may do this is by creating unique terminology for their product and service names in order to create a distinct brand image. However, it is not clear to what extent companies utilize this strategy and what factors influence their decision to do so. This study aims to explore the use of unique terminology in product and service names as a branding strategy in companies and identify any underlying factors or motivations.

3.2 Questions and hypothesis

The research problem prompted the creation of in-depth interview questions, including:

Questions:

- Are style guides utilized in the content creation process for your brand and products?
- Is there a system in place for managing content?
- Is the management of terminology handled at the product level during the content production and localization processes?
- Are any tools or technologies used to control terminology?
- Which departments are involved in the creation of terminology and what are their respective responsibilities?
- How does the company ensure consistency in language usage?
- Can you explain the localization process for terminology?
- Are there any words that are prohibited in company's content?
- Is there a strategy in place for the creation and development of terminology?
- Does the company strive to differentiate their product and brand terminology from competitors and do they value diversity in the creative process?

Hypothesis:

This study aims to investigate the extent to which companies use unique terminology in their product and service names as a branding strategy. In light of the literature review, two hypotheses have been formulated:

H1: Companies utilize unique terminology in their product and service names as a branding strategy to differentiate themselves from their competitors and establish a positive brand image.

H2: Factors such as industry type, target market, and company size may have an impact on the extent to which companies implement this branding strategy.

The first hypothesis proposes that companies use unique terminology in their product and service names as a branding strategy to stand out from their competitors and establish a positive brand image. The second hypothesis suggests that the extent to which companies utilize this strategy may be influenced by factors such as industry type, target market, and company size.

The study aims to examine and test these hypotheses by analyzing the terminology used by companies in different industries and target markets, and assessing how company size may influence the use of unique terminology as a branding strategy.

3.3 Purpose and scope of the research

Purpose

The purpose of this study is to explore the use of unique terminology in product and service names as a branding strategy in companies and identify any underlying factors or motivations.

Scope

This study will focus on four companies and will use in-depth interviews as the primary method of data collection. The findings of this study may not be generalizable to all companies, but they may provide insight into the use of unique terminology as a branding strategy in a sample of companies.

3.4 Significance of the Study

This study has the potential to contribute to the existing body of knowledge on branding strategies in companies. By examining the use of unique terminology in product and service names as a branding strategy, this study may provide insight into the ways in which companies differentiate themselves from their competitors and create a distinct brand image. The findings of this study may be of interest to researchers, marketing

professionals, and business owners who are looking to effectively brand their products or services. Additionally, the results of this study may have practical implications for companies looking to develop effective branding strategies.

3.5 Methodology

The goal of this study was to explore the use of unique terminology in product and service names as a branding strategy in companies and identify any underlying factors or motivations. In order to achieve this goal, semi structured in-depth interviews were conducted with four companies.

The semi structured in-depth interview technique was utilized for the purpose of gathering detailed information for the thesis. Prior to conducting the interviews, all four interviewees were informed about the thesis that was being written and the subject that they would be interviewed on. It was also made known to them that the interviews were being recorded for research purposes. The interviewees were all working professionals actively engaged in the field at the time of the interview. The interviews were conducted by the researcher.

The in-depth nature of the interviews allowed for a thorough understanding of the subject to be gained, as the interviewees were able to provide detailed responses and elaborate on their thoughts and experiences. The selection of actively working professionals in the field as interviewees provided valuable insights and perspectives

essential to the research. The utilization of the in-depth interview technique proved to be an effective method for gathering rich and detailed information for the thesis.

Semi structure in-depth interview with Microsoft Professional (code name X) is conducted on August 9th, 2014, for a total duration of 36 minutes. To ensure the accuracy of the information provided, I reached out to him on December 21st, 2022, to review and approve the answers he had given during the interview, which he did.

Facebook Professional Cem Zeki Sabah, who was working as Localization Lead was interviewed on September 22nd, 2014, for 26 minutes. On January 4th, 2022, updated approval of the information he provided was received.

On August 5th, 2014, Hüseyin Mergan is interviewed from Sony. The interview lasted for 25 minutes. Since the interviewee had left Sony at the time of writing the thesis, approval from Fulya Kaplan, the Manager of Localization and Translation is received. The interview transcript was sent to Fulya Kaplan and the approval was received on December 15th, 2022.

Olga Hergül, the Global Content and Localization Manager of Şişecam, is interviewed on December 16th. The interview lasted for 35 minutes. All these interviews were conducted as a part of the thesis and aimed at gathering detailed information about the problem.

The participants in this study were employees from four different companies, specially selected from international companies that continuously develop and invent new technologies in their own fields. These companies are Microsoft, Sony, Facebook, and Şişecam. Microsoft interviewee requested to remain anonymous, so he/she will be referred

to as Interviewee X. The other three participants will be referred to by their names and job titles.

Microsoft is a prime example of a company that effectively uses terminology in their products and marketing strategies. The company is known for creating its own terminology alongside the development of new technologies. This not only helps to establish their brand, but also allows them to control the language used to describe their products. One example of this is the use of the term "Windows" to describe their operating system. This terminology has become synonymous with personal computers and is widely recognized by consumers. Additionally, Microsoft has also created terminology for their Office Suite products, such as "Word" and "Excel", which have become household names.

Microsoft also makes sure to localize their terminology for different markets. They understand that different cultures and languages may have different connotations for certain terms, and therefore adapt their terminology accordingly. This is a crucial aspect of internationalization, which helps to ensure that their products are easily understood and accepted by consumers in different regions. In summary, Microsoft's use of terminology in their products and marketing strategies demonstrates their understanding of the importance of branding and language in the technology industry. Their ability to create and adapt terminology for different markets highlights their commitment to internationalization and their understanding of the cultural nuances that come with it. This is a key factor in the company's success in becoming a global brand.

Facebook is another example of a company that has successfully created its own terminology in conjunction with the technology and developments it has created in the social media business. The company's ability to create terminology that is consistent with

their brand tone of voice has been a key factor in their dominance of the market and their ability to overcome competition.

One example of this is the use of the term "News Feed" to describe the central feature of the Facebook platform, which allows users to see updates from their friends and pages they follow. This terminology has become widely recognized and is now commonly used in the social media industry. Additionally, Facebook has also created terminology for other features such as "Stories" and "Reactions", which have become an integral part of the social media experience.

It is important to note that creating such terminology is a calculated process, as it needs to be localized to many different languages. This is especially important for Facebook, as the platform is used by people all over the world. Therefore, it is important to create terminology that can be easily translated and understood by people in different regions. Facebook's ability to create its own terminology in conjunction with the technology and developments it has created in the social media business is a key factor in its dominance of the market. The company's commitment to creating terminology that is consistent with their brand tone of voice and can be easily localized in different languages has been instrumental in their success as a global platform.

Sony is a strong example of a company that effectively creates its own terminology in conjunction with the technology they develop for their wide range of products. Being a Japanese-based company that uses English as a pivot language, Sony understands the importance of having a calculated content structure and terminology that is consistent throughout the development and marketing process.

One example of this is the use of the term "PlayStation" to describe their gaming console. This terminology has become synonymous with gaming and is widely recognized by consumers. Additionally, Sony has also created terminology for their other products such as "Bravia" for their line of televisions and "Walkman" for their portable music players, which have become household names.

Creating and maintaining consistent terminology for all products that Sony produces can be considered as a complicated process. It requires in-house teams and professionals to control all terminology and ensure that it is unique and consistent while also trying to be a pioneer in the electronics market. Sony is known to put great effort into this process, and it is evident in their consistent and unique branding.

Sony's ability to create and maintain its own terminology in conjunction with the technology they develop for their wide range of products is a key factor in their success as a global brand in the electronics market. The company's commitment to creating terminology that is consistent and unique, and the effort they put into maintaining it, is a testament to their dedication to branding and marketing.

Şişecam is an example of a company that effectively creates terminology for their products in conjunction with the technology they develop in the glass industry. The company faces a significant linguistic challenge in managing 14 factories in different countries and marketing their products in over 90 countries. This requires a calculated approach to product and production terminology and communication with target audiences internationally. To overcome this challenge, Şişecam has internal content and localization teams that create strategies and work together to streamline the process. These teams are responsible for developing terminology that is consistent across all products and factories

and is easily understood by target audiences in different regions. They also ensure that the terminology aligns with the company's branding and tone of voice, which helps to establish Şişecam as a recognizable brand in the glass industry.

Additionally, Şişecam is also known for their effective use of internationalization, which helps them to tailor their products and communication to different markets. This includes the localization of their terminology to ensure that it is easily understood by their target audience in different regions. Şişecam effectively creates and maintains terminology for their products in conjunction with the technology they develop in the glass industry. The company's commitment to creating consistent and easily understood terminology, and their use of internal content and localization teams, allows them to effectively market their products in over 90 countries. This is essential to their success as a global brand in the glass industry.

3.6 Data Collection

In-depth interviews were chosen as the primary method of data collection for this study because they allow for a detailed and nuanced understanding of the topic being explored. The interviews were conducted over the phone and were recorded with the participants' consent. The interviews were semi-structured, meaning that while a set of guiding questions were used to ensure that all participants were asked the same questions, the interviewer was also able to follow up on and probe further on specific responses as needed.

The interviews began with an open-ended question asking the participants to describe their company's approach to creating unique terminology for their product and service names. The interviewer then asked follow-up questions to gather more information on the process, including how decisions were made about terminology, what factors were considered, and what role, if any, technology played in the process. The participants were also asked about the role of the company's branding or marketing teams in the process, as well as whether the company had any specific goals or objectives in mind when creating unique terminology.

Interview Analysis:

The recorded interviews were transcribed verbatim and then structured for this research.

3.7 Limitations:

There are several limitations to this study. First, the sample size is relatively small, with only four companies participating. While this allows for a detailed and in-depth understanding of the experiences of these four companies, the findings may not be generalizable to all companies. Additionally, the study relies on the self-report of the participants, which may be subject to bias or inaccurate recall. Finally, the study focuses only on the use of unique terminology in product and service names as a branding strategy and does not explore other potential branding strategies that companies may use.

4. INTERVIEWS

To further our understanding of the use of terminology and its importance in brand management, three interviews were carried out with distinguished people from well-known and leading companies, which are Microsoft, Facebook, and Sony. Terminology use of these companies is especially an urgent matter in this globalized and very competitive world, and these interviews act as an important tool to help us understand the general approach to the topic.

These aforesaid companies are specifically chosen to provide a better understanding due to their importance in the sector and their wide use by consumers. To give an illustrative background, it is important to mention who these chosen people are and what they have accomplished so far; so in this regard providing small info on their brief history is of importance.

Microsoft: For Microsoft, the interview was carried out with a specialist working in the language department. His name cannot be given due to Microsoft's company policies, but the entire interview was recorded. He will be referred as "Interviewee X" in this paper. Interviewee X has been working in terminology, localization, and branding sectors and currently working at Microsoft's localization department as a project manager. He is responsible for terminology and glossary management. In his current role, his responsibilities include User Interface –Terminology Glossary Management, developing localization roadmap, understanding product strategy, vision, and mission, expanding to new languages and markets for each release, leading the project team, defining the schedule, scope and cost ensuring key milestones on time and within the budget. Managing

the localization activities to produce localized versions of applications and collaborating on the localizability and globalization of the user interface and content are also part of Interviewee X's professional skills.

Facebook: Cem Zeki Sabah was born in 1976 in Istanbul. He graduated from Robert College and received his undergraduate degree in Mechanical Engineering from Nottingham University. Cem Zeki Sabah is currently working at Facebook in Dublin as a Localization Manager and has been holding this position since 2010. Before Facebook, Cem Zeki Sabah worked for several localization companies, and he also founded Nuna Localization LTD in Istanbul in 2005 and achieved success with high-quality services and captured the blue-chip clients' attention. Facebook is available in more than 80 languages, 82% of its users are from outside North America, and continues to expand internationally as localization manager Cem Zeki Sabah drives product teams to deliver a great user experience to an international audience. He designs and implements efficient and scalable end-to-end localization frameworks for multiple products and diverse content types across Facebook.

Sony: Having received his undergraduate degree in Translation and Interpreting Studies from Boğaziçi University, Hüseyin Mergan started working as the Principal Localization Project Specialist at SONY in 2012. Hüseyin Mergan worked as a student assistant in charge of localization and language technologies courses and lab at Boğaziçi University, Department of Translation and Interpreting Studies. He also worked as a freelance language technologies trainer, in addition to working at several localization companies throughout his career before he joined SONY, he worked at Nuna Localization as a Localization Services Manager for 3 years. In addition to his current "Information

Technologies for Translators” lectures on localization at Boğaziçi University, he also attends various localization and translation events as a speaker.

Şişecam: Olga hergöl graduated from Ural State University as a Specialist in Translator-Interpreter (Turkish) and International Relations and Affairs, Middle Eastern Studies.

She has a master's degree in International Relations and Affairs. After teaching as a Qualified Teacher of Russian at Yeditepe University between 2011-2013, she worked as a Localization Specialist and Translator at Denizbank between 2013-2019, respectively. After 2019, she continues to work as Global Content and Localization Program Manager at Şişecam.

Şişecam was founded in 1935 and is one of the leading companies in Turkey. Today, Şişecam continues its production activities in 14 countries on four continents with its 24 thousand employees and is among the world's leading manufacturers with sales in more than 150 countries. Şişecam is a global player in business lines that cover all basic areas of glass such as flat glass, glassware, glass packaging, automotive glass, and glass fiber, as well as soda and chromium compounds, which are its main fields of activity, and also plays a leading role in the mining, energy, and recycling business lines. and takes firm steps toward its ambitious global goals. Şişecam Group, which is the world's 3rd largest glassware producer, 4th largest glass packaging producer, and 5th largest producer of flat glass, is Europe's 4th and the world's 10th largest soda producer, as well as the world leader in chrome chemicals. It exports to more than 100 countries.

4.1 Sony

After being asked questions about content creation in Sony, Hüseyin Mergan explains the process. By his comment, Sony's content is created both internally and externally. For the process, Sony supplies the necessary information such as product information, product line-up, etc. to the content creators. As product launches approach, the created materials are combined with the visuals - also created regarding a specific topic, and the result is delivered to the content management team for publishing.

Mergan in this context is asked whether the brand's tone of voice or the brand perception is taken into consideration in the content creation and localization phase. "Yes, definitely," Mergan thinks on his feet and confirms. "We have two style guides: the user experience style guide and the localization style guide. The latter is prepared regarding the marketing tone of voice and localized into all languages represented. As each language has its own local style guide, these style guides are approved by its own local marketing team." To make it clear it is asked to him whether these guides are used in the content creation and localization phases. He clarifies that Sony's style guides not only define the tone of voice but also contain other useful topics from capitalization to SEO instructions.

To the question of whether Sony benefits from terminology management, he replies, "In the past, translators structured the terminology. The collected terms were then approved by our marketing team. Today the setup is different and covers the other departments. In other words, terms are collected in the content creation phase and are approved deciding whether they are to be localized or not. Eventually, the terms and their equivalences are used in the localization phase." To be clear, his answer is rephrased

since it is important to manage the terminology in the beginning. As a global brand, taking into consideration its products, you start to collect the terms and structured terminology while creating the appropriate content. He confirms and emphasizes that untranslatable terms are also defined in the content creation phase.

After being asked about how Sony creates brand perceptions for each language, he repeats that Sony contacts its local marketing teams for determining the equivalence. According to Mergan, this process is an ecosystem. He details that there are lots of members of this ecosystem such as local parties, management parties, and controlling parties, and together they discuss the terms during workshops. He adds, “Following the decisions taken during these workshops and the instructions provided by marketing teams, a perception is created. It is called brand activation. It guarantees that a consistent message is given through all media and channels.”

Mergan is asked how Sony creates its marketing terminology. He mentions that Sony has some blacklisted words, which should never be used in its materials, and they check the translation materials to see whether those words are used or not. He also unfolds that “In our marketing materials we stick to the style guide and also prefer the terms that our local offices use in their offline communication in order to make sure that the content delivered to our customer does not differ from the one used in our website.” Speaking of the blacklisted words he is asked how they affect product terminology. He first explains how these words are collected. “The blacklisted words are collected taking into account both customer perception and the competition rules.” To explicate he gives an example, “We cannot use the phrase ‘the best product’, especially in Europe as the phrase is very assertive and deceptive. Therefore, the content creators create the content

accordingly.” Also, he adds to his statement by saying, “It is prohibited to use such deceptive terms and blacklisted words in our terminology.” Then he proves that Sony creates the product terminology in the very beginning saying, “Still, the user experience team and the product creation team can use such words. However, those words should be approved. If they are among the blacklisted words, then it is expected from those teams to modify the specific word.”

It is also noteworthy to present Mergan’s thoughts about brand perception in the product terminology creation phase. According to him, Sony sets a good example by creating the term ‘Walkman’. As you can forecast this term was created from scratch during the production of ‘Walkman’ and was decided not to be translated. He explicates that the term stays as is in all languages in order to create and promote the product as well as to develop a new product range. These words properly define the efforts Sony put to achieve the branding of a product’s terminology during a product creation phase.

Mergan is asked how Sony succeeds to preserve the brand perception while translating the terminology into other languages as it is very demanding work. He believes that preserving the perception in other languages is called Localization. He sorts out “It is about how a product is to be sold in a local market. If a local marketing team tells Sony how they sell it in their own market and how they communicate with the customers, we generally adopt their style and bear in mind their preferences.” In Mergan’s eyes, it is a very difficult task and takes a huge amount of effort, lots of meetings, and an approval process.

In this context, Mergan is inquired to explain shortly the workflow of product terminology and he is asked which team initiates the process. He answers, “The product

terminology is created by people who write the product's materials. In other words, it is the user experience team. It instructs the content creators about how a term should be used. If a term is translatable and the relevant product is introduced to local markets, Sony makes it clear how the term and product are linked and asks its local marketing teams whether they prefer to translate it or not. Sometimes Sony wants those teams to translate the term." Mergan summarizes his answer by clarifying that the terminology creation phase is initiated during either the product creation or content creation phase.

To the question of how Sony's marketing strategy and tone of voice affect the product terminology, he replies that Sony has term bases used in the localization process and expects translators to follow these bases. However, it is actually intended to ask him how the strategy and the tone of voice affect the initial terminology creation. This time he answers, "A terminology is created by taking the tone of voice with which the user experience team and central marketing team are familiar into account. They choose the terms best representing the Sony brand," and gives an example of 'Be moved' by saying "While creating the term, Sony took into consideration even Japanese culture. It is used for Sony's TV range as TV moves people while they watch movies or football games."

Mergan is asked whether the terminology varies in a different product range. "Yes, definitely," he replies. He states that audiences are different. "Enterprise product range is for enterprise and professionals. Since this audience group knows the relevant terminology, we must pay attention to the language. On the other hand, consumers are utterly different. As consumers can be anyone, such as a customer in his 70s or a high school student, we use different terminology." He also notes that if a term for an

enterprise group is used in a consumer group's material, it leads to confusion or misunderstanding.

Out of the curiosity about the workflow and communication between the creative process of marketing and the global product terminology, Mergan is asked how Sony establishes this communication on a global scale. In his reply, it is understood that communication is established via teams and tools. "When content is created, we supply the previous content to the creators in order to make the content consistent. Many teams participate in the process and they are able to communicate with each other. For instance, I am a member of the localization team and when someone asks me something about terminology, I know who I should consult, such as a product manager, the user experience team or a marketing office in Tokyo." After giving some details about this process he tell that Sony can check whether the correct terminology is applied or not via certain tools. He believes that the main checker tool Sony use is Google. For him when someone searches a term in a search engine and you are not ranked higher on the search results then you are not successful enough. In this sense, Mergan is inquired whether a term discussed stays oral or stored in some kind of database. He replies that the term is added to the marketing style guide, glossaries, and translation term bases. To be clear, the question is rephrased and asked if Sony uses those term bases not only in the creation phase but also in the localization phase. He confirms. He adds to his statement "We have just got a new website. Obviously, its style and design are different and in order to be parallel with the design, its tone of voice needs to be modified." Is it a rebranding? "That's right," he confirms. "And we start to prepare the terms based on the terms the translation teams created. Actually, this is our starting point."

When Mergan is asked to give some examples of customer complaints resulting from a terminology inconsistency, “There is no such complaint in Sony as Sony centralizes the terminology process and audits its content monthly and quarterly.” he says and continues with how Sony handles such inconsistencies. In this context, he is inquired from whom they get feedback about the inconsistencies. “From both the auditing party and marketing teams.” Well, how does the auditing party reach Sony? He claims that Sony is transparent and shares all its sources, even the instructions with the party. “Those audits are performed by different teams which Sony does not get translation services from. Their only job within Sony is to audit. Therefore, we are sure that they are objective. When catching a terminology error, they give us an error point.” Since it is learned that Sony has an error-free history regarding the inconsistencies, Mergan is asked some hypothetical questions. What if Sony had neither terminology management nor an auditing party? What problems or outcomes would Sony face? “First of all, such situations would cause onsite and online teams to jumble and then cause sales decline.” But what are the onsite and online teams? He clarifies that onsite teams make sales or do marketing; on the other hand, online teams handle web support, web content management, or web localization. He continues, “For example, I work in the web localization department. My department’s goal is to increase online sales. If I did not use consistent terminology, it would affect our Google ranking adversely.” He claims that if you searched ‘smart TV’ in Google and Sony did not appear in the search results it would mean that the terminology was not translated consistently. “The reason is that inconsistent translation would affect term frequency negatively and would cause Sony to receive fewer visitors from Google users,” he states. As you can see terminology

management has an important role in online sales, but how does it affect the brand? “As it leads to customer dissatisfaction, people would start to dislike Sony. In other words, it would cause severe problems in the user experience or even legal problems.” Does it stimulate a problem between end users and after-sale services? He agrees. “Yes, as it misleads the end users you may be forced to pay substantial compensations.”

Let’s assume that a product is released with inconsistent terminology. What would be the first step that Sony takes upon finding out? He answers that it may go so far as the market pull. But, how would Sony correct these errors? He replies “Sony has a system that let us correct errors retrospectively. We can correct the previous content, easily update the existing translation and give feedback to the translators in order to make sure that we will never make the same mistake again.”

To the question of whether Sony makes an effort to stand out among its rivals in regards to terminology or brand value, he responds, “We perform benchmarking regularly. While benchmarking we pay attention to the terms because if you use a rival’s term you may face legal consequences. For instance; take the relations between Samsung and Apple.” He claims that terminology management initially starts during patenting. Mergan is asked if it is advantageous for a company when a different company uses their terms (like ‘Walkman’) because it proves that they built their brand on solid ground. He partially agrees but believes that it is a “kind of brand plagiarism”. In this context, Mergan is inquired how the terminology is affected while Sony seeks differentiation and distinctiveness for its brand. He explains that it is a demanding process and that creating terms is not an easy task. He continues, “Creative teams go through the distinctiveness

and its effects during the content creation phase. Sometimes they suggest a new term for an existing one.”

Does Sony use it in the term creation or management phase? He replies “In both translation management and terminology management we use our own and third-party solutions. Those solutions allow us to access, manage and easily modify a term.” Well, may we assume that Sony performs R&D in terminology management? No, Sony improves such content management continuously using third-party flexible solutions – and there is no reinventing the wheel to remain in his vocabulary. “Sony encourages us to follow and present new technology solutions to its management team. When a solution is approved, we start to use it after some security testing”.

4.2 Microsoft

The interview started by asking the Interviewee X how Microsoft content is created and he explains the content creation process in general, not Microsoft-specific. Interviewee X states, “There are different technologies called Content Management Systems (CMS). CMS is used for storing content. Its advantages are checking versions, restoring a previous version, and supporting dynamic content to be published on a website.”

Interviewee X is asked whether Microsoft’s tone of voice or the brand perception is taken into consideration in the content creation process and whether the agencies to be worked with are selected accordingly. Interviewee X replies that large-scale companies

like Amazon, Google, or Microsoft incorporate technical writers or promotional content creators. Interviewee X continues “These writers and creators create the content taking into account the brand’s tone of voice, style and even addressing customers set by the marketing department.” In the reply, Interviewee X defines product classification as, “Even the products that are of the same brand, their tone and style differ from each other.” In this sense, he is asked if Microsoft uses a style guide even at the beginning of the content creation phase. He agrees and adds “Microsoft has product-based style guides.” He also explicates that apart from these, Microsoft has also language-specific general style guides.

Interviewee X is asked whether Microsoft performs product-specific content management during the content creation phase. “Yes, definitely” he responds. “It is called ‘terminology mining’. At the very beginning of a design, applicable terms are defined with the terminology mining to create a glossary. Apart from the content creation teams, the marketing department takes an active role in this phase. For instance, the department can determine the terms not to be translated such as a highlighted feature of a product for branding reasons.” He is asked further whether there is any blacklisted word in these phases he replies that sometimes it is looked into to see whether there is any condition that might create troubles geopolitically or culturally and apart from that the marketing departments can work freely and flexibly at this point.

It is learned in this interview that in the design phase, there is an important terminology mining process and then marketing departments come into play to create terminology in a local language. This must be consistently reflected in the process of localization and globalization. Well, how does Microsoft achieve workflow and

consistency? Interviewee X explains, “Microsoft benefits from a database in a shared location and has the database checked on every phase such as translation. Technical writers, translators, and marketing specialists use the same database. All departments follow the terminology change management strictly and work collaboratively when there is a terminology change. The chief point is to create a database which is open to change and consists of checking mechanisms.”

It is known that the most affected part of the problematic product terminology is the end user. Due to the wrong terminology, end users may misperceive product features. In this case, the problem may extend to the after-sale. This is an important communication problem and sometimes call center staff cannot transmit the problem to the correct department. In this sense, the specialist is inquired about how large-scale IT companies can handle it and whether there is a separate channel through which end users can communicate about the terminology errors. He responds that the companies such as Google and Amazon have so many product lines and services and when we multiply the number of lines and services by the number of countries a company provides service to, the result is the number of many figures. He adds to his statement “A massive and complex network should be created in order to make applicable consumers participate in the phases about the terminology creating, terminology change. Tens of people work in the localization phase alone. It is a multilevel process and it is impossible to have end users reach all those phases. The approach to be used generally is to accept that the terminology created on the baseline is error-free and to make it reachable for all of the people working in those phases with terminology change management. Another approach is to correct errors via some automation tools in order to make sure that terminology is

used correctly within the product. The output that the automation tests get is reviewed and discussed by all departments working on the globalization phase. As a result, those departments even decide whether to change the terminology created on the baseline. The process starts in the design phase and extends to the translation departments. Mostly the result is the output that is rewarding at the end of discussions between departments. To be effective being in the same context is the distinctive feature of the discussions. The advantage of being in the same context is not only creating a consistent terminology use in the product but overall, it gives us a chance to create the best possible terminology for all global markets. Our aim is to prevent a conservative perspective through the terminology process by opening all communication channels from bottom to top and creating a questionable, live terminology ecosystem. Gathering all appropriate parties and related departments is the key point to opening the channels. This is the best possible way to prevent a terminology error or terminology inconsistency that will reach customers from design to sales point. There are two ways for the technology companies in Silicon Valley to produce their products: either creating and improving their own products or engaging in competition with the other companies by getting into the market in the product segments that those companies have created. Take a mobile phone or tablet for an example.” So Interviewee X asked: “How the terminology is created when the company breaks into the market with a product that it has not originally created? Is the terminology of the first launched product followed?”

Interviewee X replies: “It is more of a business of the marketing department. Upon entering into a new industry, every company does significant marketing research. Then, the relationship between the product and the target audience is carefully

scrutinized. What is the function of the product and how is the target audience going to make use of it? The decision is explicitly made by the marketing department. At this stage, a very careful study of the technology patents and trademarks of this product is made. One of the most important points on which the marketing department puts emphasis during the decision-making process is the localizability of the terminology. Here, as much differentiation as possible from the competitors with respect to the terminology is the key point that we work on.”

To the question “Do the companies internally develop the technology of the terminology management, mining, and terminology change management, or do they prefer to use the world standards products?” Interviewee X answers: “Both. I mean, the companies both develop their own products and use the world standards products. And they find it beneficial to keep such practices that differentiate the product from the competitors confidential.”

The next question is: “Is there any terminology product or technology that is about to be launched?”

“As far as I know there is not. Here is what I know: the issue that the companies mostly work on and think hard about is how the companies have launched their products on the cross-platform and are going to generate a solution to resolve the problem of terminology. Think about the situation of a software producer IT company that releases its product on its own platform and then launches it on a different one. It is like playing an away match. The interdependency between those kinds of companies is the greatest problem with the terminology. For example, the products recently launched on different mobile platforms can be included in this scope. When the same mobile software product

is released both for Android, Windows Mobile, and Apple iOS, serious problems occur in terms of terminology. Even the terminology being used to open an application can be different for each product. Another more remarkable problem arises when a Google product that owns the Android platform is launched on the Android platform. When two competing companies launch a mobile app product on cross-platforms, they have to make an effort for the sake of differentiation. A menu item, a command name, and the terminology that you have created in your mobile operating system have to change on another mobile platform due to its very structure of it. Even the location of the menu and the command can be modified because of the design of the mobile operating system. The change that the product undergoes on different mobile operating systems applies to the terminology as well. The puzzlement interdependency situation of the companies on the cross-platforms is hard to follow. When the mobile platform on which you have developed the product changes the terminology for the next version, you have to comply with those changes and keep this compatibility throughout all languages on a global basis. Under the circumstances, you have to be on the alert, follow the platforms perpetually, freshen up and control the terminology changes. Actually, it can be named ‘terminology addiction’ and I assure you it will remain on the agenda as the most discussed topic of the terminology specialists.”

4.3 Facebook

When Zeki Sabah is asked how they create content on Facebook, he tells that they have a content team in the company and that this team is divided into two; one creating a content strategy and acting on this content strategy according to the products, and the other creating the content. These teams, as he goes on, function under the marketing department and work closely with the research and development team; especially when it comes to user interface content creation, they collaborate with company engineers on the subject of terminology.

His reply, when he is asked whether the content team pays attention to the tone of voice while creating content, is that they have style guides for different categories and products and that all the documents are created according to these style guides.

Facebook does have a terminology management process and this process keeps advancing, he tells. Improvement works are constantly carried out in relation to newly emerging technologies and the best and the most applicable methods and processes are always sought. The aim is to form terminology management at Facebook, so the focus is on the systems, which help improve the communication between the teams. There is a constant effort going on towards improvement and development to advance the current system and the localization team is leading this process. It is highly important in terms of an effective workflow to carry these out in collaboration with the content team, says Sabah, when he is asked whether there is a planned global management in the company.

Zeki Sabah goes on to add, to answer the question about the use of style guides in the company, that both the content and the localization team have style guides, both in

English (used for content creation), and also other ones where all the languages and products are covered. So, he is asked about marketing terminology creation. He does not hesitate to tell that it is formed with hard work and serious commitment, especially paying attention to the terms, which have been formed outside of their company and which are widely used. He tells that they follow these terminologies and try not to change them, specifically the ones that have already reached out to the end user. Terms created, developed, and put into use by Facebook are formed with the collaborative work of the research and development team and content team; they have meetings on these specific subjects and create these terms with meticulous efforts. These meetings are carried out in a brainstorming manner and he emphasizes that the created terminology results from careful and attentive work. The localization team is also a part of these meetings so that it can be decided whether the newly created English terminology can be used in other languages, in terms of language and perception. The process starts with determining the baseline with key term creation and goes on with product development. At this point, he adds that the terminology creation is carried out in parallel with the production and that in addition to research and development, content creation, and localization teams, the product managers are also a part of this process.

The interview goes on and he is asked about the forbidden words – whether they have them or not- and he tells that they do not have such words; however, they do have some terms that are rather not preferred. He adds that Facebook especially pays attention to the use of familiar, sincere terms; so the target audience is referred to as people rather than a customer. With regards to this, he is asked if it is acceptable to think that the company has marketing terminology and a tone of voice and that these function as a

fundamental approach in terms of development works and creating a company terminology. He answers by stating that it is impossible to talk about marketing terminology and a tone of voice without terminology in this sense. He tells that they have been working on creating this terminology in other languages as well and that they have been trying to form consistency across this work. When determining the international terminology, they make contact with the sales team, who work for certain regions and benefit greatly from these conversations they have with them. He tells that they constantly meet with the sales team and form a mutual understanding, which in turn helps with terminology creation and consistency.

The next question covers the topic of terminology differences between enterprise and individual products. He tells that Facebook offers individual products rather than enterprise ones, but that they do have a separate terminology for enterprise products. They use different terms for different product categories, and this approach, he tells that it is very normal. Then he is asked what kind of approach they take on a global scale, and how they form communication globally in terms of international units within the company. With these questions, it is specially intended to learn whether they use an intermediate or communicate through meetings. He tells that the strategy of the company is to work collaboratively; so when deciding on the international terminology, all teams work in the same location so the works are carried out in a single center with a collaborative approach.

It is mentioned the ability to make complaints to users on terminology inconsistencies and he is asked if there is a channel through which Facebook users can directly give their feedback on this subject. He answers by saying that they do have a

form where the terminology complaints are categorized on the website and this allows them to see the localization and terminology issues directly and that these are meticulously reviewed. He adds that this is more user interface-specific and that they also receive feedback through indirect channels as well.

He is told that we are aware of the fact that not every Facebook product is launched in every country. So, he is asked if there is a different approach on evaluating the strategy for these products than the ones that have a global terminology. He tells that the workflows are exactly the same and that they approach every product as if it is going to be launched in every country – so the process is the same and the localization works are carried out no matter.

The interview goes on with the next question to find out if they review the terminology of rival products when creating their own, and he tells that they do. So he is asked whether they put extra effort to move away from the terms those companies use and if so, what kind of approach they take. He tells that they decide on this rather strategically – so there is not a definite answer to that – meaning that if there is a fixed terminology created by the rival company, they might try not to change that, however, there are times that they choose to. He tells this is a process and they make the decisions during the content creation phase and finalize these decisions during the localization phase. He adds that it is rather risky to move away from the fixed terminology that has already reached the end user so the decisions should carefully be made. If the decision is made haphazardly, there is a risk of changing the terminology back and this is a very unwanted and negative situation in terms of the end user and also the costs.

Zeki Sabah is asked if they follow the new technologies and tools with regard to terminology management. He states that they constantly monitor newly created technologies and evaluate the processes that they might make use of. Here the thing that they pay attention to is reviewing the applications where the process is centralized and where the communication among the teams is improved.

He is reminded of the application Facebook has, which recommends the terminology to the user; meaning that there is a chance to recommend a change in terminology if the existing one disturbs the end user. So, he is asked if they plan on keeping this one running and how they benefit from that. He replies by saying that they still make use of this application; however, it is only used for certain areas, not for the entire user interface.

The interview is finalized with questions on their terminology strategy regarding the cross platforms and if they have research and development works going on regarding the terminology process. On the cross-platform topic, he tells that they do encounter some issues with the operating systems and do their best to provide the end user with ease of use and the same experience, so they adopt the existing terminology. About the research and development works, he does not offer the details but does tell that they have such practices in the company.

4.4 Şişecam

The interview starts with the question of if Şişecam follows a strategy for the translation and localization of products that are going to be sold internationally or

domestically. Olga Hergül says that their translation department translates into 13 main language pairs. She also adds that the company operates in 14 countries and sells its products to the global market. She tells that in order to manage a process on this scale, the company has to have different strategies. She mentions that the work of the translation department is to check the other departments' works in terms of consistency and make sure that the term choices are correct.

She mentions that they are dividing terminology management into two categories: The first category consists of terms that are relevant to corporate actions and the other category includes product names. She mentions that the terminology of product names is handled by brand management and product management teams and the localization team is involved in the creation of product names through suggestions.

Olga Hergül is asked how the content is created and who takes part in the creation of content creation. She replies that almost all departments of the company take part in this process by creating content that is relevant to that department. She adds that the amount of content created by different departments changes according to the subjects they deal with. For example, she says that departments like the communications department create more content while the others contribute less. She gives the example of how sustainability and human resources departments create content only relevant to their working areas and these contents are controlled by a centralized mechanism.

After the emphasis on the word “centralized” Olga Hergül is asked if it can be said that Şişecam applies centralized terminology management. She says that departments apply a terminology management system in the language pairs that they create content. She says that the department she works in is responsible for the consistency of the terms

used within the company. She adds that sometimes her department suggests terms to other departments and the usage of the terms changes after the department accepts it. After this reply, she is asked if the two departments discuss the terms when there is a disagreement or if one department doesn't accept the terms that were suggested. She says that the departments give each other different suggestions if they can not agree on one term. She adds that their department also takes an active part in which terms are non-translatable and which terms are going to be translated.

Olga Hergül is asked if they provide terminology consistency in the localization process. She replies that they manage the consistency of terms through dictionaries. She mentions that they have different dictionaries in different domains. She says that they divide the terms into categories according to the different product groups. She is asked if the terms are created, do they discuss if it will be beneficial for the company, how the target audience will understand it, or the disadvantages. She replies that these are the subjects that are relevant to the brand management teams but they keep in touch in some circumstances. She gives the example of "glass consultancy". She mentions that this is a special service and their department asked the brand management team if this is going to be translated. After this question, the brand management team discussed it and returned with answers.

She implies that there are categories on product naming and terminologies like end-user or enterprise products. In this categorization, her team makes sure that this process is running smoothly while marketing management and product departments make the final decisions. She also adds that some new terms come from the research and

development team when some new product comes up. Her team is responsible for making suggestions and making sure the process is consistent.

After this part, she is asked if their company has forbidden terms and words. She answers that they don't have a blacklist for words, instead, they have a preferred words list. For example, they use the word "plant" instead of "factory" while referring to production units. She adds and mentions that the word "manufacture" is used instead of "produce" in terms of glass houseware. To understand the subject further, she is asked if the company uses terms special to Şişecam. She mentions that Şişecam came up with a new product named "V-Block" during the pandemic. It is a new term that was created by Şişecam and they are the first to use this technology. She says that this was a collaborative project that was created by the research and development, product management, and localization management departments. It was localized to many languages and it is a term referring to products that don't hold bacteria on their surface. The term is used on a global scale today. As it is understood from here, Şişecam develops a technology, creates a term for it, supports and improves its own production, and presents it to the global market with its own brand name.

The interview goes on as Hergül gives another example and mentions "Isıcam". It is the name of a type of flat glass. She says that this term isn't translated into any language and is used as "Isıcam" in the global market and every content that is produced by the company. It can be understood that Şişecam created a brand name by not translating the term and using it as "Isıcam" on a global scale. She also adds that Isıcam has its own corporate identity and even its production unit's name is "Isıcam Systems". This means Şişecam shapes the glass production market through its brand name.

Based on the examples above, it can be said that Şişecam transforms technology into terminology and then uses this terminology with its brand name. Hergül supports this idea by saying that Şişecam ranks second as the world's top producer of glassware and it creates many terms that are known and used by the worldwide audience.

She also adds that the language used in corporate communication has its own terms and her team works in order to make this language as consistent as possible. For example, they use the word “biz” (us in English) while referring to the team, and the word choices even used in corporate communication is unique to the name of Şişecam.

4.5 The outcome of the interviews

In conclusion, the overall content and the messages that are carried into the world in terms of building brand images to create a successful brand communication and send a clear and memorable message to our focus audience, brand terminology must be clear, designed, well-organized and focused so as to reach to the aim, which is derived from company vision to strategy and finally to the current objective.

It is important to create a content and terminology strategy, which is parallel to your brand strategy and strategizing about your target audience, aligning your brand with your company vision and integrating all reachable content into an effective message. As we can see all interviewees give a common message, which shows their aim, which is to create a consistent voice from research and development to customer, is the key value in terminology management. Although the return of investment of the terminology work looks fuzzy, it is clear that the absence of a consistent and organized terminology

management in a brand can cause severe problems. No matter how well your marketing message is designed - if it is not supported with a strong product and brand terminology, we may consider serious misconceptions, ambiguity, ineffective communication results and legal issues.

Kara Warburton, who is responsible for creating IBM's terminology strategy, says, "Managing terminology supports your corporate brand image, and makes your products easier to use, easier to translate, and easier to adapt to global markets." (Kara, 2015)

Poorly designed and organized product and brand terminology will ruin your bonds with your target audience and weaken the communication with your receiver.

Terminology is not just about finding, defining or creating the new words for concepts, increasing the usability of the product. Creating the product terminology is inventing a new language that will be spoken with your audience in your brand republic.

So if the companies wish to develop a product strategy that will also help them actively and effectively manage terminology, they should without a doubt focus on how to achieve an actively managed terminology solution. According to a survey carried out by Localization Industry Standards Association (LISA), "eighty-eight percent of respondents who actively manage terminology reported an increase in product quality, while 74 percent reported an increase in productivity, 62 percent saved costs, and 56 percent felt it increased their company's competitive edge." (IBM, 2015).

Web content of products is the new shop window of your brand. All content including your terminology is the elements of this shop window, which has an increasing importance regarding the communication with your target audience. While creating the content consistency has a vital importance in search optimization point of view, also your content and terminology must be examined from the vantage point of SEO (search engine optimization).

Another common idea from three interviews; creating consistent product and brand terminology, their main aim is to create a better target audience identification, market presence, and tone of voice and customer support interaction.

In the in depth interviews we can say that there is no common approach in terms of workflow and terminology management systems. We may say that all companies have a deep concern of terminology but all three are trying their own way. From this point of view it is easy to say that using terminology to differentiate their products is a common concern but all interviewees are working on different workflows. Although their concerns and targets are similar, their approaches and methods are different. We may say that all three companies have their own dynamic structure and key performance indicators that need customized solutions for terminology even if their aim is same: Creating differentiated and consistent terminology. What is common is that all of these companies are the terminology path and key players that are in charge of creating the terminology. The interviewees stated that their terminology creation starts in research and development department, and then the company content creation, marketing, product management and localization departments become the key players in the evolution of a term. We understand that because of different workflows in the term evolution there are different

levels of involvement regarding the key players. We may also understand that companies that are subject to interview are still trying to create a better path to manage their terminology. While there is no constant terminology management strategy in the market they are all trying to create most efficient way to reach their target audience with their customized workflow.

We may also see another common concern, which is search engine optimization. As Davis (2006) states, “Search Engine Optimization--is the art, craft, and science of driving web traffic to web sites. Web traffic is food, drink, and oxygen--in short, life itself--to any web-based business.”

Digital experience today is fast and about delivering this experience knowing customer profile, language, perception and make them read your text in a few clicks.

So as what we understand from the interviewees; unmanaged terminology can create delays, misunderstandings, decrease in customer satisfaction, increases customer support, unhappy customers, and legal issues. It is clear that this will create a negative image for your brand image and perception. A well-managed brand and product terminology will decrease your time to market.

5. CONCLUSION

Broadly speaking, terminology has been an important element in creating a brand, and companies have been using their own terminologies to create the perception they wish for. It is not possible to talk about a successful brand without a consistent terminology; and to achieve this success; companies need to deliver consistent information, thus establishing a brand in the minds of existing and potential consumers.

Creating a specific terminology for a technology or product that a company creates can be important for several reasons. It can help to establish a unique brand identity, differentiate a product from competitors, and create a cohesive language for communicating about the product.

One of the main benefits of creating a specific terminology for a technology or product is that it can help to establish a unique brand identity. By using proprietary names or branding for a product, a company can create a distinct image and personality for their product, which can be appealing to consumers and help to differentiate the product from similar products on the market. For example, Nike's "Air" technology for cushioned soles or Apple's "i" prefix for many of their products have become well-known and associated with these brands, helping to create a strong brand identity and loyalty among consumers.

In addition to helping to establish a unique brand identity, creating a specific terminology for a technology or product can also be useful for differentiating a product from competitors. By using a proprietary name or branding for a product, a company can create a sense of exclusivity and make their product stand out in a crowded market. This

can be especially useful for companies that are introducing a new product or technology, as it can help to draw attention to the product and make it more memorable to consumers.

Creating a specific terminology for a technology or product can also be useful for creating a cohesive language for communicating about the product. By establishing a consistent set of terms to describe a product and its features, a company can help to ensure that everyone within the organization is using the same language when talking about the product. This can be particularly important for companies that have a large number of employees or operate in multiple countries, as it can help to ensure that everyone is using the same terminology when discussing the product.

Overall, creating a specific terminology for a technology or product can be an important and effective way for a company to establish a unique brand identity, differentiate their product from competitors, and create a cohesive language for communicating about the product. By carefully considering the terminology they use to describe their product, companies can help to build strong brand perception and create a lasting impression with consumers.

From interviews, we understand that there are several factors that a company should consider when creating a new terminology for the features of a product under their brand.

Clarity: Clarity, the communication and terminology technology and the workflows used show that clarity is an important factor. We can see this especially in the streams used by Facebook and Şişecam. The terminology should be clear and easy to understand so that consumers can quickly grasp the key features and benefits of the

product. Avoid using technical jargon or complicated terms that may be difficult for the average person to understand.

Consistency: It is understood that it is essential to be consistent in the terminology used to describe a product's features. This helps create a cohesive language for communicating about the product and avoid confusion among consumers. It is understood that the terminology tool is used especially in the localization departments of all interviewed companies and a serious effort is made to keep the terminology consistent.

Relevance: The terminology should be relevant to the product and its features. It should accurately describe the key benefits and differentiating factors of the product, and should not be overly broad or generic. In the terminology creation process of all companies, research and development, marketing and language units are sensitive about the use of appropriate and relevant terminology. In particular, companies such as Sony, which implements blacklists, make an effort to determine what should be used as well as the terminology that will not be used.

Brand alignment: Especially Microsoft and Facebook act with the concern of creating a brand perception in all processes. Therefore, the marketing department has access to the entire system and has the right to have a say in these business processes. Therefore, we can draw the following conclusions from the interviews, the terminology should be aligned with the overall brand identity and messaging of the company. It should fit seamlessly with the company's branding and tone, and should help to reinforce the key brand attributes and values.

The significance of these factors to brand perception is that they can help to create a strong and consistent image for the product and the company. By using clear,

consistent, relevant, and brand-aligned terminology to describe the features of a product, a company can create a lasting impression with consumers and help to build strong brand perception. This can be particularly important for companies that are introducing a new product or technology, as it can help to establish a clear and differentiated position in the market and build trust with consumers.

To form a thorough connection and communication, especially in this day and age where communication is extremely global, instant, and thus highly consumable, it is of great importance that companies build their own communication style and fix that in their customers' minds as well as to reach larger and in some cases specific audiences.

So, what does a company need to have in order to create visibility for its brand in international markets? This question has been the core of this study, in general terms, since it has lots of dimensions and it goes in parallel with many other elements – as stated before, fancy advertising is not enough. To create visibility, companies need to know exactly how to address the consumers and many other factors should be taken into consideration other than just creating a consistent communication strategy. They need to know their audiences' age group, their cultural necessities, their expectations, and make sure to use a clear, understandable, at times catchy language and definitely maintain the same tone of voice throughout the process.

Creating a consistent and clearly defined terminology, therefore, stands as one of the most important parts of this communication process. This allows them to form a unified and familiar language; helping the consumer to form some kind of a relation with the product; therefore making it more preferable. Of course, companies need to be aware of the fact that this process requires certain specialty teams (such as localization, content

management and product management) to work collaboratively towards a unified language and communication on an international scale and their risks must be evaluated greatly. These mentioned teams should work through glossaries, form style guides, brand identity guides and as a result, dramatically improve the brand's visibility, reliability, quality and enhance its value on a global scale.

We have long passed the phase where the importance of terminology creation is discussed; as we have seen from the interviews, it is now an accepted fact that clear communication requires a clear, defined and fixed terminology, especially a marketing terminology to be more precise. To manage a proper global customer experience, companies need to come up with a methodology that contains multiple perspectives and integrate these throughout their organizations. In this sense, it is significant to know the dynamic nature of change in customers' use of channels and devices, their ever-changing expectations (in addition to their fixed expectations) and also the dynamic nature of technological advances across the globe. Since every culture and every country is different, companies need to invest substantial amount of work towards creating the language each consumer group needs.

At this point, applying a true localization stands as a significant figure in the whole process. It extends beyond just carrying out a simple and conventional translation and includes culture, customs and other important elements that make up the target locale. All of this is to offer a service that is specifically designed for that local market – this in turn brings effective communication and accomplishes the strategy of being visible in the international market. With proper localization, brands expand their accessibility, they become more convenient, more reliable; further the communication between the

brand and the consumer, and maybe most importantly, proper localization process that includes the use of consistent terminology preserves the brand integrity. When brand integrity is preserved, companies maintain their position in global markets.

As a result, it is possible to express the short inferences about how the in-depth interviewed companies benefit from the terminology as follows.

Microsoft: First and foremost, unique terminologies help to distinguish Microsoft's products and services from those of its competitors. By using distinct terms, Microsoft is able to differentiate its offerings and make them stand out in a crowded market. For example, the term "Windows" is closely associated with Microsoft, and it helps to distinguish the company's operating system from those of other companies. Similarly, the term "Office" is closely tied to Microsoft's productivity software, and it helps to differentiate this suite of tools from those of other companies.

Unique terminologies also help to create a sense of branding and identity for Microsoft's products and services. By using distinct terms, Microsoft is able to build recognition and recall for its offerings, which can be valuable in attracting and retaining customers. For example, when people think of productivity software, they are likely to think of "Office" and the suite of tools that it includes. This association with a specific brand can help to build customer loyalty and encourage people to choose Microsoft's products over those of its competitors.

Facebook: Facebook has a long history of managing product terminology in a way that helps the company create a better brand image. One key aspect of this strategy is the use of catchy and memorable names for its products and services. For example, Facebook's social networking platform is simply called "Facebook," and this short and

easy-to-remember name has become synonymous with the concept of social networking itself.

Another aspect of Facebook's product terminology management is the use of specific and descriptive terms to describe the features and capabilities of its products. For example, the term "News Feed" clearly communicates the purpose of this feature, which is to provide users with a personalized stream of updates from their friends and other sources. Similarly, the term "Like" is a simple and intuitive way to indicate that a user enjoys or supports a particular post or piece of content.

Facebook also uses product terminology to create a sense of community and connection among its users. For example, the term "Friend" is used to describe the relationships that people form on the platform, and this terminology helps to create a sense of belonging and connection among users. Additionally, the use of terms like "Group" and "Event" helps to foster a sense of community and encourage users to come together around shared interests and activities.

Overall, Facebook's management of product terminology plays a key role in helping the company create a better brand image. By using catchy and memorable names, specific and descriptive terms, and terminology that promotes a sense of community and connection, Facebook is able to clearly communicate the value of its products and services to its users and build a strong and positive brand reputation.

Sony: As a multinational conglomerate with a diverse range of products and product verticals, Sony understands the importance of maintaining terminology consistency across all of its offerings. To achieve this, the company has developed a comprehensive terminology strategy that relies on both strategy and technology.

One key aspect of Sony's terminology strategy is the use of standardized terms and phrases to describe its products and services. This helps to ensure that customers can easily understand what a particular product or service does, regardless of where it is being marketed or sold. By using consistent terminology, Sony is able to avoid confusion and improve the user experience for its customers.

In addition to standardizing its terminology, Sony also uses technology to manage and maintain consistency across its product lines. For example, the company may use a specialized software platform to store and organize its terminology, making it easier for employees to access and use the correct terms and phrases when communicating about Sony products and services. This technology-driven approach helps to ensure that Sony's terminology is always accurate and up to date, and it helps to reduce the risk of errors or inconsistencies.

Overall, Sony's approach to terminology management is focused on achieving consistency across all of its products and product verticals. By standardizing its terminology and relying on technology to manage and maintain this consistency, Sony is able to improve the user experience for its customers and strengthen its brand image.

Şişecam: As a global company that produces glass and has operations in 13 different countries, Şişecam understands the importance of creating consistent terminology for its products and services. This is especially important given that the company exports to 85 countries, and maintaining a consistent brand image is essential for success in this highly competitive market.

To achieve consistency in its terminology, Şişecam relies on a combination of content and marketing expertise, as well as technology and other tools. One key aspect of

this strategy is the use of standardized terms and phrases to describe its products and services. By using consistent terminology across all of its factories and markets, Şişecam is able to ensure that customers understand what its products do, regardless of where they are being sold.

In addition to standardizing its terminology, Şişecam also works closely with its content and marketing team to develop and maintain a clear and cohesive brand message. This involves identifying key themes and messaging that will be consistent across all of the company's marketing materials and communications. By aligning its terminology with its overall brand message, Şişecam is able to create a more cohesive and consistent brand image for its products and services.

Şişecam uses technology and other tools to manage and maintain its terminology consistency. This may involve using specialized software platforms to store and organize its terminology, or leveraging translation tools and services to ensure that its terminology is accurately conveyed in different languages and markets. By using these tools and approaches, Şişecam is able to more effectively manage its terminology and create a more consistent brand image across its 13 factories and 85 markets.

Overall, Şişecam's approach to terminology management is focused on achieving consistency across all of its factories and markets. By standardizing its terminology, working closely with its content and marketing team, and leveraging technology and other tools, the company is able to create a more cohesive and consistent brand image for its products and services.

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