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Media reporting on coronavirus as a terminology forge: implications for translators and interpreters

Doniesienia medialne o koronawirusie jako źródło terminologii: implikacje dla tłumaczy

Abstract

This article postulates the existence of a language, terminological and communicative phenomenon which the author calls *intermediate terminology*. The adjective intermediate refers to one of the functions: mediation between specialist terminology and the media discourse. The proposed definition of intermediate terminology emphasizes fuzziness and short-lived communicative functioning. Even though a large part of the article is devoted to defining and explain the phenomenon of intermediate terminology, a key point of this article is to provide professional translators and interpreters with tools of effective handling of this terminology. This is why the article ends with selected recommendations for professional translators and interpreters as well as for the students of translation and interpreting.

Key words: *terminology, intermediate terminology, terminology work in translation and interpreting, COVID, technological (ICT) support in terminology work.*

Abstrakt

Niniejszy artykuł postuluje istnienie zjawiska językowego, terminologicznego i komunikacyjnego, które autor określa mianem terminologii pośredniej. Przymiotnik pośrednia odnosi się do jednej z funkcji tego typu terminów: pośrednictwa między terminologią specjalistyczną a dyskursem medialnym. Proponowana definicja terminologii pośredniej kładzie nacisk na nieostrość granic pojęciowych i krótkotrwałe funkcjonowanie komunikacyjne. Mimo, że znaczna część artykułu poświęcona jest zdefiniowaniu i wyjaśnieniu zjawiska terminologii pośredniej, kluczowym punktem tego artykułu jest dostarczenie profesjonalnym tłumaczom pisemnym i ustnym narzędzi efektywnego posługiwania się tą terminologią. Dlatego też artykuł zamyka zestaw rekomendacji dla tłumaczy ustnych i pisemnych oraz dla studentów kierunków translatorskich.

Słowa kluczowe: *terminologia, terminologia pośrednia, praca z terminologią w tłumaczeniach pisemnych i ustnych, COVID, wsparcie technologiczne (ICT) w pracy z terminologią.*

Introduction

This article is an attempt to prove that when performing its essential role of communicative mediation, media give rise to a specific type of terminology, which is one of the ways of realizing its mediating function. We claim that this type of terminology occupies an intermediary position between one or more specialist domains and the public discourse. However, from the perspective of Polish media, this type of terminological mediation overlaps with another type of intermediation: interlingual translation of terminology. In Polish media, the primary mediation between specialist texts and the public discourse often coincides with a secondary mediation – between the terminological networks in English-language media and their translations, borrowings or adaptations into Polish. This latter type of mediation is crucial for the practical objective for this article: to prove that professional translators – and interpreters in particular – can benefit from realizing the existence of intermediate terminology and develop appropriate strategies for managing it.

The case in point in our article is how media reports forge intermediate terminology related to the phenomenon of coronavirus pandemic. The mediation takes place here between such domains of discourse (and termino-

logy) as medicine, healthcare, politics, public life and lifestyle, macro and micro-economy and education. This mediation produces a number of concepts and terms that relate and “codify” smaller (e.g. *coronavirus*) or bigger (e.g. *the new normal*) portions of experienced reality. From the translation and interpreting point of view, it is vital to note that some such concepts are imported to languages like Polish from English (e.g. *nowa normalność*), while others seem to be local coinages (*wymazobus*). Both require recognition, storage and management on the part of translators and interpreters¹.

The nature of intermediary terminology

The concept of intermediary terminology that we postulate for this article requires elaboration. First of all, it must be situated against the notion of terminology per se. Sager defines terminology as “...the study of and the field of activity concerned with the collection, description, processing and presentation of terms, i.e. lexical items belonging to specialised areas of usage of one or more languages,” (Sager, 1990, p. 2) which translates onto three major domains of terminological research and practice:

1. Practices and methods for collecting, describing and presenting terms,
2. Theoretical underpinning of the practices in point 1,
3. Resultant collections of terms in fields of specialist knowledge. (Sager 1990, p. 3)

As observed by ten Hacken, (Hacken, 2015, p. 3), in the classical approach, terminology is to provide the minimum (necessary and sufficient) conditions for a concept. This approach rests on the Aristotelian square of oppositions (Elkin, Tuttle, 2012, pp. 5-6) and uses discriminatory ways of determining what is and what is not the *thing* (concept, object, phenomenon or practice) covered by the term. This system is also used to ascertain that two relatively similar *things* (*genus proximum*) can still be differentiated (*differentia specifica*) and thus classified as distinct terminological items – referring to distinct concepts, objects, phenomena or practices etc.

Ten Hacken (Hanken, 2015) observes that with the rise of the cognitive understanding of lexical phenomena (e.g. the prototypical nature of meaning and understanding of *things*), the Aristotelian framework proved problema-

¹The list of potential addresses of the practical part is longer and can be expanded to cover many other types of language specializations, including terminologists and lexicographers. However, the main pragmatic focus of this article remains on terminology for translation and interpreting purposes and hence throughout the text reference is made only to these two professions.

tic for understanding terminology – its emergence and use. Fuzziness of categorial boundaries is pointed out as one of the problems:

For a significant part of specialized vocabulary, imposing a terminological definition is problematic, because it is a fairly arbitrary decision to fix precise boundaries in a continuum. The relevant concepts are based on prototypes, in the same way as natural concepts. We only find strict terminological definitions when it is necessary to determine exact boundaries. (Hacken, 2015, p. 3)

The prototypicality and fuzziness of terminology results from our conceptualization processes, which implies that understanding of terminology can also be a problem in the context of a given discourse (in a given time, culture, context etc.), and hence of a given person or group. In this sense, terminology ceases to be seen as a solely formal or pragmatic, linguistic or epistemological issue. To understand the sources of fuzziness and changes in prototypicality, we need to open terminological studies to the facts of textual communication (see *Communicative Terminology Theory*, as discussed below or the so-called socioterminological optics, represented by such terminologists as Boulanger (Boulanger, 1991), Guespin (Guespin, 1991) or Gaudin (Gaudin, 2003)).

In a somewhat simplified manner, we thus argue in this article that terms can occupy diverse positions on a cline between “precise definitions of underlying concepts” – exemplified by “legal and scientific contexts” (Hacken, 2015, p. 3) – and domains like the postulated intermediate terminology, which is partly anchored in the scientific or other specialist fields, but which communicatively seeks generalization (“umbrella terms”) for public use. This fuzziness of categorial boundaries and a tendency towards terminological generalization are – in our view – distinctive features of intermediate terminology. To illustrate the point, let us use the example of the distinction between the scientific concept of *SARS-CoV-2* and its “media representation” in *coronavirus* in English or *koronawirus* in Polish.

The third distinctive quality of intermediate terminology is that only some of these creations persevere in media discourse, while others drop when media discourse shifts to another topic. Those that survive can be said to change their position in the cline from temporary, ad-hoc creations towards classically defined terminological items. For example, it is rather unlikely that terms like *wymazobus* (*mobile COVID testing facility*) stay in Polish for longer than the end of the mainstream media debate on COVID. This short-lived nature of intermediate terminology is a challenge for translators

and interpreters, since concepts like *wymazobus* are highly unlikely to be found in a published dictionary or other publicly available or specialized terminological resources.

The communicative network behind intermediate terminology

Communicative Theory of Terminology, outlined e.g. by a number of contributions by María Theresa Cabré (see e.g. Cabré, 2003), is among more recent approaches to terminology. Without refuting the cognitive and the linguistic dimensions, Cabré postulates a communicative layer of terminological research. These three dimensions are parameters that can be positioned on three scales. Thus, the legal or scientific terminology – as understood by ten Hacken (Hacken, 2015) quoted above – tends towards little communicative contextualization, while e.g. marketing, psychology or media texts display a stronger tendency towards metonymy, metaphorization, generalization and contextual framing of sense (relation to reality) and meaning (semantic value).

Intermediate terminology – as postulated here – has the communicative parameter set at the maximum. In our view, this defining quality of intermediate terminology stems from the nature of the communicative interaction it is part of. To illustrate this point, we present a table below, showing the mutual interactions of diverse fields of knowledge, practice and terminology with media reporting on the COVID pandemic in the first half of 2020.

Table 1: COVID in the media coverage discursive framework (own research)

<p style="text-align: center;">HEALTHCARE</p> <ul style="list-style-type: none"> – reorganizing healthcare structures – equipment and lack thereof 	<p style="text-align: center;">RESEARCH</p> <ul style="list-style-type: none"> – medical research – statistical models and forecasts – COVID-related IT apps 	<p style="text-align: center;">ENVIRONMENT</p> <ul style="list-style-type: none"> – curbed production leads to lower pollution – masks and gloves thrown to rivers and seas
<p style="text-align: center;">MICROECONOMY</p> <ul style="list-style-type: none"> – service providers in some industries in trouble on lockdown 	<p style="text-align: center;">MEDIA REPORTING ON CORONAVIRUS</p>	<p style="text-align: center;">POLITICS</p> <ul style="list-style-type: none"> – state responses to COVID

– layoffs and furloughs		– elections and political conflicts (UK, PL, US)
MACROECONOMY	LIFE AND LIFESTYLE	EDUCATION
– state-level aid needs – economic indexes down – looming recession	– lockdown as a problem for family life, well-being and parenting – cultural institutions and churches in lockdown	– “forced” educational “revolution” – important examinations in pandemic circumstances

COVID became a topic for communicative cross-interactions in domains like healthcare, economy, politics, research, lifestyle, environment and education. Taking into account the speed of the pandemic transmission (at some stage) and the topicality of the issue – from the media perspective – one can imagine that the representatives of the media were in need of vocabulary that would help them adapt some complex medical, economic or political concepts to the perception of media audiences.

From among the framework of terminological cross-interactions illustrated above – which is in no way exhaustive – we only choose healthcare and economy for analyses in the remaining part of the article.

The data corpus: parameters of terminology selection

The COVID pandemic-related terminology meets the three main defining qualities we postulate for intermediate terminology:

1. Media discourse on COVID requires a terminological mediation and generalization of specialist terminology to make it cognitively available by general, non-specialist audiences.
2. However serious in its consequences, COVID makes an ideal case of a “media event”. It is accompanied by an extensive conceptual framework, yet much of it will not persevere in either specialist or non-specialist, public discourse. At the moment of writing this text (May-June 2020), COVID is still a “topical issue” and new lexical items are added to the framework almost everyday.

Taking these features into account, we selected terminological items that relate to specialist concepts or ones that are umbrella terms for health or economic phenomena related to COVID. However, pursuing the practical

objective of our research, we collected items that are translated, adapted or borrowed from English into Polish. Finally, of our interest are also items that are original Polish creations, worth mentioning in the context of potential translation or interpreting from Polish into English.

The data corpus: parameters of source selection

Before we present the data corpus, let us expound on how we sought for the data. The primary source of terminology for my research were the Internet services of media outlets. Most useful for my purposes was synthetic media coverage of COVID. Among such providers, the American Reuters News Agency and the Polish TVN24 channel turned out particularly useful. We depended for data on *My Reuters App*, which features a dedicated section on coronavirus coverage.

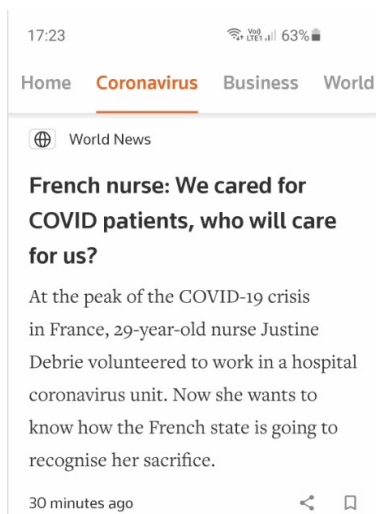


Figure 1: My Reuters App with COVID coverage section (My Reuters App...)

The TVN24 channel offers a TVN24 GO web service, and the main interest for me was the news bar of the service, since it repeatedly displays information concerning COVID. The news bars are exactly the space where intermediate terminology can be expected, also in ad-hoc translation from English. Moreover, the TVN24 channel features a dedicated series entitled *Koronawirus Report (Coronavirus Report)* that covers a vast area of COVID-related issues.



Figure 2: News bar and Coronavirus Report at TVN24BIS_GO (TVN24BIS_GO...)

Social media are equally instrumental, also because the major media outlets, like the ones mentioned above, use them for flash messaging. In our case, Twitter turned out to be an efficient “news provider” for our data acquisition. This, for example, was the case with information from the Polish Press Agency (PAP) and their dedicated, synthetic coronavirus service. (*PAP Biznes...*)



Figure 3: Twitter service of PAP Biznes with daily Coronavirus reports (PAP Biznes @Twitter...)

On clicking the link in the tweet, the user is redirected to the PAP web service. It contains a useful batch of information and terminology on issues like Coronavirus, but also on a lot of other topical economic and political facts and figures.

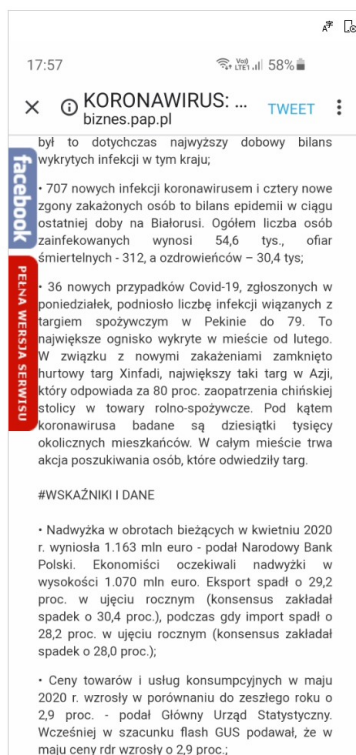


Figure 4: PAP webservice – a daily batch of data and terminology (PAP BIZNES...)

Twitter is also a platform for exchange of views between non-journalists, specialists, politicians or journalists expressing their “private” comments and opinions. This gathering of speakers creates a perfect framework for an emergence of intermediate communication. This is where facts (terms) and figures are translated (interpreted) by the specialists and the commentators with the use of intermediate terminology.

Finally, to learn more about the frequency of use and variant diversity of the particular items registered for my research, we also relied on Google search engine.

The data corpus: presentation

Below we present two tables with selected intermediate terms in the field of COVID pandemic, collected from mid-May until mid-June 2020². The first table covers the terminological field of medicine.

Table 2: COVID-related medical intermediate terminology (own research)

MEDICINE EN > PL	
English term	Polish translation
coronavirus	koronawirus
curve flattening	wypłaszczenie/anie krzywej wypłaszczanie się krzywej
herd immunity	odporność populacyjna, odporność środowiskowa, odporność grupowa, odporność stadna, odporność stada
medics	Medycy
pre-existing conditions	choroby wcześniej istniejące, wcześniejsze choroby, choroby wcześniej przebyte
coexisting conditions	choroby współistniejące
drive-thru test(ing) site, centre, location	punkt drive-thru, test drive-thru (“drive-thru”)
transmission clusters	ogniska infekcji
local transmission	transmisja lokalna, rozprzestrzenianie się lokalne
community transmission	? transmisja środowiskowa ? rozprzestrzenianie się środowiskowe
MEDICINE PL > EN	
Polish native creations	closest equivalents
szpital jednoimienny	coronavirus hospital, COVID specialized hospital
wymazobus	mobile testing bus, swab test bus, swab collection facility

The terms collected in the table above represent different positions on the cline between the prototypical terminological items – with precise meaning, sense and reference – and the intermediate concepts used as interlin-

²For reasons of brevity we exempt ourselves from providing detailed referencing of sources of intermediate terminology discussed herein. These sources are listed in the References with their links. Also for the space limits of this article, we are unable to discuss each and every item mentioned in the tables, even though almost each has an interesting story to tell in terms of its language, terminological and communicative status and origin.

gual and intralingual translations for media purposes. Some concepts can be said to represent prototypical items formally, but we decided to store them since they develop a particular meaning in the intermediate communicative context of the COVID pandemic. Thus, *pre-existing* and *co-existing* conditions are prototypical medical concepts in both English and Polish (*choroby wcześniejsze, choroby współistniejące*). Their exclusively intermediate status (short-term communicative use in COVID) is hard to determine. Similarly, the concept of *transmission cluster(s)* and its Polish counterpart *ognisko/a infekcji* are classical terms, let alone the fact that there is hardly any translation or borrowing taking place between the English and Polish conceptualization of the notion (English *cluster* can be translated as *zbiorowisko*, while Polish *ognisko* can in this context be best rendered as *focal point*).

Conversely, the notion of *herd immunity* and its Polish equivalents (*odporność populacyjna* or *odporność środowiskowa*) represent a different case. On the one hand, they are attested in professional communicative contexts independent of COVID-related discourse. However, one of the Polish equivalents attested in the media is *odporność stada* or *odporność stadna*, which seems to employ a direct, non-metaphorical translation of the herd component of the English original. This form predominates in media coverage (particularly with reference to the early-stage approaches to COVID in Britain or Sweden), which suggests its predominantly intermediate status. Similar cases include *curve flattening* and its Polish equivalent (translation) *wyplaszczanie/wyplaszczanie krzywej*, which is attested in research reports unrelated to COVID (medicine, economy), but which develops its new, intermediate meaning and sense in the COVID context (a strategy to alleviate problems of state healthcare services when faced with a potential uncontrolled flood of COVID patients).

The opposite, ultimate position on the scale, that is in a sense the “prototypical intermediate concepts” is occupied by both English *coronavirus* – as an intermediate term for the specialist notion of *SARS-CoV-2*, along with a range of its variants and related contextual meanings (medical, economic, political etc.). The Polish *koronawirus* can therefore be seen as representing two levels of terminological mediation (primary and secondary). The primary mediation relates the English specialist term *SARS-CoV-2* to the form *coronavirus*, prevalent in the English-language media. While the secondary mediation is realized through its rendering into Polish *koronawirus*. Worthy of a note is that some Polish media – though infrequently – use the more “domesticated” phonological variant of the word: *koron-o-wirus*, which is an interesting case of the use of -o- as a typical linking device in Polish compounding (see e.g. (Klimkowski, 2003) and literature quoted therein). So-

me Internet users are unsure about choosing between the two forms, which can be suggestive of an early stage of the institutionalization of this item in the lexicon of the Polish language (see e.g. (Bauer, Lieber and Plag, 2013) for the definition and discussion on the concept). In the context of this article, this instability of choice displayed by some users proves the intermediate status of the term under discussion, irrespective of its phonological realization.

One more interesting case of intermediate terminology listed above is *drive-thru test(ing)* and its Polish renditions into *punkty drive-thru*. It seems justifiable to argue that the terminological mediation in English exploits the metonymic use of the *drive-thru* concept, originally denoting a type of fast food restaurant. Thanks to the presence of similar fast food facilities in Poland, the secondary mediation (between English and Polish) imposes relatively low interpretive burden on the speakers of Polish (at least those who are *drive-thru* customers).

Two more cases of interest are native Polish mediations: *szpital jednoimien-ny* (*coronavirus hospital*: a dedicated hospital or ad-hoc adapted/constructed unit) and *wymazobus* (*mobile COVID testing facility*). It is hard to relate either of these concepts to any potential, overt English source term. Thus, they can be said to represent primary mediation, devoid of the translation aspect.

Surprisingly enough, we have also found out that while the term *local transmission* easily relates to Polish *rozprzestrzenianie się lokalne/miejscowe* and *transmisja lokalna* (in and out of the context of COVID), the notion of *community transmission* seems to have no direct Polish counterpart: we were not able to confirm the existence or use of either *transmisja środowisko-wa/społeczna* or *rozprzestrzenianie się środowiskowe*. Our study is certainly not detailed enough to enable our definitive conclusion on this case, yet, this situation can undeniably be used to highlight the fuzzy and random nature of intermediate terminology.

The economic concepts relating to COVID display similar phenomena and the secondary mediation seems more evident.

Table 3: COVID-related economic intermediate terminology (own research)

ECONOMY EN > PL	
English term	Polish translation
lockdown curbs	lockdown, obostrzenia, ograniczenia, obostrzenia związane z lockdownem
loosen curbs, lockdown, lift curbs	luzowanie obostrzeń
new normal	nowa normalność

social distancing	dystansowanie społeczne, dystans społeczny
furlough	urlop (przymusowy)
layoff	urlop przymusowy, czasowe zwolnienie z pracy, czasowe zwolnienie z obowiązku świadczenia pracy
infodemic	Infodemia
ECONOMY PL > EN	
Polish native creations	closest equivalents
odmrażanie gospodarki	“defrost” the economy, economic recovery, restart the economy, (economic) thaw

Apart from concepts like *furlough* and *layoff* and their (potential) Polish counterparts like *urlop*, *urlop przymusowy*, *czasowe zwolnienie z pracy*, the majority of cases here are “prototypically” intermediate terms. For example, *nowa normalność* occurred on the Twitter account of Poland’s Ministry of Health no later than a day after the concept was announced by the British Government (*new normal*). An interesting case is that of *dystansowanie społeczne*, which prevailed in the first period of the pandemic, to be gradually substituted by *dystans społeczny*, which might be due to the potentially emotionally negative reading of the Polish concept of *dystansowanie*, most evident in the verb *dystansować się* (*oppose something or someone, refute*).

The only case attested for native Polish intermediate economic terminology is *odmrażanie gospodarki*, which seems to have no direct English conceptualization employing “defreeze” or “defrost” in a metonymic take. Instead, English-language media rather opt for concepts like *economic recovery*, or *restart(ing) the economy*. Only in the case of reports on the situation in China (city and province of Wuhan, in particular), some press reports made use of the concept of *thaw* to denote a gradual transition from the negative pandemic trajectory to a plateau in the number of infections, which opened a way to an economic restart by the hard-hit Chinese economy. Interestingly enough, some English-language media reporting from Poland abroad (e.g. polandin.com) *did* use the term “defrost” *the economy*, retaining the quotation marks – which signals the authors’ perception of the intermediate nature of the concept in use. In this instance, we deal with a primary and secondary mediation, yet with the reverse order of interlingual transfer (Polish to English).

Implications for language specialists

My analysis so far focused predominantly on the linguistic, terminological and communicative status of intermediate terminology. In what remains,

we would like to address this phenomenon as a performance challenge for translators and interpreters. The rationale for this claim is that the COVID pandemic is extremely likely to surface – more or less directly – during conferences, meetings and symposia throughout the coming twelve months or so. It may be directly addressed as a conference topic, but we expect it to be even more frequently present in its indirect form. We find it highly likely that almost each conference in the near future – and in particular those events that were cancelled or postponed due to the pandemic – will start with at least some mention of the pandemic. Unlike the specialist conferences, devoted directly to COVID, this second kind of reference is more likely to rely on intermediate terminology. A complication that interpreters are more likely to face is that with COVID being an off-side topic, an interpreter will not be briefed by the client that he or she has to cover COVID in interpreting. Thus translators – and interpreters, in particular – must be ready to handle COVID as an off-side topic with the use of intermediate terminology.

Intermediate terminology – as defined above – differs from prototypical terms also in how a translator or an interpreter can search, store and use it. Two issues stand out in the context of the previous discussion in this article. Firstly, since intermediate terminology is rather short-lived, searching for it and storing it for potential use must take place simultaneously to a phenomenon covered by the terminology. In other words, this kind of terminology is easier to find when the issue, like COVID, is topical and reported by the media. Conversely, searching for COVID-related media items and terms may be far more problematic and painstaking (in terms of time, effort and quality assurance) in something like a year ahead. The topic is not likely to have such a vast media coverage then and a need for intermediate terminology in this field will die out.

In our case, data collection began in late April 2020 and we plan to continue until late 2020. Apart from the practical side, our data collection effort is also motivated by our research plans. We will attempt to juxtapose the findings presented here against my future data analyses and observations. The objective is to further prove the status and the changing nature of intermediate terminology as a language, terminological and communicative phenomenon.

Secondly, getting ready to handle translation and interpreting of intermediate terminology requires a modification in how a translator and an interpreter prepares for the task. A standard mode of terminology work can be said to proceed from a terminology item as a problem, through reference to the specialist sources like dictionaries, encyclopaedias or other auxiliary texts as instruments, until arriving at a terminological (translation) solution.

To illustrate this process, one can use the example of translating the English notion of *curve flattening* into Polish:

1. Problem: *curve flattening*
2. Method and instrument: Internet search for the item and its subject-related, language-structural and stylistic contextualization
3. Result: *wypłaszczenie krzywej* (outcome) or *wypłaszczanie krzywej* (process)
4. Solution: adopting the concept in translation/interpreting, respecting the contextual variation

The methodology for intermediate terminology collection that we would like to recommend uses a different approach. It consists of two main steps:

1. Develop a methodology of regular following media coverage to be able to detect phenomena that are likely to become sources of intermediate terminology
2. Develop a methodology for data collection, storage and on-demand retrieval of intermediate terminology

Step 1 has already been discussed (see the sections: *The data corpus: parameters of data selection* and *The data corpus: parameters of source selection*). Modern media – social media in particular – can be an excellent tool for the purposes of intermediate terminology spotting and collecting, since they offer extensive filters (personalization) allowing better-informed choices for the media outlets in the function of terminology providers.

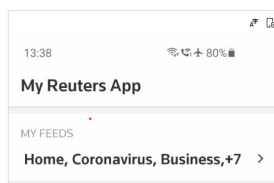


Figure 5: Options for feed personalization at My Reuters App (My Reuters App...)

The filters are extremely advantageous in reducing the time and effort needed to get the data, since to a large extent they free us from trial-and-error browsing and terminology search. It is true that at some stage, the terms provided by the media need a final confirmation via web-search or other standard quality procedures, yet it is perhaps obvious that *confirming* a term takes far shorter, and is less cognitively demanding than *looking for* it.

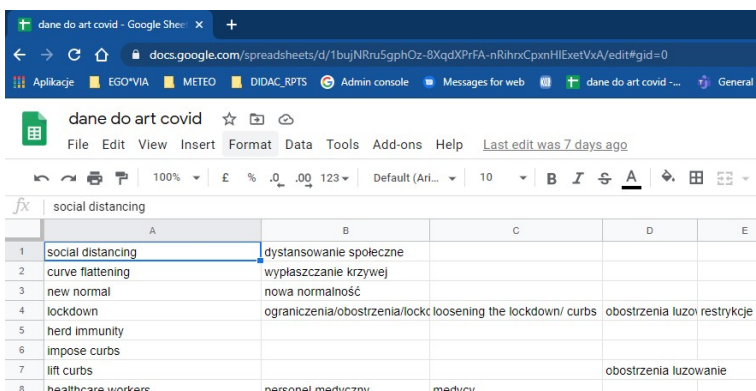
In the case of intermediate terminology, the methodology for data collection and on-demand future retrieval must be developed carefully, and

must match the individual style of work of translators and interpreters. Our personal choice was to set a dedicated Google Sheet file that we could access both from a PC desktop and a smartphone. This choice has to do with the fact that our approach to the COVID-related intermediate terminology was close to the definition of incidental learning: in free-time breaks we used a smartphone to browse the flash messages about COVID, and if a notion we found was worthy of an investigation, we looked for further sources. Let us illustrate that approach with how we handled the notion of Polish *luzowanie obostrzeń* (*loosening restrictions/curbs*), which we first spotted on 20 April 2020. The stages of researching this item were as follows:

1. Opening a tweet from Ministry of Health containing *luzowanie obostrzeń*.
2. The notion seemed intriguing for its potential English-language origins, so we decided to have it on the list and check for potential English-language variants
3. We put it to the dedicated Google Sheet file (glossary).
4. The English *loosening the restrictions* was extremely easy to find via simple web search, along with its contextualization.
5. We put it to the dedicated Google Sheet glossary.

To perform stages 3-5 quickly and effectively, we need to rely on a quick-access storage space. This also means we need access from any device we are using at the moment. Google Sheets meet these criteria for storage, allowing fast and uncomplicated recording of raw data in a tabular form (glossary) from any device at our disposal.

To make our access to the data sheet faster from the PC desktop, we created a direct link to the file on our browser's main interface, as illustrated below.



The screenshot shows a web browser window with a Google Sheet titled "dane do art covid". The sheet contains a table with the following data:

	A	B	C	D	E
1	social distancing	dystansowanie społeczne			
2	curve flattening	wypłaszczanie krzywej			
3	new normal	nowa normalność			
4	lockdown	ograniczenia/obostrzenia/lock	loosening the lockdown/ curbs	obostrzenia luzu/ restrykcje	
5	herd immunity				
6	impose curbs				
7	lift curbs			obostrzenia luzowanie	
8	healthcare workers	personnel medyczny	medycy		

Figure 6: Short-cut link to my COVID data storage (own research)

In a similar way, we placed a short-cut icon to the data sheet on our Android smartphone interface. An alternative solution for a smartphone is to use a dedicated, programmable function button on a phone's chassis, which most smartphones offer.

As can be observed, the methodological order of the standard mode of terminology work is – as if – reversed in our approach to handling intermediate terminology. The standard mode relies on a deliberate search for knowledge that has been recorded in text and terminology resources. Under the methodology proposed here for intermediate terminology, the terms, their translations and contextualization are provided to us by the media. Hence, the main effort of a translator or an interpreter resembles the work of a lexicographer: to collect data and make it ready for on-demand future retrieval and revision. This can be done effectively thanks to modern media and ICT tools, which turn out extremely handy in handling of intermediate terminology for translation and interpreting purposes.

Conclusions

This article argues that contemporary media provide a space for an emergence of a specific language, terminological and communicative phenomenon, which the author names intermediate terminology. The definition of intermediate terminology proposed here emphasizes its generality, fuzziness (overlaps with other concepts, their context-dependent use) and its short-lived communicative functioning. This behaviour is a direct consequence of the nature of media communication practices. Thus, a concept like *curve flattening* – in its COVID-related meaning, referring to the particular strategy of approaching the pandemic – may cease to be used in that meaning when COVID is no longer a public and a media issue. Owing to these three defining qualities, the postulated phenomenon should be theoretically approached from the position like the one adopted by the Communicative Theory of Terminology. Even though a large part of this article is devoted to explaining and defining the notion of intermediate terminology, a key point of this work is to provide professional translators and interpreters with tools of effective handling this kind of concepts. This is why the article ends with selected recommendations for handling intermediate terminology, addressed to professional translators and interpreters as well as to the students of translation and interpreting.

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