

Project Overview

Increasing numbers of EU citizens have access to the Internet and because web pages are a cost-effective information and advertising channel the Internet is growing all the time, as is its importance to businesses of all sizes.

By engaging in E-Commerce, any small to medium enterprise (SME) can potentially operate on a global scale. However, SMEs often don't have enough knowledge and expertise in targeting global customers to exploit the potential of the Internet. This is especially true when it comes to addressing the cross-cultural issues of translating or localising a web site.

There is clearly a need for an educational resource which integrates language learning with cross-cultural communication; a training aid which could be used by SMEs to develop the necessary skills and thereby enhance their competitiveness in the global commercial environment.

A major part of the Languages for E-Commerce project is the development of courses targeting these different needs. The tools and materials produced at the Arbeitsbereich Linguistik are destined to support and enhance the language acquisition experience throughout the courses. Apart from that, integration into other courses, focussing on similar topics is a viable option.



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- Tampere Polytechnic, Finland
- University of Economics Katowice, Poland
- Universidad de Zaragoza, Spain
- University of Bedfordshire, UK
- Ventspils Augstskola, Latvia
- Villivisio, Finland
- Wilhelms-Universität Münster, Germany



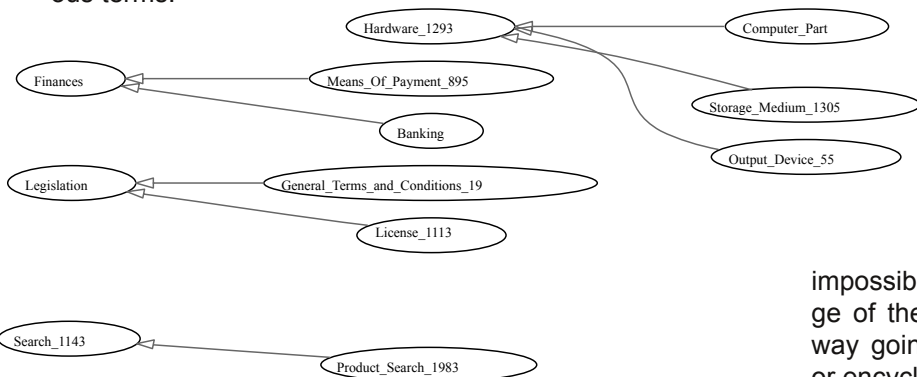
Languages for E-Commerce



Leonardo da Vinci

Using Ontologies

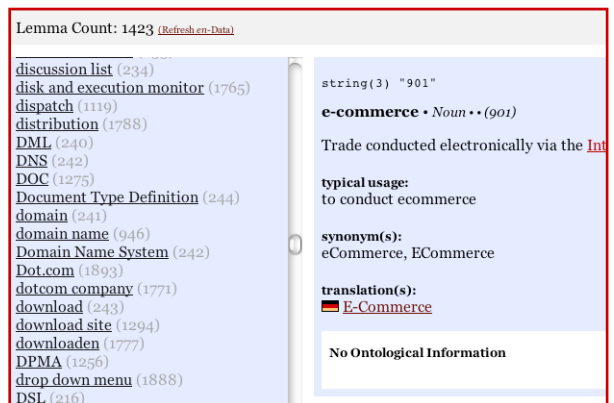
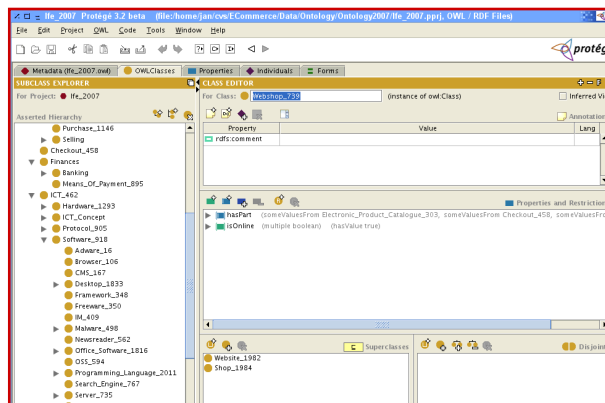
The team from Münster University has enriched the E-Commerce dictionary with additional knowledge by introducing ontological networks. These give support to entry definitions and introduce relations such as *hyperonymy* and *hyponymy* and *holonymy* and *meronymy*. The use of open architecture and international standards makes it possible to build arbitrary connections between terms, thus enabling a new quality of connection with ontological knowledge. Integration with the dictionary takes knowledge acquisition several steps further than it would otherwise be possible, even allowing for a distinction between ambiguous terms.



Development Toolset

Due to the international character and differing time frames for the national and regional teams in the project, an independent collaboration tool for creating multilingual dictionaries was needed. The decision to develop an Internet-based toolset on the basis of modern web technologies like AJAX was made early in the development process. While working on the English and German versions, the Dictionary Editor was created as a tool that allowed a location- and time-independent workflow. Work on the dictionaries can take place anywhere in the world with the minimal requirement of a modern web-browser and an Internet-connected computer.

As a prototype and proof-of-concept, a basic version of an Ontology Viewer was developed as well. Granting access to the dictionary data connected through different types of relations, a network of terms becomes accessible in a way it was impossible before without tremendous knowledge of the field, thus allowing for interaction in a way going beyond that of traditional dictionaries or encyclopaedias.



Multi-lingual Dictionary

The dictionary developed at the Arbeitsbereich Linguistik comprises over 1,000 entries from fields as diverse as law, business, transportation, security, knowledge management and technology. Each entry is equipped with grammatical information and a definition. Typical applications of the word are exemplified by collocations, synonyms and acronyms are added where appropriate.

A huge set of language resources builds the working base of the dictionary. From these, professional linguists produced a first set of the most important terms for the relevant fields of knowledge. In a several-month process, a refinement took place in cooperation with teachers and computer scientists, resulting in an overall list of nearly 3,000 of the terms most relevant for the desired target groups.

To ensure a maximum of possibilities and to improve interaction throughout Europe, the project started aiming at at least three major languages: English, German and Spanish, but with the option to include more languages along the way. Meanwhile, work on a Finnish and a Latvian version has started as well.

10-11.5
Day busy period (1)
10HD busy period (1)
24 hours service (1)
802.11 (1450)
8d report (2)
@ (3)
a. k. a. (1480)
a. m. (25)
a/b adapter (1207)
a/d converter (1211)
A2A (1437)
A2B (1198)
A2C (1199)
AAC (1205)
Accelerated Graphics P
acceptable use policy (1
access control (898)
access control list (7)
account (1089)
account payable (20
ACME (8)
ActionScript (1417)
Active Server Pag
ActiveX (914)
ad banner (71)
Ad Click (9)
Ad Click Rate (1
Ad Game (144
Ad Impression
ad server (91
ad-hoc netw
Adaptive M
add-on (11
add-on-co
address (1
Address
Address
Admin
admin
admin
adm
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a