
**Language resource management —
Controlled human communication
(CHC) —**

**Part 4:
Basic principles and methodology for
stylistic guidelines (BSG)**

*Gestion des ressources linguistiques — Communication humaine
contrôlée (CHC) —*

*Partie 4: Principes de base et méthodologie pour les lignes directrices
stylistiques*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 37, *Language and terminology*, Subcommittee SC 4, *Language resource management*.

A list of all parts in the ISO 24620 series can be found on the ISO website.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

It can be generally understood that English has evolved into the representative international common language, i.e. lingua franca. When browsing the internet, people can find many English sites. According to an estimation made by W3Techs in 2022^[6], English is used by 60,4 % of all the websites whose content language is known. ASD-STE100^[3], one of the representative controlled English rule sets, has been downloaded by 71 % non-English-native-speaking countries compared with 29 % English-speaking countries^[4]. This is natural considering communication methods with other countries. Currently, people generally communicate with other people in non-English speaking countries by using English via the internet, email and social media. Therefore, it is necessary to make the communication tool (i.e. English) more understandable and translatable. This document provides guidelines for non-native English speakers to write English in an easy-to-understand manner, not just native English speakers.

At the same time, almost one-third of internet sites (39,6 %) are written in languages other than English according to the W3Techs report^[6]. People should use plain, concise and understandable language because so many of their counterparts are not good at English and stick to their own language. By making the language as plain as possible, these counterparts will be able to understand it, and they will be able to apply it to machine translation. As a result, people can find that they need two languages: English and their own language. In order to facilitate communication worldwide, it is necessary for people to make English and their own language plain, comprehensible and easily translatable, i.e. to make languages bi-directionally accessible.

In addition, in some countries, there is an active movement to improve the language itself so that it can be communicated in an easy-to-understand and non-misunderstood manner in order to promote communication. Typical examples are plain languages^[5] and ASD-STE100^[3]. Both have a long history, especially ASD-STE100^[3], which was first released in 1983. In addition, plain languages have evolved into the languages of various countries, not just English. In the future, it could be helpful to have writing rules that cover both plain languages and ASD-STE100^[3] across the board.

It is possible that the writing rules of this document overlap with the rules of plain languages and controlled languages (such as ASD-STE100^[3]), but it also includes other detailed rules. This is to be able to address various languages in detail. The writing rules are not based solely on one language, as is the traditional practice, but instead by comparing English with a linguistically different language such as Japanese.

Writing using this document can facilitate communication around the world by writing original text that is easy for the readers to understand and by improving the quality of machine-translated output text.

Language resource management — Controlled human communication (CHC) —

Part 4:

Basic principles and methodology for stylistic guidelines (BSG)

1 Scope

This document establishes a set of basic writing rules, called “basic principles and methodology for stylistic guidelines (BSG)”, for writing in English that can be applied to other languages, facilitating communication in each language and from a language to other languages. It includes conceptual writing rules as well as specific grammar ones.

This document is designed to facilitate written communication in English for native and non-native English speakers. It allows English native and non-English native speakers to smoothly communicate through social media or email using English, or to translate into their local language. Furthermore, this document is applicable to the languages of each community. In other words, it aims to promote bi-directional communication between two particular languages.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

3.1

basic principles and methodology for stylistic guidelines

BSG

guidelines specifying common writing rules applicable to many languages

3.2

technical communication

process of defining and creating information for use to be delivered as information products for the safe, effective, and efficient use of a supported product throughout its life cycle

[SOURCE: ISO 24183:—¹⁾, 3.1.1, modified — Notes 1 to 3 to entry deleted.]

3.3

plain language

communication in which wording, structure and design are so clear that the intended readers can easily

- find what they need,

1) Under preparation. Stage at the time of publication: ISO/DIS 24183:2022.